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#### **DEPARTMENTS**













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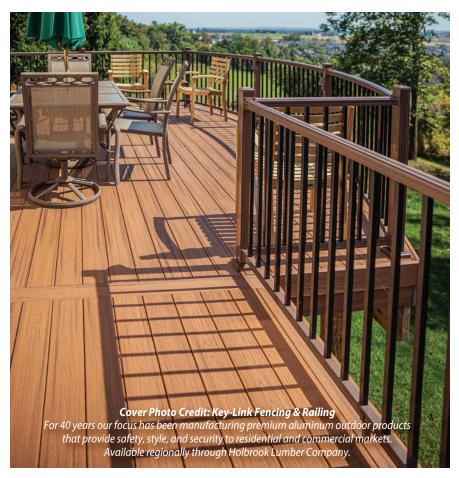


#### **Lumber Co-operator Mission Statement:**

Lumber Co-operator is committed to broadening awareness of critical issues shaping the lumber and building material industry. We promise to equip our readers with the necessary tools to compete in an ever-changing business environment.

Contact the Lumber Co-operator at 800-292-6752 or 518-286-1010.





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Lee Slomkowski, Kamco Supply Corp. of New England, Wallingford, Conn.

If you would like more information on how to become part of the Lumber Co-operator's Editorial Advisory Board, contact publications at 800-292-6752 or publications@nrla.org





#### **STAFF**

#### **EXECUTIVE**

Rita Ferris • rferris@nrla.org president

Maria Lynch • mlynch@nrla.org executive assistant

Tony Leone • tleone@nrla.org

#### **COMMUNICATIONS & PR**

Melissa Stankovich • melissa@nrla.org art director / publisher

#### **CONVENTION & MEETINGS**

Donna Berger • dberger@nrla.org director

Julianna Rauf • jrauf@nrla.org coordinator

#### **EDUCATION**

Erin O'Connor • eoconnor@nrla.org director

Pamela McHale • pmchale@nrla.org coordinator

#### **FINANCE & ADMINISTRATION**

Marthanne Gershman • mgershman@nrla.org director

> Evan Davis • edavis@nrla.org accounting assistant

#### **LEGISLATIVE & REGULATORY AFFAIRS**

Kirk Ives • kives@nrla.org director

Julianna Rauf • jrauf@nrla.org coordinator

#### **MEMBER PROGRAMS**

Maria Lynch • mlynch@nrla.org coordinator

#### **MEMBER SERVICES**

Steve Ciccone • sciccone@nrla.org regional director

Dave Gluck • dgluck@nrla.org regional director

Philip Jagiela • pjagiela@nrla.org regional director

Tammy Wandler-Ginexi • tammy@nrla.org regional director

Melissa Coughlin • mcoughlin@nrla.org senior event coordinator

#### **ASSOCIATE MEMBERSHIP** & PARTNERSHIPS

Donna Berger • dberger@nrla.org director

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**WOLF** HOME PRODUCTS\*



Rita Ferris, NRLA President

This month I have been reminded often about the importance and benefits of people working together.

As we enter the ninth month of COVID-19, I'd like to offer a partial PSA and remind everyone to please check in with your employees, colleagues, friends, and families to see how they're doing. A lot of employees or employee family members are working remotely, and while many do enjoy it, many are struggling with feelings of isolation, monotony, and having to be self-motivated for extended periods of time. Knowing that their conditions will likely be extended through the winter and possibly spring adds another layer of anxiety.

According to a Kaiser Family Foundation poll conducted in July, "53% of adults in the U.S. reported that their mental health has been negatively impacted due to worry and stress over the coronavirus." This type of stress and anxiety can take a serious physical toll. So, please, pay attention to the habits of your loved ones. Changes in sleep, alcohol intake, interest in daily activities, and physical energy are indicators of stress. There are many resources online to help, but often people that need help do not see that they need it, so be there for each other. We will get through this together.

Another place where I see people helping each other is at the NRLA. Recently, Acadia Insurance, Eastern Insurance, and I met to find ways to improve the likelihood of members earning a dividend in our endorsed program. Since dividends are paid when losses are low, we decided to form a committee to find ways to reduce losses.

Our first meeting zeroed in on auto liability claims, which are a leading contributor to losses. Acadia's Safety Consultant shared best practices for preventing losses and so did the committee members. Throughout the meeting there were many different "ah-ha" moments. Below are a few takeaways:

 We learned that while most companies review their drivers' driving records annually, many do not check the driving records of salespeople or employees who use their personal cars for work. It's easy to do and costs about \$7 per record request, and the records are provided by the state quickly.

