

BUILDING IDEAS

A Quarterly Publication From Marvic Supply Co., Inc.



Winter 2008

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Richlandtown, PA 18955
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710 Dickerson Rd.
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North Wales Millwork/Shop

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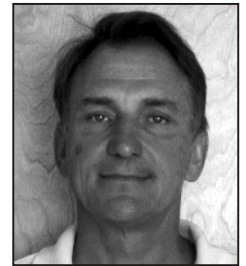
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Management's Corner - Tools of the Trade

Tape measures, brakes, saws, ladders, levels and many others are examples of tools being used in the home remodeling and building trades. Another item to include on your tool list is Marvic Supply. We offer an impressive selection of promotional and educational resources. Tools to help you gain a competitive advantage, to enhance your companies' reputation and professional image, increase your sales and lock in profits.

Marvic Showrooms: Have you been to a Marvic showroom lately? Here's your invitation. They are upgraded and remodeled, displaying the latest collections of name brand products from leading manufacturers that homeowners recognize and trust: Andersen Windows, CertainTeed, GAF/ ELK to name a few. Showrooms are a proven way for you (our contractor customer) to acquaint your prospective clients with those top products you choose to sell and install. To get the most benefit from your showroom experience, it's helpful knowing in advance when visits are being planned so everyone is prepared. If you need a Marvic inside sales contact, simply call the store manager and they will be glad to assist.



Joe Hafner

Product & Material Samples: Manufacturers' spend millions of dollars doing market research and testing different product designs, to determine what individual consumers are looking for. With that knowledge they create marketing tools, which appeal to these specific consumer groups. Each Marvic location stocks a wide variety of **siding** folders, **roof shingle** boards and tabletop **window** displays. We offer an abundance of new product sample kits that you can use for adding power to your sales presentations.

Product Literature: Attractive, informative literature is available on virtually everything we carry. Enclosing product brochures, with job quotes, is an effective way to strengthen a proposal and influence decisions in your favor. After completing the job and your customer is happy, send a letter thanking them for their business with literature pertaining to possible future projects discussed during your recent work. When they're ready, they will call you and your company first.

Marketing & Advertising Tools: CertainTeed, GAF/ ELK and other major brand manufacturers offer customized direct mail pieces, door knob hangers, business cards and job signs at a nominal cost.

Education & Training: Vendor instruction/certification programs are available, introducing their new product innovations and teaching proper installation techniques.

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GAF/ELK Transition

I am writing to give you an update on the status of GAF's integration of the ELK product offering and manufacturing facilities into the existing GAF family of products and facilities. As most of you are aware GAF purchased ELK Corp in the fall of 2007. After a period of deliberation, which included decisions to close plants in Quakertown, PA and Goldsboro, NC as the business climate continued to soften, GAF has announced their plans for a new combined GAF/ELK product offering and which plants will be used to source the new products into the greater Philadelphia market. Here goes - this gets a bit confusing so you may want to read this twice.

The old GAF Timberline shingle family will remain only in a 30 yr. product named GAF/ELK Timberline Natural Shadow. This will be available in our market as an english cut shingle only (12"x 36"), will be manufactured in GAF's Baltimore, MD plant and will be available in only 7 colors.

The old ELK Prestique product line will continue as the new GAF/ELK Timberline Prestique High Definition shingle and will be available in a 30 yr., 40 yr., and Lifetime, shingle and will be made in 13 colors. This is where it starts to get confusing. In the entire state of New Jersey along with the Southeast PA counties of Bucks, Montgomery, Philadelphia, Delaware and Chester the new Timberline Prestique High Definition product will be produced in GAF's Baltimore, MD plant and will be an english cut product (12"x 36"). All other Pennsylvania counties will be supplied from ELK's Meyerstown, PA plant in a metric cut product (13"x 39"), also in 13 colors.

As a contractor you need to be aware of some potential problems you may encounter with the new product line-up. The first is the potential confusion, both at the homeowner and contractor level, between the 30 yr. "Timberline Natural Shadow" and "Timberline Prestique High Definition" products. While the granule drop on the shingles are different, yielding a much more vibrant look on the Timberline Prestique High Definition product, the package size will be the same and the color names will be identical - i.e. there is a Natural Shadow "weathered wood" and a High Def "weathered wood". Bottom line here - make sure you **communicate** clearly with your homeowner customer which they want, **communicate** clearly to us which one you want, and lastly **check** the material before installation to make sure it's right!

