

BUILDING IDEAS

A Quarterly Publication From Marvic Supply Co., Inc.



Management's Corner -

Planned Growth to Enhance Customer Service

Fall 2009

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Doylestown, PA 18902
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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
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Edgemont

5081 W. Chester Pk.
Edgemont, PA 19028
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Whitehall

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Over the past year we have witnessed what has for most of us been the worst economic downturn we've seen in our lifetime. We see the impact all around us, many businesses have closed their doors leaving behind empty storefronts, restaurants are not as crowded, state and municipal budgets are strained, unemployment is on the rise and once active construction sites now stand idle. It is no secret that the easy, cheap credit policies of the past years are what got us here and that it's going to take some time to clean up the mess. There have been countless articles written on when and how the economy will come back. The common thread in these articles relating to our industry point to several things that need to happen to get us back to a positive trend, people need to be secure in their jobs, home values need to stop their free-fall and stabilize and the availability of credit needs to be there for those who qualify to borrow. Once these things occur we will hopefully begin to see some improvement.

Coming out of this downturn however I think we will see some clear differences in our business when compared to the past 5-10 years. Lenders will be much more diligent in not allowing homeowners to over leverage their homes. What this means for you as a contractor is that projects homeowner's embark on will most likely be smaller and will be focused on replacement and remodeling as opposed to adding square footage. Homeowners will focus on energy efficient products with good long-term value and they will be trying to stretch their dollars for both materials and installation labor which means more quotes per job. Their mindset will be more toward creating a comfortable and efficient living environment rather than investing in an asset used to leverage other purchases.

While the downturn in business has certainly had an impact on Marvic Supply, we've been working hard to position our business to be able to better serve your needs as we come through this slow time. We have recently completed construction of a new 12,000 sq. ft. storage facility and yard expansion at North Wales allowing us to keep most of our inventory under cover and to expand our window and door shop which has been sorely needed as a result of our growing Andersen and Eagle window businesses.



We've also expanded our business into the Lehigh Valley this past spring with the opening of a new Marvic location at 3325 7th Street in Whitehall Pa. This type of business climate is not when you would normally go looking to expand your business but it is often during these periods that opportunities present themselves. The Wolf Organization's decision to close their retail lumber yard in Whitehall gave us the opportunity to move into a facility that fit our business like a glove by

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CertainTeed: Symphony Slate and Landmark Solaris Shingles

Symphony™ Slate Series

Symphony™ Composite Slate Shingles are composite roofing shingles that mimic the look and feel of natural slate, but are lighter, more durable and a fraction of the price. The Symphony product line is ENERGY STAR® rated.

The Symphony color palette includes Evergreen, Colonial Gray and Capital Blend and is available in standard 12-inch pre-blended bundles or multiple-width bundles of 6-, 9- and 12-inch slates. For intricate roof designs, the multiple-width bundles do not require on-site sorting, easing the installation process. Symphony also includes a [hip and ridge accessory](#) to complement the slate shingles.

Symphony's contractor-friendly design and lighter weight makes it easy to install. It requires no special installation tools and can be fastened by hand-nailing or pneumatic nail gun, without cracking. It has excellent weathering qualities, withstands foot traffic and cold temperatures, and resists curling and buckling unlike traditional slate that can crack under the weight of a misstep or shatter when temperatures dip too low.



For superior color stability, Symphony features a UV fade-resistant surface technology. The shingles are backed by CertainTeed's legacy of quality and innovation, as well as a 50-year limited, transferable warranty. In addition to ENERGY STAR qualification, Symphony can help building professionals meet the requirements of the Leadership in Energy and Environmental Design (LEED™) program and other green building standards.

Landmark Solaris™, Solar Reflective Shingles

CertainTeed Corporation announces the expansion of its line of Landmark Solaris solar reflective roofing shingles to include nationwide availability of additional colors. The shingles comply with ENERGY STAR® guidelines, are eligible for federal tax credits and help fulfill the growing demand for energy-efficient roofing products.

The broader color palette will enable roofing contractors to offer cool roofing options without compromising aesthetics. The current palette of high-definition colors Weathered Wood, Burnt Sienna, Resawn Shake and Heather blend will continue to be available on the west coast however, nationally, CertainTeed introduces four more subdued blends: Crystal Gray, Sunset Shake, Aged Cedar and Dusky Clay.

Landmark Solaris uses proprietary reflective granule technology to repel the sun's rays and lower the surface temperature of a roof. This puts less demand on a home's air conditioning system and reduces energy consumption. Landmark Solaris features a limited lifetime warranty against manufacturing defects on residential applications.

Landmark Solaris shingles are rated by the Cool Roof Rating Council (CRRC) and may qualify for credits through the Leadership in Energy and Environmental Design (LEED®) and the National Association of Home Builders' Green Building (NAHB) Program.

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allowing us to better serve our existing customers working north of Bucks county as well as allowing us to service the Lehigh Valley and lower end of the Pocono Mountains.

It is the continued loyalty of our existing customer base that has afforded Marvic the ability to move ahead with these expansion plans during these uncertain times. Our goal is to have Marvic Supply be in a strong position to meet your needs as we begin to dig out. We appreciate your business and look forward to being your supplier of choice for many years to come. Be on the lookout for Open House notices at both Whitehall and North Wales this fall. We'd like the opportunity to show you around.



World Gutter Systems: Premium Quality Products

Specializing in copper, zinc, and lead coated copper gutters, World Gutter Systems pushes to achieve a new standard in copper construction. We use heavier gauge copper, wider copper coil, and thicker, stronger hangers and brackets. Our products are always being refined for higher quality.



