

BUILDING IDEAS

A Quarterly Publication From Marvic Supply Co., Inc.



Management's Corner - Knowledge is Power!

Winter 2009

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In any field of work, to be current with all that is changing and new, continuing professional education is absolutely essential. Keep in mind, you don't learn just to know, you learn to do. An old and familiar quote makes the point: "give a man a fish; you feed him for a day, teach a man to fish; you feed him for a lifetime".

We at Marvic thank you for the tremendous support for our previous seminars and Trade Shows. We hope you'll reserve some time for this year's event, on March 4, 2009 at Williamson's Restaurant, in Willow Grove. This show promises to be the best ever. A special, feature attraction will be "The Katz Roadshow" - a nationally recognized Building Industry Training Organization. With over 30 years experience as a licensed General Contractor, Gary Katz brings his unique brand of instruction, conducting a hands-on workshop for finish carpentry. Additional information about The Katz Roadshow agenda and details are described in the article on page 3 of this newsletter. For more introductory material, visit www.garymkatz.com.

As partners with you in the Remodeling/Building industry, the employees of Marvic have taken the initiative in cooperative training by offering this kind of useful and worthwhile educational seminar/show. It reflects our steadfast commitment to maintain a leadership position for honoring the craft and advancing your profession as builders, contractors, and remodelers. As your supplier, Marvic's purpose is aimed at assisting each customer to be more successful and profitable.

This upcoming event will showcase the latest construction industry practices, techniques, products and technology, helping you achieve superior results for you and your customers. During these tough economic times one realistic business goal should be focusing your efforts on continuous improvement.



Investing in your career through education you can design and implement changes now, to be more productive and stronger which pays nice dividends immediately. If you strive for excellence, success will follow. We thank you for your business and look forward to working with you in 2009.



In the fall of 2007 Marvic Supply Co. was selected by GAF Materials Corporation to be the area distributor for CanyonRock™ their "Premium Decorative Stone" product line. The decision by Marvic to offer this product was two fold:

- Market Research indicates Decorative Stone is growing 17% annually
- Marvic wanted to provide the best product of this type in our industry, offering you and your customer's more design options, new ideas, and superior value to help you achieve profitable business

Keep in mind CanyonRock™ is not just another "Me Too" Decorative Stone! GAF did their homework conducting surveys, doing interviews learning first hand what specifications, improvements, benefits and solutions remodeling contractors, builders and consumers want in choosing a Decorative Stone product. **Standard** CanyonRock™ features include:

- "Tru90" Corners - every corner is 90 degree accurate for easy alignment, faster installation and a good looking appearance when the job is done
- "Sure Stick" - consistent, well-defined grooves provide superior adhesion, with up to 50% stronger bonding than other brands means less chance of stones coming loose
- "Scratch Guard" Protection - surfaces are 25% harder for more durable, scratch resistant finishes and longer lasting beauty
- "Smart Choice Plus Warranty" - transferable, non prorated 50 year coverage against manufacturing defects



Gary Meyers, a professional Stone Mason with 39 years experience, has used the other major brands of Decorative Stone. He did the CanyonRock™ job on Marvic's Doylestown building (shown in picture below) and says, "CanyonRock™ is easier to work with, light weight, true 90 degree corner provides ease of installation, great quality, cleans up better, a nice looking finished job, very competitively priced and a more realistic appearance".



Marvic has a full stock inventory of CanyonRock™ in 5 profiles and 22 colors, available for immediate delivery or pick up.

Marketing Tools: CanyonRock™ has produced a unique literature piece showing all the styles and colors of stones in "full scale model" sizes.

Also available are sales brochures, sample boards and door hangers. All Marvic locations have attractive CanyonRock™ displays which you and your prospective clients can view. Plan to visit the CanyonRock™ exhibit booth at Marvic's Trade Show on March 4, 2009 and discover why CanyonRock™ is "Your Best & Safest Choice" to close more sales and increase your profits.

GAF and Marvic offer complete product education and installation training throughout the year. The GAF certified contractor training program is one of the most informative, instructional courses in the industry. Please contact your local Marvic branch for details. Be on the look out! We are conducting the certified training program in late March or early April 2009.

Marvic Supply 2009 Trade Show

The news speaks of Doom and Gloom and reminds us every day that the economy is in a recession. With people traveling less these days and knowing that the regional and national trade shows are normally very costly and far away, we at Marvic Supply would like to bring the trade show to you, the contractor. What better time to increase our awareness of quality products and industry updates than in a slow or down market. This year Marvic is pulling out all the stops and will be presenting a full day of educational tools and product training for all our contractors. We will start off the day with the Gary Katz Road Show at 8:00 am until 2:30 pm. The discussion and training will breakdown as follows.