Another possible problem is with the shingle size. While the majority of our trading market will have the english cut (12"x 36") inventory of the Timberline High Definition product, there will be some metric cut (13"x 39") product being stocked. Marvic will be keeping the metric cut product in our Quakertown facility to service the Lehigh Valley which will be predominately metric cut. We will assume you want the english cut material unless stated otherwise, so again **communicate** what you want.

GAF's Timbertex hip and ridge and ELK's seal-a ridge will now each be available in all of the new GAF/ELK 13 colors and may be used with either shingle. Most of the remaining GAF and ELK products will continue as they were, just now being branded as GAF/ELK.

Finally you'll need to restock your samples and literature with the new GAF/ELK material. Please stop into one of our branches, discuss the changes with one of our sales representatives, and pick up a new supply of samples and literature. We want to make sure this transition happens smoothly. Thanks for your business!!

Dave Smith

Management's Corner continued from page 1...

AIA Credit Programs: Most of our vendors are AIA certified, offering classes to architects studying for continuing education credits. These same AIA courses can be taught at your company's location or you may use a convenient Marvic conferenceroom.

Special Bonus Incentives: Many of Marvic's vendors offer job financing for approved contractors. Some vendors offer rewards like gift catalogs, travel packages and money back on product purchases. Financing and programs vary so please call for details.

To learn more, talk with a Marvic sales associate. Using these ideas and tools will give you the edge for profitable growth. We appreciate your business and look forward to working with you in 2008.

Marvic's answer to all your EPDM needs.

WeatherBond® is a leading manufacturer of single-ply roof systems designed for light commercial and residential applications. Offering black and white EPDM and TPO membranes that are available with an industry-leading Limited Lifetime Material Warranty, WeatherBond provides affordable and reliable single-ply solutions for any size roof or roofing contractor. WeatherBond uses education and training to set themselves apart from other single-ply membrane manufacturers. From the installation video to material estimators and detailed rooftop guides, WeatherBond enables someone with any level of experience the ability to install a single-ply membrane roof with ease.

WeatherBond's EPDM membrane has been proven in the industry for over 40 years with over 10 Billion square feet installed. By providing a full line of easy to use accessories and detailed installation instructions, WeatherBond can be a single source solution for all of your low-slope roofing needs. WeatherBond is one of only a few single-ply manufacturers to offer both black and white EPDM membrane as well as a full line of peel and stick accessories.

Offering excellent reflectivity and superior cool roof capabilities, WeatherBond's white EPDM and TPO membranes help lower a building's overall energy costs by reducing the amount of energy needed to keep it cool. Every WeatherBond PRO TPO membrane carries the ENERGY STAR® rating.

For more information call 866.471.5125 or visit www.weatherbondroofing.com. WeatherBond... "Roofing That Fits."

WINTER SPECIALS

Effective 2/1/08 to 3/31/08

See your local branch representative for the following specials:



Timberline Prestique 30 \$46.75/sq
Timberline Prestique Lifetime \$70.95/sq



Introducing: Cambridge

Viwinco's own "Top of the Line" vinyl window with features like: 15/16" Solarban®60 low e glass, argon gas filled, low conductance spacer, full 3/4" C.F. balance, fully welded frame and sash. All the features you'd want in a premium vinyl window for your customers who pursue quality! Introductory price of \$199.95 includes: standard white D/H.unit with 1/2 screen and no grids up to 101 United Inches ordered by March 31st.

Discontinued Odd Lot Shingles

GAF Timberline 30 Year \$35.00/sq
Timberline Ultra \$50.00/sq

These are first quality shingles that don't match the manufacturer's current color selections. All warranties apply. Hurry in for this deal, good while limited supplies last. Sorry, no returns on this material.

*Special pricing quoted is for material picked up by 3/31/08 unless otherwise noted. Delivery available at standard delivery rates.

CT CertainTeed

Landmark 30 \$46.75/sq
Landmark Prem. \$70.95/sq

Alcoa Trim Coil



TS-24 White \$70.00/roll
TS-24 Colors \$71.25/roll
TS-24T White PVC \$78.00/roll
TS-24T Colors PVC \$84.45/roll
S-24 White \$64.00/roll
S-24 Colors \$67.90/roll
S-24T White PVC \$70.00/roll

Skid quantity pricing available!