- There is a direct link to poor driving records, increased insurance claims, and increased insurance rates. What you decide to do about poor driving records can really affect your business. Let's say you have a great salesperson, but they have two speeding violations that are ignored. Then the salesperson gets into an accident while speeding, and you are sued. Your firsthand knowledge of the problem and decision to ignore it will be detrimental to your defense.
- Speaking of which, employers are being named in lawsuits even when personal vehicles are used for business, so it's very important for employees using their personal vehicle for business to have coverage that is in line with the business coverage. \$500,000 to \$1 million is suggested. Some employers are paying the difference in cost for this.
- Also, did you know that fraud is a leading cause of increased claims? Literally, some claimants have stated that their family was in the car when they weren't. Please tell your drivers to take note of who is in the vehicle if an accident occurs!

In closing, a question was asked, "What should be done if an accident occurs?" to which another committee member offered to share the contents of a manual he places in every vehicle so drivers know what to do if they are in an accident.

The benefits of business peers supporting each other and sharing resources often surprises members. NRLA and our professional business partners are delighted to be the conduits for these discussions.

As a reminder, NRLA's endorsed insurance broker, Eastern Insurance, offers NRLA members access to "NRLA Connect," a free portal that includes OSHA compliance, safety compliance, HR compliance, and tools. You can find it on our website at nrla.org.

To obtain more valuable information from Acadia and Eastern Insurance, please visit their booth at the virtual LBM Expo: Evolve on December 9 and 10.

Thank you for the opportunity to serve you,



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LBM EXPO: Evolve Exhibitor



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Lorraine Miner NRLA Chair, Miner's Inc.

When I became the chair of the NRLA last October, my focus was on teamwork. And don't get me wrong, it still is, but with the impact of COVID-19 pressing down on us, a lot has changed and continues to change.

Most of those in our industry are busier than they've been before. We have a lot to be grateful for with the herculean effort the NRLA took on to see that our industry and its suppliers were considered essential businesses. Imagine how different it would have been if we weren't allowed to work.

Together, we're all making adjustments day by day. One of the biggest changes I've seen since the pandemic began is the type of customers we have coming into our store. We're seeing a lot less homebuilding, and far more remodeling and home improvement purchases than ever before—and I know we're not the only ones seeing this change. As you already know, a lot of people are either not working altogether or they are working from home. Whatever the circumstances are, homeowners are looking at what they want to change in and around their dwellings, and they're acting on it! There are a lot more homeowners wanting to upgrade what they have, and one of the biggest focuses we are seeing is with decks.

Decks are currently being built out of every product. There are the all-wood decks that everyone has loved for years. While a lot more homeowners are now looking for composite, vinyl, and steel products because of their low maintenance.

This leads to another issue we're seeing: With all the extra business, our suppliers are having trouble keeping up with demand. Some of the factors contributing to this problem are the changes in personnel and the difficulty getting the products they need for their production. It's been a vicious circle, but we're all making the adjustments we need to and are learning as we move forward. Thankfully, we are finally seeing the lack of supply beginning to ease up.

Another change we've all been forced to adjust to and learn from is our inability to gather together as we once had. Our use of technology is accelerating at a speed that is often too hard to keep up with. I always say that I want to learn something new every day, but I think I've almost reached my limit. Online and virtual business have been becoming the norm now, and I think it could actually stay that way. Board meetings, educational meetings, sales meetings, etc. are all going, or have gone, virtual.

The NRLA has been working for months on learning about virtual meetings to help its members excel and grow their businesses in these ever-changing and challenging times. On December 9-10, LBM Expo: Evolve will be virtual, and I've been accepting of the idea and have become very excited about it. I encourage you to check out all that the virtual expo has to offer you and your business at LBMExpo. com, and I hope you take the time to attend. I'm sure you'll be pleased with all the efforts being made by Rita Ferris and the NRLA staff—you're going to be amazed at how informative, and even fun, a virtual meeting can be!

Lorraine





Frank Saluti, NYLE President Shepley Wood Products

#### "Always remember that the future comes one day at a time"

—Dean Acheson

As we approach the final quarter of the year, I can't help but wonder, what's next? This year has brought so many challenges not only to our industry, but to the way we are used to living our lives. We encountered a worldwide viral pandemic, our nation being in a state of unrest, and massive wildfires on the West Coast (at least we missed the murder hornets, so far)! All of these have had their own impact on us in one way or another.

