

Winter 2012

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Management's Corner

Mastering the Future with a Purpose and a Plan

Building a map to your company's future is a sure road to improved performance, higher profits, and a happier workforce.

Where Are You Today?

The first step to planning your future is evaluating where you are today. Take a look at your resources. What are you best at? One way to measure this is to look at the estimated vs. actual costs of your jobs. Do you consistently come in under budget on certain types of jobs and often over budget on others? Why is that? Does it reflect the skills of your employees? Should you reevaluate the assumptions that your estimates are based on? Are you chasing jobs that your employees are over or under skilled for? Examining these internal forces can help you identify areas where you may need to rebalance your resources – personnel, skill sets, software, functional areas of your business – the entire chain of activities that allows you to deliver value to your customers.

What is Happening Around You?

When you don't make as much profit on the job as you like, it is easy to assume that your business is the problem. However, it's always a good idea to also look at external market forces. Are there too many contractors competing for the same customers? Examining external market forces can help you identify old ways of doing business that may not work in a post-recession economy.

And don't forget the potential customer base. Is the market changing? Are the new homes that added decks, fencing, and finished basements 20 years ago now ready for new siding, roofs, and painting? Are the owners looking to improve the homes' curb appeal so the home can be sold, or are they considering staying in their homes? Older homeowners are typically very interested in low maintenance vinyl and polymer exterior products. Depending upon what your research reveals, your choices are to either revisit the services you offer or identify new geographic areas that are a better fit for your company's strengths.

Where Do You Want to Be in Five Years?

Once you've analyzed the internal and external business conditions, you'll be better prepared to match your goals to your company's strengths and weaknesses. Will you offer the same products and services, or will you change the mix? How about personnel? Do you have the people in place to make the necessary changes, and are your employees prepared to adapt as the company evolves? How about administrative and support functions? Do you need to revamp some procedures or possibly invest in technology that will streamline those procedures?

What Are Your Goals?

Once you've aligned your strengths and weaknesses to current market conditions, you can begin to establish goals. The best goals are concrete, achievable, and measurable. "To be the best siding contractor in the area" is not specific. However, "To sell and install premium vinyl, polymer, and fiber cement siding and trim in the western and southwestern Philadelphia suburbs" is concrete. It limits the scope of both the market area and the services your company wants to pursue." The immediate benefit of having specific limits is that everyone in the business knows what the company does and where it operates. For example, when faced with a request to install a deck in South Jersey, your estimator knows immediately that it is a job the company does not want to pursue.

continued on page 2...

BORAL, TruExterior Trim



Boral TruExterior™ Trim is creating an entirely new category of exterior trim that offers phenomenal performance, remarkable workability and a lasting look without the limitations that plague other exterior trim products. Its authentic Poly-ash structure consists of over 70% recycled content and has been developed with over 5 years of rigorous internal and 3rd party testing. This innovative product maintains a high level of dimensional



stability with virtually no moisture cycling, making it ideal for exterior trim applications.

TruExterior Trim is an excellent alternative to the existing trim products on the market today. Unlike wood based trim products, TruExterior Trim can be installed without the worry of cupping, warping, and twisting. In addition it is not susceptible to moisture related issues, so the cut ends of TruExterior Trim do NOT have to be primed or sealed. It is suitable for contact and masonry contact applications. As compared to the other man-made trim product on the market today, TruExterior Trim has a very high degree of dimensional stability, which means there is no need for special adhesives to control movement and can be painted with exterior latex paint of any color.



TruExterior Trim's value goes beyond its low maintenance attributes, as it offers an excellent level of workability. With carbide tipped tooling, the product can be cut, mitered, and routed very easily in the field. Fastening into a solid substrate is recommended every 24" or less, and as the product does not mushroom either



screws or nails are acceptable. This versatility helps make it a great choice for a variety of custom applications for both new construction and remodeling projects.

Boral TruExterior Trim comes in standard 1x (3/4" actual) and 5/4 (1" actual) trim sizes in 16' lengths, and is reversible offering a smooth face on one side and an authentic wood grain on the other. Boral backs the product with a 20 year limited warranty.

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Measure Frequently

The third important characteristic of a goal is that it is measurable - both in terms of time and dollars. Establish a level of growth for your company - say 110% - and a time period for reaching that goal - 18 months. Then measure regularly and periodically. You will, of course, watch revenue, but also keep an eye on profitability. Early identification of problem areas where your margins are slipping, particularly those that are caused by the job taking too long or call backs, will allow you to step in early and correct the problem. Also, small but steady increases in operating costs - like the current increases in fuel prices - can cause margins to slip.