There truly is no comparison. If you could place our gutter next to a piece of gutter manufactured by our competitors, you could clearly see the superior quality for which World Gutter Systems is known. The advantages of this system do not stop at obvious visual quality. The World Gutter System is also the world's easiest installed copper half-round system. From the invisible flare on our elbows and



downspout, to the snap-to-place overlapping front bead of our gutter, every part is a perfect fit. We even offer a solderless system which includes gutter connectors and end caps that simply snap into place.



With seamless elbows, downspout, and miters, the perfection of our radius gutter, and our original designs of hangers and brackets, no other system can compete with the beauty, quality, and craftsmanship of the World Gutter System, www.worldguttersystems.com.

FALL SPECIALS

Effective 9/15/09 to 10/31/09

See your local branch representative for the following specials:

CanyonRock™ Premium Decorative Stone



Natural LedgeStone (7.5 sq.)

Reg. Price

Mfgr. Discounted
Material Special

Fieldstone Flats (7.5 sq.)

\$45.00/ctn*

\$28.15/ctn*

Prem. Stacked LedgeStone (6.2 sq.)

\$37.20/ctn*

\$23.25/ctn*

Prem. Brookstone Flats (6.8 sq.)

\$40.85/ctn*

\$25.20/ctn*

*All colors while supplies last!



Simonton Windows

Model 5050 White Double Hung

0-101 United Inches

E.T.C. Glass Package

Half Screen, No Grids

\$135.95 ea.

Eligible for Energy Tax Credit

(grid and screen options

available at additional cost.)

CertainTeed

CertainTeed Monogram Siding Specials

See your branch for details!

World Gutter Systems



5" Half Round 16oz. Copper Gutter - \$106.90/20 lft.

6" Half Round 16oz. Copper Gutter - \$120.90/20 lft.

3" Plain Round 16oz. Copper Spout - \$50.30/10 lft.

4" Plain Round 16oz. Copper Spout - \$63.15/10 lft.

3" Plain Round Copper Elbows - \$9.20 ea.

4" Plain Round Copper Elbows - \$11.40 ea.

*Specials good on all orders placed by 10/31/09. 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!

**For Assistance and Information,
your Marvic contact at each
location is:**

Philadelphia

Phone: 215-673-4323

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Jeff Ennis, Ext. 10402

North Wales Shop/Millwork

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Leo Canova

Flemington, NJ

Phone: 908-782-8595

Allen Brower, Ext. 10605

Employee Spotlight - Leo Canova

This newsletter introduces Leo Canova who joined Marvic Supply Co., Inc. April 20, 2009 as Branch Manager of our new Lehigh Valley Whitehall, PA facility. A native from the Pocono Mountains', after graduating high school he continued his education, studying woodworking at The Johnson Technical Institute, Scranton, PA. Leo then did a carpenter's apprenticeship and started a successful career path in the construction trade.

His knowledge and expertise, designing and remodeling bathrooms and kitchens are tremendous assets that Marvic's customers' will benefit from on upcoming projects. Leo offers 17 years of proven experience, working at several national building supply companies, managing their branch locations in the Delaware Valley with field sales responsibility. Leadership is the cornerstone of Leo's ability for cultivating long-standing loyalty and partnerships with people who look forward to working with him at our Whitehall, PA facility. His outstanding accomplishments in the building industry during some challenging economic times qualifies him to understand and execute those important factors that builders', contractors' and remodelers' need for profitable success. In all aspects of the business, Leo's commitment will be a model of excellence that Marvic's customers' can rely on with confidence every step of the way.



An invitation is extended for you and your customers' to visit our new showroom. See impressive displays of the latest architectural ideas, *State of the Art* concepts and technology for Bath & Kitchen enhancements and remodeling. Contractors' realize most new work typically comes from word of mouth referrals and repeat customers. It shouldn't take long for word to get around: Marvic's Whitehall, PA store and warehouse is now positioned to be your supplier of choice for you and your customers' as the Lehigh Valley continues to grow & prosper.

Leo and his wife Renee with daughters' Isabella (14) and Gabriella (8) live in Reading, PA. For leisure time activity the family enjoys travel trailer camping at Cape May, New Jersey, boating and fishing. Leo helps coach his daughters' soccer teams, follows the "NASCAR" circuit and is a Dale Earnhardt Jr. fan.

NEW LOCATION OPEN HOUSE

at Marvic Supply Co. Inc., 3325 7th St., Whitehall, PA 18052

Thursday, September 17th from 3:00pm to 7:00pm

Join Leo Canova and Staff for a tour of our showroom and warehouse.

INDUSTRY NEWS

GAF has announced that they have discontinued production of their "Canyon Rock" line of manufactured stone and will begin liquidating their inventory. GAF estimates they have a 12-24 month supply on hand. Marvic Supply has accordingly discounted our pricing of Canyon Rock (see "Specials" section of this newsletter) and will continue this pricing as long as GAF's supplies last. We have had great reviews on this product, unfortunately the timing of GAF's introduction of the line was poor. Take advantage of this great pricing while supplies last. Full warranties apply.

CertainTeed Roofing has introduced the "Landmark Solaris" shingle which qualifies for the Federal Energy Tax Credit. The product is available in 4 colors and all are currently in stock at Marvic Supply.

GAF, CertainTeed and Tamko have all announced a 2-5% increase in shingle pricing effective 9-1.

GAF and CertainTeed have announced an approximate 5% increase in asphaltic, TPO and PVC rolled roofing prices effective 9-1.

CertainTeed and Ply-Gem (Alcoa) have announced a 6-9% increase in Vinyl Siding and Accessory pricing effective early September.

Berger Brothers has announced a 5% increase in aluminum prices effective 8-31-09.

Ply-Gem (Alcoa) has announced two separate 5% aluminum price increases effective 8-7-09 and 9-11-09 effecting Gutter and Accessories, Leaf Relief and Trim Coil.