Obdyke's GAP Guard

24 oz. Can \$18.50
 New Expandable foam will not bow or distort window or door frames!!
Special: Buy 3 Cans of foam + 1 Can of Cleaner - get the applicator gun, worth \$29, FREE!!



Thanks for your business!

For Assistance and Information, your Marvic contact at each location is:

Philadelphia

Phone: 215-673-4323
 Mike Sandford, Ext. 10100

Doylestown Store/Showroom

Phone: 215-348-8400
 Rich Singer, Ext. 10212

Doylestown Administrative Office

Phone: 215-348-8749
 Beth Seale, Ext. 10905

Quakertown

Phone: 215-538-9300
 Al Snyder, Ext. 10301

North Wales Store/Showroom

Phone: 215-699-5900
 Jeff Ennis, Ext. 10402

North Wales Shop/Millwork

Phone: 215-699-8870
 Dean LaBar, Ext. 10801

Edgemont

Phone: 610-359-1400
 Bob Pennypacker, Ext. 10506

Flemington, NJ

Phone: 908-782-8595
 Allen Brower, Ext. 10605

Employee Spotlight - Beth Seale

Beth Seale, Accounting Supervisor, joined Marvic Supply Co., Inc. in 2005. Holding a degree in Business Administration with an emphasis in Accounting and Marketing from Delaware Valley College, Beth has a varied work history that encompasses the construction industry. In 1994, she launched her own business, assisting small and mid-size companies in the selection and implementation of their accounting software systems.



In this competitive era of change, Marvic's philosophy is a total customer focus in designing and following the best business practices everyday. This commitment and dedication has resulted in unique partnerships with our customers, which keeps Marvic a step ahead of the curve.

One of the key tasks that Beth is charged with is utilizing the exceptional software system in which Marvic has invested extensive time and resources, to create a better exchange of information between the company and it's customers. In the near future, one of Marvic's goals is to provide invoice and statement information via facsimile and/or email. Through this more efficient exchange of data, we can provide real time account status. Please look for more details on this shortly.

Beth has gained valuable insight into customer needs through customer visits and telephone communication. The group of professionals in the administration department responds to our customers with customized account management solutions, creating and delivering innovative and mutually beneficial exchanges that improve our customers' profitability.

Be proactive and talk with Beth. She welcomes your ideas and feedback. Discover how a strategic partnership with Marvic could enhance your business in ways you may not have imagined. Beth looks forward to working with you.

Beth lives in Central Bucks County, PA with her husband and their two children. For leisure time activity, they all enjoy the outdoors, hiking and kayaking and vacationing in North Carolina and New England.

Marvic's 2008 Trade Show

I know, I know you're saying "Marvic doesn't usually do a trade show two years in a row." ...But this year's different!! Yes business is off but we have so many new or improved products that we decided to have a show anyway. We've booked the same location, Williamson's Restaurant in Willow Grove, for the afternoon and evening of Wednesday March 5th, 2008. We'll have over 40 manufacturers there to show their new products and talk to you about sales tools and answer any questions you might have. Come join us for this important event and we'll even buy you dinner!! Look for more details in the mail.

INDUSTRY NEWS

CertainTeed has completed the sale of their vinyl window business to Ply-Gem of Kansas City, MO.

Viwinco, Inc., a former local fabricator of CertainTeed vinyl windows has launched their own proprietary line of replacement and new construction vinyl windows and doors under the Viwinco brand. Marvic Supply will be distributing Viwinco's full line of products.

Vinyl siding manufacturers CertainTeed and Alcoa/Mastic have both announced an approximate 7% price increase on siding panels and accessories effective January 1, 2008.

Simonton Windows has introduced a new Driftwood color to their entire replacement product offering.

Roofing manufacturers have announced a shingle price increase of 10-15% effective February 1, 2008. This follows a steady decline in pricing over the 2nd half of 2007 as roofing demand fell. During that same time the cost of oil, and more importantly asphalt, has increased significantly as have freight costs. Look for a significant portion of this announced increase to "stick".

CertainTeed has completed installation of a state-of-the-art, four wide laminated roof shingle production line at their manufacturing facility in Oxford, NC.