- Morning Session: 1. Trouble-Free Exterior Trim
 2. Replacement Windows and Installing Historic Architectural Trim
- Afternoon Session: 1. Hanging a New Door in an Old Jamb
 2. Conquering Crown Molding

Please contact any Marvic Supply location or visit the Gary Katz web site at www.garymkatz.com for more information. Breakfast and Lunch will be provided during the meeting. There will be Limited seating at the Gary Katz Road Show so we will only be able to accept the first 200 contractors who sign up.

At 3:00 pm we will open the doors to the 2009 Trade Show. **Both events will be held March 4th at Williamson's Restaurant in Willow Grove.** Hors d'Oeuvres will be served from 3:00 pm to 5:00 pm and dinner from 5:00 pm to 7:00 pm. Plenty of food, drink, door prizes and fun for all who attend. **We hope to see you there!**

Michael S. Heisey

WINTER SPECIALS

Effective 2/1/09 to 4/30/09
See your local branch representative for the following specials:

CanyonRock™ Premium Decorative Stone



| | |
|-------------------------------------|--------------|
| Natural LedgeStone (7.5 sq.') | \$42.20/ctn* |
| Fieldstone Flats (7.5 sq.') | \$42.20/ctn* |
| Prem. Stacked LedgeStone (6.2 sq.') | \$34.90/ctn* |
| Prem. Brookstone Flats (6.8 sq.') | \$38.25/ctn* |

*All Colors

Simonton Windows

Model 5050 White Double Hung
0-101 United Inches
Standard Insulated Clear Glass
Half Screen, No Grids

\$136.35 ea.

Low "E" - \$142.85

(grid and screen options available at additional cost.)



**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

*Specials good on all orders placed by 4/30/09. Marvic reserves the right to limit quantities. Prices quoted are for material picked up only. Delivery available at standard delivery rates.

Thanks for your business!

Employee Spotlight - Rich Singer

Introducing Rich Singer, manager of Marvic's Doylestown store and warehouse.

After graduating Montgomery County Community College with a degree in Criminal Justice, Rich spent 13 years with the Lansdale police department. In 1998 with a decision to change careers, Rich joined Marvic Supply Co., Inc. to drive a boom delivery truck. Visiting job sites and talking with contractors, learning about the construction industry through first hand experience, Rich started his future in the building profession and moved to inside sales at Marvic's Doylestown location.

His accomplishments were rewarded by a promotion in 2002 to assistant manager and then branch manager in 2005. Since arriving at Doylestown, the store showroom has doubled in size and now offers a large selection of brand names and top grade building materials.

When planning projects, contractors, remodelers and your clients will benefit from working with Marvic's team of product specialists. Our knowledgeable staff provides customers' the best technical guidance, offering design concepts, new product ideas, and alternative solutions which homeowners value. Excellence in personalized service and quick response is producing a growing list of satisfied customers' loyal to the Doylestown store. Rich thanks each of you for your continued support and looks forward to being your supplier of choice.

Celebrating 38 years of marriage, Rich lives in Souderton with his wife Priscilla. Their daughter, Rebecca is married to Josh. Their son, Kristopher is married to Tara and they have two children. For leisure time, Rich and Priscilla are "Harley Davidson" motorcycle enthusiasts, traveling the United States. They are active in the Coopersburg, PA "HOG" club, giving time and resources, organizing charity and fund raising events that help support Bucks County children and youth.



Remembering Clint Deiley

On Sunday November 9th our colleague and friend, Clint Deiley, passed away at Doylestown Hospital. He was 59 years young. Many of you know that Clint was an avid golfer and loved to travel. He also enjoyed attending all the various Marvic functions interacting with customers and vendors. Clint was a part of our Marvic family for 12 years and will be missed by all of us. Please keep his wife Nancy, son Brent, and daughter Dana in your prayers. Thanks.

Tech Tip

Inherent in any window installation, particularly in a replacement situation, is how to make a new window perform in a "not so square" opening. Sure, you do your best to shim where necessary but it can be difficult to make the sash close and seal correctly. This problem becomes particularly evident in a vinyl casement window where the tolerances are very narrow. If the building settles over time this could compound a problem that is not the fault of the window or the installer. Homeowners should be made aware of this.

Simonton has come out with a "fix" of sorts. In instances of the sash not closing squarely in the frame opening, a small adjustment is possible using a special wrench on the top and/or bottom hinge. (See picture) This adjustment allows the sash to be moved to align more closely with the vinyl frame and provide a better seal. These wrenches are available at any of our Marvic locations and will only work with a Simonton brand casement window.

