

# BUILDING IDEAS

A Quarterly Publication From Marvic Supply Co., Inc.



## Fall 2006

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#### Philadelphia

626 Byberry Rd.  
Philadelphia PA, 19116  
215-673-4323 • Fax: 215-673-9557

#### Doylestown

4083 Swamp Rd.  
Doylestown, PA 18902  
215-348-8400 • Fax: 215-348-4930

#### Quakertown

571 Route 212  
Richlandtown, PA 18955  
215-538-9300 • Fax: 215-538-9660

#### North Wales

710 Dickerson Rd.  
North Wales, PA 19454  
215-699-5900 • Fax: 215-699-6245

#### North Wales Millwork/Shop

710 Dickerson Rd.  
North Wales, PA 19454  
215-699-8870 • Fax: 215-699-1608

#### Edgemont

5081 W. Chester Pk.  
Edgemont, PA 19028  
610-359-1400 • Fax: 610-356-0726

#### Flemington

171 Hwy 202/31 South  
Flemington, NJ 08822  
908-782-8595 • Fax: 908-782-5506

[www.marvicsupply.com](http://www.marvicsupply.com)

Marvic Supply Co., Inc. presents "Building Ideas", a new quarterly publication to inform and assist you in attracting more customers and achieve profitable growth for your business.

## *The Chairman's Message*

It all began one day in October 1967, at Linton's restaurant in Northeast Philadelphia. Vic McMullen, owner of Marvic Supply, was at the lunch counter. I sat next to him and during our conversation, one of my questions was, (as a joke) "when was he going to retire?" His answer was — "as soon as I can find someone to buy my business". That was a prayer answered for me because the oil heating business I owned was slow in summer and I was looking for something to fill those months. The rest of the story, as they say, is history.



**Frank Terry**

In December 1967, ownership of Marvic changed hands and included three full time employees, one truck, no forklifts and operating from a single location warehouse at Byberry Rd. & Bustleton Ave. in N.E. Philadelphia. All materials coming in or going out of the warehouse were loaded by hand. A short time later, our employees were delighted when Marvic purchased the first forklift. Business continued to grow and after 2½ years, the oil heating business was sold and full time devoted to "the little roofing supply company". From the beginning, Marvic has remained a family oriented and managed business. My wife served as bookkeeper with help from our daughter. Upon graduating college, my two sons, Rich & Wes Terry came onboard full time and my son-in-law Dave Smith also joined the company. Rich manages Human Resources & Advertising, Wes manages Information Technology and Dave Smith serves as President. The organization now has three generations of family members working side by side with an excellent group of dedicated personnel.

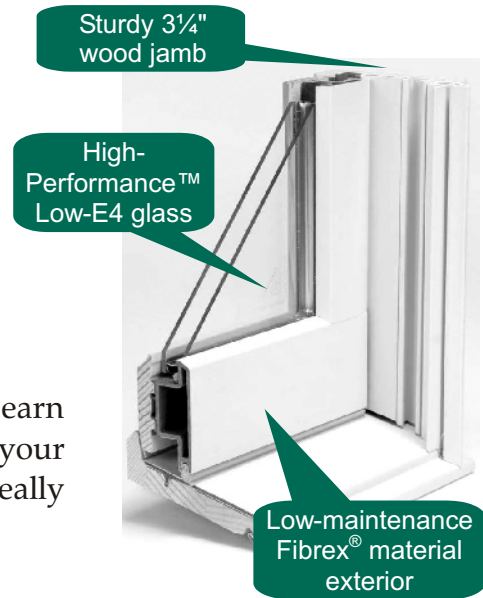
Marvic was blessed with remarkable growth over many years. A Doylestown branch was opened in 1984, Richlandtown in 1989, North Wales in 1995, Edgemont in 1999 and Flemington, NJ in 2002. Everyone is optimistic about the future prospects for continued business development. Heartfelt gratitude and thanks goes to all the wonderfully supportive, loyal group of customers and inspired employees we are fortunate to have. It is a privilege to work with each of you.

## Andersen Chooses Marvic

This article features Marvic's long-standing association with **Andersen** Windows & Doors. The alliance was started over thirty years ago and continues as a benchmark standard delivering superior products and services to Builders, Contractors and Remodelers in the Delaware Valley.

