

THE CONTRACTOR

WINTER 2012

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VOLUME FOURTEEN NUMBER THREE

**16 Locations at
your service!**

Lumberyards

Minnesota

- Big Lake
- Hastings
- Kasson
- Maple Plain - Sales Office
- Red Wing
- Stillwater

Wisconsin

- Amery
- Chippewa Falls
- Hayward
- Hudson
- Milltown
- Rice Lake
- River Falls
- Webster
- Spooner

Cabinet Gallery

- Woodbury

Post Frame

- Hudson
- Rice Lake

Arrow Commercial Services

- Stillwater

Arrow Window Services

- Stillwater

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Growth Of Green Home Construction Impresses

Green home construction is on a path to capture a third or more of the residential housing market in the next few years. According to McGraw-Hill Construction's Green Home Builders and Remodelers study published earlier this year, green homes comprised 17 percent of the overall construction market in 2011. Conservative estimates put growth of green homes at 29 to 38 percent by 2016.

A green building is a building that matches products and materials to the specific design and site to minimize the environmental impact. You can incorporate green building practices at the job site by protecting trees and topsoil during construction; afterward, you could even add trees and perennial bushes and shrubs.

When selecting products, you want to choose durable and low maintenance products (products that require little or no painting, pretreatment or waterproofing).



Installing high-efficiency heating and cooling systems produce less pollution and save energy. Buildings designed for energy efficiency use high levels of insulation, high-performance windows and tight construction.

When selecting lumber, you can be sure that our supply comes from well managed forests where the land is used efficiently. Engineered wood, which uses wood and wood scraps, and hybrid wood products, which combines reclaimed plastic and wood waste, are good choices, too.

Have questions? Talk to us.

**Stop by or visit us online at
www.abc-clc.com**

Tell Us How We're Doing – Rate Us Online

Wouldn't it be great to have the ability to read another person's mind? I think there have been a few movies based on that premise. Okay, maybe it's not such a good idea – I mean, in reality.

Still, the power to know what another person is thinking can be very useful – especially in the world of business, and more specifically, as it relates to customers. For how else can a business make “smart” decisions without knowing what the customer wants and needs? Furthermore, how can a business improve its products and services without knowing where it might be falling short?

We can talk all we want in conference rooms and in the hallways about ways to improve customer service, but all that “talk” is moot if we're not “listening” to the customer – you.

That's why we've developed a special Rate Us Online Survey. We're asking for your help to tell us what we're doing well and where we could improve. Give us your feedback by visiting www.abc-clc.com.

The survey is quick and simple; it won't



*Arrow Building Center
President David Majeski*

take you but a few minutes to answer some questions.

The survey is mutually beneficial, for your comments and advice will lead to improvements in both product and service. Please take a moment to visit our website and take our online survey. The customer is important and we are listening.

As always, we wish you a happy and joyous holiday season and thank you for your business this past year. We look forward to doing business with you again in the 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



Marketing Tips Selling Security

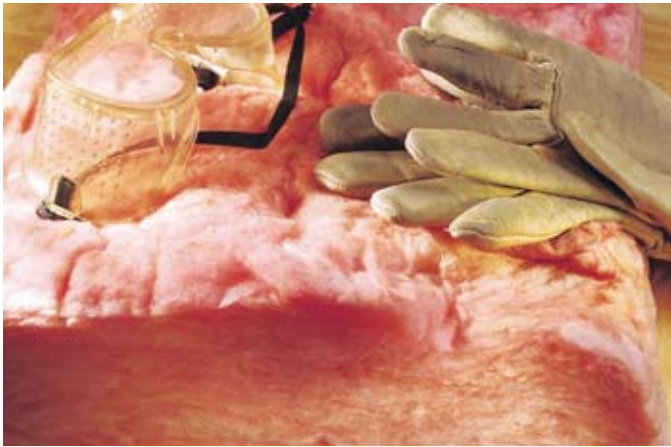
The American National Standards Institute and the Builders Hardware Manufacturers Association (ANSI/BHMA) grade locks 1 through 3 with Grade 1 locks providing the best security.

Primarily used in the commercial, institutional and industrial market, **Grade 1** locks are manufactured under the most stringent conditions and tested to withstand heavy use, abuse and repeated “cycling.” Standards for a **Grade 1** lock are nearly double than that of a **Grade 2**.

Grade 2 locks are the best choice for residential and light commercial applications such as apartment buildings and cooperative housing units. **Grade 2** locks give your customer good security at a moderate price. **Grade 2** locks incorporate heavy-duty strikes and strike boxes with deadbolts. Overall strength of the lock system is increased by 3” long screws that attach the strike plate to the studs behind the jamb.

When installing a **Grade 2** lock, make sure the door and door frame are aligned with no more than a quarter-inch of clearance between the latch side of the door and the frame.

Grade 3 locks are best left to the do-it-yourselfer who does not put a high price on security. Some of these even cheaper import brands use plastic in the lock mechanism, as well as plastic housings, knobs, spindles, latches and latch bodies.



What's The "Greenest" Insulation Around?



Evidence suggests fiberglass, rock wool and slag wool insulation beat out cellulose insulation hands down. What's more, fiberglass, rock wool and slag wool insulation qualify for use in the Weatherization Assistance Program.

While there are several types of insulation typically used for the weatherization market, none has the many advantages of loose-fill fiberglass or rock wool and slag wool insulation.

Advantages

Fiberglass, rock wool and slag wool insulation can meet the federal government's recycled content

requirements. Today's fiberglass insulation products contain 40% recycled glass and are made from sand, a highly renewable resource. Slag wool insulation contains approximately 70-75% recycled blast furnace slag.

Blown-in fiberglass, rock wool and slag wool insulation products can achieve up to an R-15 in a 2x4 cavity and an R-23 in a 2x6 cavity – more than any other traditional loose-fill insulation on the market today.

Loose-fill fiberglass, rock wool and slag wool insulation products can be blown with most types of pneumatic machines and provide the equivalent R-value with less material than cellulose. All three products exhibit virtually no signs of settling or R-value loss over time. On the other hand, cellulose settles up to 20% and requires compensation for settling during installation.

The great amount of medical scientific evidence compiled over more than 70 years by industry; government, and independent research organizations supports the conclusion that these insulation products are safe to use when manufacturer's recommended work practices are followed.

Source: North American Manufacturers Association

New Construction Design Tips

Selecting windows with Low-E glass and top-rated U-values is the first step toward building an energy efficient home, but you can enhance a homeowner's comfort (and your reputation) with some thoughtful design options. Consider these design tips:

- Locate rooms not used often on the west face such as bathrooms and garages.
- Shade eastern and western windows with curtains, external blinds, eaves or verandas.

- Locate living rooms on the north face.
- Plant trees and shrubbery to shelter the home from continuous sunlight and wind.

Remember this, you want to look at the house and all its windows as a system to collect and transport solar heat. During the winter, you want more direct sunlight, while in the summer you want to avoid excessive heat transfer. Talk to us when you have questions





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- Delivers comfort – helps homes stay cooler in the summer and warmer in the winter
- Will reduce monthly heating and cooling costs for the life of the home
- Offers Owens Corning’s exceptional thermal and acoustical performance

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- Certified to include a minimum of 58% total recycled content
- Formaldehyde free



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- Pick-up of returns within 24 hours of request
- Warranty claims to vendors initiated within 24 hours of request (The time to complete claim processing will vary)

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