



### ADD SOME TECHNOLOGY TO YOUR TOOLBOX. Apple® iPad 2 Register for a Chance to Win an iPad 2

Boost sales and speed up installation with iPad 2 pre-loaded with the Integrity Built to Perform app and other useful business tools. Just register below by March 31, 2012, for your chance to win. This ultimate business tool will prove invaluable, as it puts the power of Ultrex fiberglass right at your fingertips.

**It is loaded with features you will use every day:**

- Useful product guides • Idea-generating case studies • Photo galleries
- Product and service sales literature • Business-building tools

Builders and contractors can register at: [www.arrowbuildingcenter.discoverintegritywindows.com](http://www.arrowbuildingcenter.discoverintegritywindows.com)



A NEWSLETTER for  
the Professional  
Builder & Remodeler.

# THE CONTRACTOR

## 16 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
- Post Frame Division  
808 N. 4th  
Stillwater, MN  
715-556-7656

SPRING 2012

COPYRIGHT 2012 LMC

VOLUME FOURTEEN NUMBER ONE

©2012 Circulars Unlimited/LMC



## Southern Pine Changes Could Affect Supply, Demand & Prices

Changes to reduce some design values for Southern pine could have a significant effect on supply and demand of Southern pine dimensional lumber, machine-rated Southern pine, engineered lumber, and other types of softwood lumber, according to Forest Economic Advisors (FEA), a Westford, Mass.-based consulting agency.

Last fall, the Southern Pine Inspection Bureau (SPIB) submitted their

proposal of new design values for visually graded Southern Pine dimension lumber to the American Lumber Standard Committee Board of Review. The last major change for visually graded dimension lumber occurred in 1991.

The FEA report stated: "A change of this magnitude will have a marked effect on the supply, demand, and prices of Southern pine dimensional lumber, as well as on the value of standing Southern pine timber. It also will have a ripple effect on the supply, demand, and prices of structural grades of machine stress-rated lumber, engineered lumber, and potentially on other North American softwood species."

Framers and general contractors, along with truss and joist companies, rely on design values, which specify values of bending, tension, and compression, to make certain they build certifiably safe homes. Roof trusses and rafters, floor joists and trusses, and various beams and headers will be impacted by the changes submitted by the SPIB.

We urge our professional contractors to contact us with their concerns regarding these changes.

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

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

### Locations to serve you...

- Amery • Big Lake • Chippewa Falls • Hastings
- Hayward • Hudson • Kasson • Milltown • Red Wing
- Rice Lake • River Falls • Spooner • Stillwater • Webster

**Cabinet Gallery**  
Jesse Barr: 651-207-5196  
Jbarr@abc-clc.com

**Post Frame Buildings**  
Pete Herman: 715-556-7656  
Pherman@abc-clc.com

Stop by or visit us online at [www.abc-clc.com](http://www.abc-clc.com)



### Can Your Current Building Products Supplier Promise You All This?

	ABC	Your Current Lumber Company
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"/>

Not responsible for typographical errors.

PRSRRT STD  
U.S. POSTAGE  
PAID  
Permit No. 102  
HAMBURG, PA

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



## We're Looking Forward To A Very Good 2012

The New Year is off to a good start on the heels of increasing positive news about the building industry. First, builder confidence in the market for newly built, single-family homes continued to climb for a fifth consecutive month, reaching its highest level since May 2007. Remodeling sentiment, too, has reached its highest level in five years, showing improved market indicators across all regions.

Second, the private sector continues to add jobs at a steady pace; indeed, notable building industry expert Greg Brooks reports employers expect to hire more college grads. That means fewer grads living in Mom and Dad's basement and more looking for housing. Employment, of course, is key to a healthy housing market, and locally, our economy continues to show improvement, which bodes well for 2012.

At Arrow Building Center, we finished last



Arrow Building Center  
President David Majeski

year on solid footing, and we like what we've been hearing from our professional customers. Opportunities abound in the year ahead, whether it's in single family construction, multi-family, or remodeling.

