

BEAUTIFULLY DESIGNED. IMPECCABLY CRAFTED.
AND PERHAPS MOST SURPRISINGLY, THE BEST TOTAL VALUE.



Get a closer look at the Ultimate Sliding French Door when you visit our new 3D Product Viewer and register for the opportunity to design your own Marvin window or door. Marvin.com/3D. And visit your local Marvin retailer today.

When your customers choose a Marvin patio door, they're buying a perfectly proportioned and flawlessly crafted product. Thoughtful design features like our optional exclusive low profile sill create a streamlined look and smooth transition to the outdoors. Unrivalled performance and effortless operation combined with design flexibility and easy installation make Marvin Patio Doors the best total value for you and your clients.



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We'd like to earn your loyalty with unmatched service guarantees



Contact the Arrow Building Center Representative in your area to learn more:

Jon Coty: 612-369-2574

jcoty@abc-clc.com

Stillwater Hudson River Falls
Hastings Red Wing Big Lake
Kasson

Cabinet Gallery

Jesse Barr: 651-207-5196

jbarr@abc-clc.com

Brad Marko: 715-557-1065

bmarko@abc-clc.com

Webster Hayward Spooner
Rice Lake Milltown Chippewa Falls
Amery

Post Frame Buldings

Pete Herman: 715-556-7656

pberman@abc-clc.com

Can Your Current Building Products Supplier Promise You All This?



Work with you on your time schedule and provide construction solutions?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintain agreed upon pricing for each item in your job - not just first time shipments?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Provide on-time estimates on the agreed date - or give you a \$100 credit?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Give a \$100 credit to Priority Club* Members that don't receive same day delivery on confirmed orders?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Give you a \$100 credit if pick-ups of returns aren't made within 24 hours of request?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offer you office space with phone, fax, copier and a friendly cup of coffee?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offer Builders Club Points to qualifying contractors?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Consolidated Lumber Company
808 North 4th Street
Stillwater, MN 55082

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VOLUME TWELVE NUMBER THREE

15 Locations at your service!

- Amery, WI
843 State Rd. 46 N
715-268-8161
- Hudson, WI
876 County Rd. U
715-386-2371
- Rice Lake, WI
2120 W Knapp St.
715-234-6932
- Big Lake, MN
14813 162nd Ave. SE
763-262-1440
- Hastings, MN
755 31st Street E
651-437-8555
- Milltown, WI
101 Industrial Ave.
715-825-3287
- River Falls, WI
188 County Rd. U
715-425-7245
- Stillwater, MN
2000 Tower Drive W
651-439-3518
- Kasson, MN
102 1st St. SW
507-634-2471
- Hayward, WI
15914 US Hwy 63
715-634-8941
- Red Wing, MN
170 Cannon Bottom Rd.
651-388-6741
- Spooner, WI
102 Pine St.
715-635-2199
- Webster, WI
7454 Elm St. W
715-866-4345
- Chippewa Falls, WI
500 E. Park Ave.
715-723-4716
- Cabinet Gallery
779 Bielenberg Drive
Woodbury, MN
651-207-5196



A NEWSLETTER for
the Professional
Builder & Remodeler.

THE CONTRACTOR

House Sizes Are Shrinking, But Consumers Still Fret Over The Details

Home sizes are getting smaller, and most building industry experts believe they won't start growing in size again any time soon. The average home size peaked out at 2,520 square feet in 2008, but dropped to 2,480 square feet last year, breaking a 30 year trend of uninterrupted growth.

With the era of easy money ended, and many banks now requiring 20% downpayments, the average consumer can't afford grander homes. Of course, that doesn't mean a consumer wants to scale back on the details: think energy efficiency products and design.

According to a recent National Association of Home Builders survey, efficient HVAC systems (76%), Energy Star appliances (79%), efficient design (66%), and natural light (65%) topped

consumer preferences.

Sixty-five percent of consumers still want that extra bedroom and bath. But the reality is different. The number of homes with three or more bathrooms declined for the first time in 18 years last year (dropping to 24%), while the number of homes with four or more bedrooms fell from 40% to 32%. The number of homes with two or more stories also peaked in 2006.

What this means is that builders are working with consumers and determining "trade-offs." The large master bedroom may need to be sacrificed for a more functional, elegant kitchen. Consumers can't do everything anymore, but have to choose where to spend their money. Need help talking to a prospective customer? We can help.