An important milestone event occurred in 2005 when **Andersen** was planning to set up four beta-test-site facilities across the U.S. for selling and supporting their newest **Woodwright** Brand of wood replacement windows. After extensive review and evaluation, **Andersen** picked Marvic as their strategic partner in the Southeast PA region for their new **Woodwright** products. Many factors used by **Andersen** in selecting Marvic are similar factors you and your customers consider before choosing a professional supplier. Learn more about the latest **Woodwright** products by speaking with your local Marvic dealer representative. Think about what really influences and contributes to a job well done.

- True wood replacement windows by **Andersen**
- Measured & Installed like most vinyl replacement windows
- Manufactured in 1/8" increments in width & height



## Marvic's "Value Discipline"

You don't need just another supplier — you want the Power of the Best Supplier and Customer Service by Design. **Andersen** describes this unique supplier group: the "Circle of Excellence". To illustrate different degrees of customer service, picture a pyramid having three levels, Base, Middle and Top. The Base Section is average suppliers. Middle Section is suppliers that achieve scores placing them in a "Circle of Excellence". Top section is suppliers that earn "Best of Class" ranking — and titled "Enhanced Circle of Excellence". **Andersen** selected Marvic as a first choice into this top group and today Marvic maintains that status.

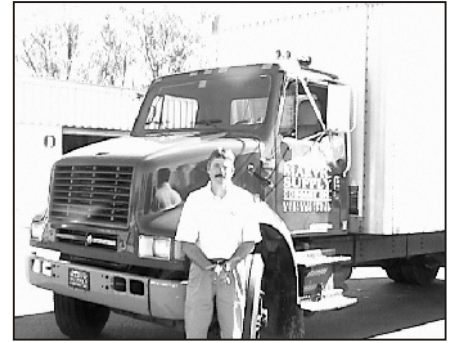
Builders, Contractors, Remodelers and your customers receive worthwhile benefits with Marvic's "Enhanced Circle of Excellence":

- One of the Delaware Valley's leading suppliers for **Andersen** Windows & Doors — the most specified and installed brand! Visit any Marvic showroom location to speak with factory trained experts about the largest selection and options for your particular requirements.
- Marvic Information Technology: using the **Andersen** "IQ" Quoting System helps eliminate mistakes in order processing and keeps everyone advised on product changes.
- Efficiency & Economy of Scale: to save customer's time and money, all orders from Marvic branch locations are combined to build truckloads of windows and doors that arrive every week, direct from Andersen, Minnesota.
- **Andersen** "Dealer Service Network": Marvic service personnel are factory trained to handle any warranty issue - from fixing broken hardware to replacing defective glass.

## Employee Spotlight - Darrell Schwartz

We are pleased to announce the promotion of Darrell Schwartz, who has field sales responsibility at Marvic's Quakertown branch location.

With a Degree in Architectural Engineering and managing a local construction company for ten years, he offers hands on field experience, a wealth of practical building industry knowledge and project management success that customers value. Builders, Contractors and Remodelers respect his leadership.



Darrell joined Marvic Supply Co. Doylestown in 1997 as inside sales. His performance and achievements were recognized and soon earned him career advancement to assistant manager in 1999, then store manager from 2000 to mid 2006. Darrell's goal for Quakertown is to be your supplier of choice, ready to respond with speed and agility. Simply put, you win when Marvic provides better products, better service, expert guidance and the best customer experience. Darrell looks forward to working with you on upcoming jobs and thanks each of you for your support and continued business at Quakertown.

Darrell lives in Quakertown with his wife, Holly, and daughters, Jessica and Lindsey. For leisure time activity he's an outdoor sportsman, enjoys fishing and hunting, just returning from Alaska.

## FALL SPECIALS

Effective 9/5/06 to 11/30/06

See your local branch representative for the following specials:



**Timberline 30** \$49.95/sq



**Monogram<sup>+</sup>**: White \$69.00/sq

Regular Colors \$70.00/sq

Blue, Clay \$71.00/sq

+(Blended colors, Red, Ivy, and Pac. Blue not included)

**Northwoods<sup>®</sup>**: 7" \$163.00/sq

10" \$175.00/sq

**Cedar Impressions<sup>®</sup>**:

7" Perfections \$205.00/sq

### Simonton Windows

5500 Series \$10.00 off

5050 Series \$5.00 off



### Andersen Windows

Get a \$250.00 cash back rebate for a Woodwright<sup>®</sup>

Insert window order

of 10 units or more.