I'd like to close by echoing comments made by NAHB Chief Economist David Crowe: "Builders are seeing greater interest among potential buyers as employment and consumer confidence slowly improves." We see this trend taking shape locally and look forward to a very good 2012. Here's to a busy and profitable New Year!

**Reader Feedback:** We would like to hear from you! Do you have ideas about what you would like to see or hear more about in The Contractor Newsletter? Got an article you would like to share? Please contact me if you have any questions or concerns, or if you need more information about any of our products or services. I can be reached at (651) 439-3138, extension 201, or by Email at: [dmajeski@abc-clc.com](mailto:dmajeski@abc-clc.com)



## How Can Professional Design Service Help You?

Nine out of ten homes are improperly ventilated, according to some estimates. Left uncontrolled, heat and moisture can cause significant damage to the roof structure, reducing its normal life expectancy.

The first step is determining the net free area as it relates to the total square footage of the attic. The net free area is the approximate clear opening of the ventilator through which air may move. At a minimum, the ventilated space should have a net free area of 1/150. In other words, for every 150 square feet of attic floor space, one square foot of net free area is required.

You can up this ratio to 1/300 if there is a vapor barrier installed in the attic, or there is a difference of at least three feet in height between the intake (under-eave vents) and the exhaust. The total net free areas of the intake and exhaust must be at least equal. Excess net free area should be at the intake.

Arrow Building Center offers design solutions to problems as well as drafting and design services for residential and commercial handicap accessibility, Green Building design, heat-loss calculation, wall bracing, structural beam analysis, and on-site field measuring.

For creative solutions that meet your designing challenges, please visit any of our Arrow Building Centers, or contact your local Arrow Building Center yard manager or sales representative for further details on any of our professional services.

## Integrity Expands Wood-Ultrex Window Line to Include Special Sizes



*New Sizes Allow Integrity to Offer Products to a Wide Range of Builders, Especially for Replacement Projects*

FARGO, N.D. – Integrity® from Marvin Windows and Doors continues its reputation of providing the toughest high-performance windows with special sizes for Wood-Ultrex® windows. Now builders have the option of specifying custom sizes for Wood-Ultrex windows, in 1/64" increments, within each product's standard matrix.

Integrity's Wood-Ultrex line of special sized windows includes bays, bows, casements, awnings, double hungs, gliders, transoms, and polygons. The windows feature Ultrex, a pultruded fiberglass known for its strength and durability, on the exterior and the classic beauty of wood on the interior. Eight times stronger than vinyl and more than three times stronger than wood-vinyl composites, Ultrex stands up to the elements and will not ding, scratch, warp or corrode. Wood-Ultrex windows in special sizes will be available in all five of Integrity's exterior colors.

Every one of Integrity's current Wood-Ultrex product options are available on special size units, including SDL



with spacer bar, prefinished white interior, and a variety of extension jamb depths along with a new pre-drilled through-jamb installation option. Integrity's Built to Perform® guarantee promises that special-sized windows' DP rating will equal that of the next largest standard size.

And like all Integrity orders, Wood-Ultrex windows in special sizes will be delivered in Integrity's industry-leading 10 calendar day lead time.

Julie Frana, Wood-Ultrex Product Manager, says, "Wood-Ultrex Special Sizes are an exciting chance to offer our product to an extended audience. Contractors will find Wood-Ultrex windows in special sizes to be the perfect fit for their replacement projects, and their customers can feel great about owning a high-quality, low-maintenance window that brings superior value to their home."

## You, Too, Can Use YouTube



Okay, so you're wondering: How can I use YouTube to help my business? Simple. Create a before-and-after video of one of your projects – perhaps a kitchen or bath remodel. Or create a video that shows the entire project from start to finish – such as the construction of a new home, an addition, or even a deck. Post that video on

YouTube. Why? Because pictures (especially video) speaks louder than words. Got a customer who's riding the fence? Give him your YouTube link and let him see how the project can unfold before his eyes. The video can demonstrate your professionalism – both in craftsmanship and customer service. In times like these, when every job is important, going the extra mile can win the job. Don't forget to upload your video to Facebook, too.