Season's Greetings & Happy New Year From Your Friends At ABC

As we close out this year, we look forward to the New Year with renewed optimism. The building industry isn't firing on all cylinders (yet), but things are improving.



Arrow Building Center
President David Majeski

As partners in the building industry (you the builder, and we the supplier) have worked well together over the years – you build, and we supply quality products and service.

As your business partner, we want to hear from you, which we did through a recently completed questionnaire you filled out with your ABC salesman or yard manager.

You responded loud and clear, that we were not providing you with quality lumber, mostly 2x4 and 2x6 dimension lumber. First of all, thanks for letting us know that we were not living up to our standards of quality products. Secondly, we are addressing this situation immediately. This is an issue throughout the industry right now, but

know that we will quickly resolve it at ABC.

On another note – let's work together on sales. Bring your potential customers into our store, and we'll help you make the sale. Seeing the product can help a customer "visualize" the final project. Call us in advance, and we'll work with you and your customer.

You should be proud of your business. You've weathered one of the worst housing markets in history. But better times are around the corner.

Now's the time to begin rebuilding – and it starts with sales.

Happy Holidays and Season's Greetings. As always, we appreciate your business!



Top Four Green Building Trends

- 1.) Building Information Modeling (BIM) software** – The continued evolution of CAD software for building design has produced new add-on tools with increasingly accurate algorithms for energy modeling as well as embedded energy properties for many materials and features.
- 2.) "Rightsizing" Homes** – Given that the forecast for home valuation remains conservative and that energy prices are expected to rise over time, homeowners will likely feel more comfortable building smaller homes and smaller add-ons.
- 3.) Carbon Calculation** – Lifecycle analysis (LCA) of building products is underway by third party technical teams, while others are working with federal and state building authorities to educate staff, create monetized carbon credits, and develop effective carbon offset policies.
- 4.) Sustainable building education** – If you haven't taken advantage of the slowdown to further your knowledge of green building practices, why not?
List from Earth Advantage

ABC Vendor Spotlight The Marvin Window & Door Story

We build windows and doors the only way they should be built. One at a time. Made to order. No shortcuts. No "good enough is good enough." It's this unwavering philosophy of doing it the right way that makes us who we are at Marvin Windows and Doors.

From the moment we began back in 1912 right up through breakfast this morning. It pushes us to deliver uncompromising fit and finish. To capture classic details and historical design features. To tirelessly pursue more innovative design. To discover new ways of enhancing performance. And create windows and doors that are truly built around you.

What makes our windows and doors better?

Unparalleled design flexibility, thanks to endless customization options. Start with one of our thousands of standard windows and doors. Then choose from 7 interior wood specie options. Nineteen clad colors. Multiple glass and hardware options. And limitless divided lite patterns. Or start with an idea and we'll bring it to life as a one-of-a-kind window or door.

Marvin windows and doors are built to resist the most extreme elements. Each window is crafted with real wood throughout. And our exteriors feature extruded aluminum cladding that is substantially stronger than typical roll-form aluminum, with paint finishes that keep colors strong and true as it resists chalking and fading.

Virtually all Marvin products already meet or exceed federal ENERGY STAR guidelines. At Marvin, we're always striving to meet the needs of an ever-changing environment. That's why we're committed to building energy efficiency into product performance while bringing your inspiration to life. Marvin offers a variety of energy-efficient

glass options for any need including LoE2-272®, LoE3-366® and High-R Tripane.

Some of the latest innovative Marvin-exclusive features include the revolutionary wash mode on our Ultimate Casement Collection that lets you easily clean both sides of windows from inside. Our Lift and Slide Door hardware allows for sweeping views and clear expanses up to 46 feet wide and 12 feet high. And our Low Profile Sill delivers unmatched performance and a flush transition between interior and exterior spaces with our Ultimate Sliding French Door and Sliding Patio Door.

Marvin retail partners, like the Arrow Building Centers, are window and door experts, which means your project is completed the right way. You get the peace of mind knowing your windows and doors are backed by the most knowledgeable and responsive experts in the industry. From exact measurements to advice on which window configuration would be right for your space, our retail partners are there throughout the process.

Continually striving for improvement, Marvin Windows and Doors has introduced initiatives that rethink our value chain and improve resource productivity while lowering environmental impact. By implementing green practices, we help make producing beautiful windows an environmentally friendlier process.

Contact your local Arrow Building Center representative to learn more today!