**Limit one per contractor!**



All roofing and siding orders must be shipped or picked up by 11/30/06. Window orders must be placed by 11/30/06. Special pricing quoted is for material picked up. Delivery available at standard delivery rates. No quantity limits **except** the Andersen Woodwright<sup>®</sup> offer.

*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

Mike Heisey, Ext. 10404

#### 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

## Spotlight - North Wales Shop

"The Knowledge Premium": Bridging the Knowing - Doing gap,

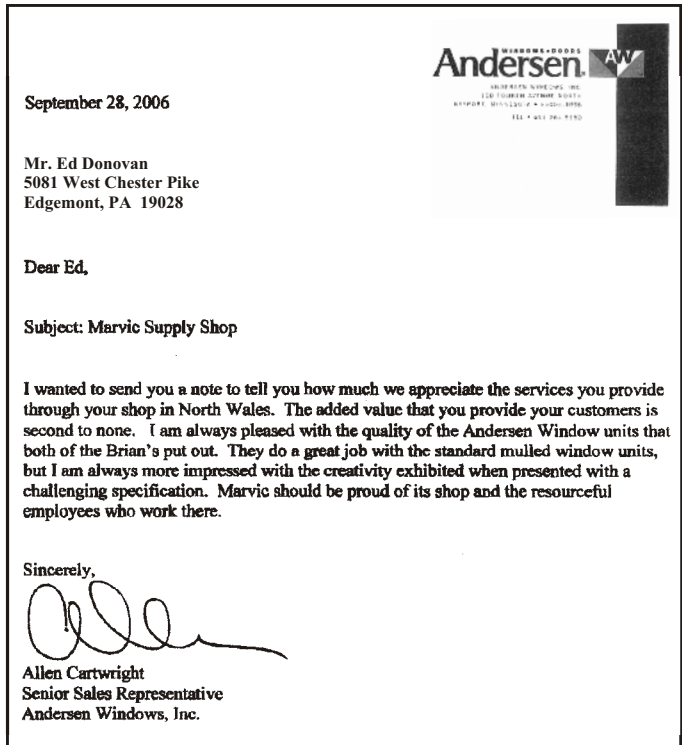
Want to gain a competitive advantage? The Marvic team offers you tremendous expertise and credibility in the Building, Contracting & Remodeling trades. Specialists with proven experience and skill sets are a valuable source for you and your customers.

Marvic's North Wales "Shop" is an excellent resource to consider on upcoming jobs. Are you estimating and quoting projects that require custom fabrication? Marvic's in-house shop offers you the capability for doing: customized work, new applications, unique combination's of standard products, special orders, architectural retro-fitting for all sizes and specifications of windows, doors and millwork. Explore and learn the possibilities. Consultations are free. It's one



e f f e c t i v e  
s t r a t e g y t o  
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p r e f e r r e d , h i g h e r v a l u e j o b s . W a n t p r o o f ? R e a d t h i s A n d e r s e n  
t e s t i m o n i a l l e t t e r .

**Front: Chris Chagnon, Brian Uber, Jr., Charlie Bennett**  
**Back: Dean LaBar, Brian Uber, Jim Stevens, Jeff Uber**



### TECH-TIP

From: Scot Miller, Certified Andersen Service Technician and Manager of Marvic's Service Department

The Andersen Frenchwood Hinged Door does **not** come from the factory PLUMB, LEVEL, and SQUARE in the jamb. The hinges are adjustable so when you install the door, PLUMB, LEVEL, and SQUARE, you then must adjust **all** the hinges to get proper operation.

Install the door as follows:

- 1) Read and become familiar with installation instructions.
- 2) Doorframe must be hung PLUMB, LEVEL, and SQUARE.
- 3) Adjust all hinges to the same degree to achieve proper site lines and hold the weight of the door.

- 4) Use of allen wrench ratchet (below) simplifies adjustments of door.

Common Problems **NOT** covered by warranty:

- Not shimming behind each hinge
- Not hanging door PLUMB, LEVEL, and SQUARE

If you still have questions, call the marvic branch closest to you. Andersen also has a hotline to call at 1-888-888-7020.

**Tool Tip:** 5/32" Allen Wrench Ratchet  
Tooling is available from McMaster-Carr  
Telephone 630-833-0300

Description of Tooling:

- 1/4" square drive ratchet wrench, Part #5145A11
- 1/4" drive hex socket bit, 5/32" long hex, (4-7/16" overall length), Part #54875A57