Communicate Often

Clearly, goals that are too easily reached will not force the company to stretch and are less likely to promote growth and increased profits. On the other hand, goals that are too lofty may very well be recognized as such and will discourage employees who fall short of them. As the leader of the company, you will certainly guide the discussion about the company's direction, but including your employees, vendors, and previous customers in the conversation will provide valuable insight and encourage buy-in from all parties.

Once the strategy has been developed, empower your employees to make critical day-to-day decisions that help the company stay on track. It's your job to remind them where the company is headed and how you plan to get there. As you measure the success of your plan, share the successes and your concerns and solicit advice from the people who are involved in the everyday activities of your business.

It's Your Future-Make It A Good One!

Andersen Introduces A-Series Product Line:

Andersen Like You've Never Seen it Before

Andersen Corporation introduces the A-Series product line: a full complement of windows and patio doors that provide the broadest range of colors and design options ever available from Andersen and exceed most energy-efficiency performance standards.

A-Series products include double-hung, casement and stationary windows along with patio doors. The A-Series product line is the most energy-efficient line of windows and doors Andersen has ever produced; from a company known for setting industry standards for energy efficiency and sustainability going back more than a half century. A-Series products meet U.S.ENERGY STAR® performance criteria and are available in custom sizing.

A-Series products are designed to work together with consistent profiles and accent windows that allow architects the ease of choosing different styles of windows for the same home without sacrificing the overall look of the architectural style. Why is that important? "Because window placement sometimes makes operation difficult," said Brian Gunderson, A-Series product marketing manager for Andersen. "A casement window over a sink, for instance, is easier to open than a double-hung. Homeowners can better appreciate a home designed for easy living and architects will find the flexibility expands the design possibilities."



Additionally, A-Series products are available in three interior wood species, nine prefinished interiors and 11 standard exterior colors for windows and doors. Extensive research and field testing among consumers and homeowners was conducted to determine the colors and stains offered based on trend and style data throughout the U.S. housing market.

The complementary trim system is available in six profiles to match any architectural style. Colors include all 11 exterior colors available in windows and doors to match or contrast with a home's color scheme. A-Series trim is made of Fibrex® material, a proprietary wood fiber and vinyl composite material developed by Andersen. Fibrex material never needs painting and won't flake, rot, blister, peel, pit or corrode*. The trim system is not part of the water management system of the A-Series product line, which simplifies installation and allows for proper installation. Trim installation takes just minutes with an easy snap-in system designed especially for the A-Series products.



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- The most efficient line of products Andersen has ever produced
- A full complement of windows and patio doors with consistent profiles across window styles
- Matching exterior trim is a snap to install
- Meets the U.S. ENERGY STAR® criteria
- Custom sizing to meet the needs of designers and architects

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

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2012 TRADE SHOW

Wednesday March 7th, 3:00PM TO 8:00PM

The Employees of Marvic Supply Company would like to cordially invite you to our annual Trade Show event. Our industry is continually changing and this event will provide you with valuable information both from our staff and the vendors presenting this year. In addition to our 2012 Trade Show we will be providing a full day of knowledge and training starting in the morning with the Katz Road Show. Breakfast and lunch will be included with these four exciting sessions:

- #1 8:30 - 9:30 Durable Roof Details**
 - Storm proof roofs • Corner, step, and eave flashing
 - Wall-to-roof transitions • PVC trim installation
- #2 10:00 - 11:00 Weather Resistant Exteriors**
 - Drain plane and rain screens • Site-built architectural trim
 - Moisture content and wood movement • Siding applications
- #3 12:00 - 1:00 High-End Decking**
 - Structure: ledgers, flashing, and framing • “Who did this deck?” improved decking design • Weather resistant design details
 - Distinguish your work: borders, inlays, and durable joinery
- #4 1:30 - 2:30 Waterproof Windows and Doors**
 - Understanding water vapor and air transfer • Maintaining a water-tight weather resistive barrier • Sill pans and Self-adhesive membranes • Pre-assembly techniques for window and door trim

Please contact any Marvic supply location or visit the Gary Katz web site at www.garymkatz.com for more information. There is limited seating at the Katz Road Show, so we will only be able to accept the first 300 contractors who sign up!

The 2012 Marvic Trade Show will open at 3:00 pm and will go until 8:00 pm!

Hors d'Oeuvres will be served from 3:00 pm to 5:00 pm. Plenty of food, drink, door prizes and fun for all who attend. Both events will be held again this year at Williamson's Restaurant in Willow Grove Pennsylvania on Wednesday March 7th.

On behalf of all employees and vendors of Marvic Supply we hope to see you there!