Just one of these impacts affecting the lumber industry is a shortage on pressure treated lumber. Here on the Cape, spring and fall are considered "deck season." This year, many year-round residents, and seasonal residents for that matter, both replaced their favorite outdoor space in the spring and enjoyed it all summer. Others who used their existing structure for the season, and perhaps said to themselves, "Let's wait and replace this in the fall in preparation for next season" found out, well, that was easier said than done.

There is obviously no fault to be assigned in this situation, but challenges like this can breed frustration nonetheless. It is hard to explain to builders under deadlines that they are not being singled out or that another builder is not being shown preferential treatment over them to receive material. That this is a larger-scale problem across the region and not isolated to one or two suppliers. So, what's the solution? Well in this market there really isn't anything anyone can do except to wait so that a new deck frame can be built when material is available. When it comes to surfacing a deck, offering alternatives like composite or hardwoods is what we are left with.

So, what's next? As many of us know there is always a trickle effect. How will the fires on the Pacific Coast affect Western Red Cedar supply (a very popular roofing and siding choice for my market)? How will the upcoming election affect, well, everything? Builders are looking at retailers for assurance that stock levels and pricing will balance themselves, and retailers are looking at suppliers just the same. All we can do is wait. Wait and take the next scenario as it comes, good, bad, or indifferent.

There is a phrase used across the Shepley facilities coined by our general manger: "It's not about how you feel; it's about how you choose to act on how you feel." We can either look at the future anticipating imminent doom, or we can stay as positive as possible and take it as it comes. After all, we've made it this far!

7X Solut

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The father-and-son team of Jim and Jamie Gerrity of new member GerrityStone of Woburn, Mass.

## NRLA Welcomes New Retail Member GerrityStone, Inc.

NRLA and MRLDA would like to welcome GerrityStone, Inc., of Woburn, Mass., as a new retail member! The Gerrity family acquired the assets of an existing small stone fabrication and installation business in 1997. Since the acquisition, there has been strong growth, a new showroom, and the addition of state-of-the-art CNC equipment, templating tools, and layout software, which together place GerrityStone at the forefront of current technology.





# MoistureShield Continues Successful Expansion with BlueLinx in Missouri, Nebraska, and Tennessee Branch Locations

MoistureShield, a division of Oldcastle APG, a CRH Company, has expanded distribution with four BlueLinx Corporation branch locations in Kansas City, Mo.; St. Louis, Mo.; Omaha, Neb.; and Nashville, Tenn. after several successful rollouts nationally. Each BlueLinx branch offers the full line of MoistureShield decking products to its dealers throughout their respective regions.

"MoistureShield is excited to expand its footprint with BlueLinx with four new locations," said Matthew Bruce, VP of sales, MoistureShield.

"BlueLinx is committed to providing excellent service to our customers while providing them with long-lasting, high-performance decking products like MoistureShield," said Paul Wetmore, regional VP, Central Region for BlueLinx.

MoistureShield Vision features DiamondDefense coating, creating the strongest cap in the industry to resist scratches, stains, and damage on impact. Select Vision colors also offer the unique option of CoolDeck Technology, capable of reducing heat absorption by up to 35%. Elevate is an entry-level capped composite decking available in four colors, including trendy tropical hardwood looks. Learn more at moistureshield.com.



#### Manufacturers Reserve Supply Unveils New Branding

Built on a foundation of 90 years of tradition and reliability, Manufacturers Reserve Supply (MRS) has launched a new branding initiative designed to more accurately reflect who the company is today. The new design—spearheaded by Marketing Coordinator Daphne Veras and Vice President, Sales and Marketing Tina Breen—has been updated to be more relevant for today's marketplace and the company's current customer base.

"Our company made a significant cultural shift about five years ago, and our branding is finally catching up," commented Breen. "In the last five years, we made a concerted effort to adapt the business to our customers' needs and become more flexible. We invested a significant amount into our internal infrastructure to become more customer focused. We have changed many of our strategies in sales and operations to provide greater support to our customers and their business needs. We wanted our logo to reflect our new attitude and focus."

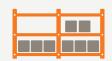
#### HAVE NEWS TO SHARE?

Contact the publisher at publications@nrla.org or call 518-880-6370.

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#### r.k. Miles, Inc. Awarded UVM Grossman School Family Business Award

r.k. Miles, Inc., a third-generation, family-owned business with locations in Vermont and Massachusetts, was awarded the 2020 UVM Grossman School of Business Multi-Generation Family Business Award on Friday, Oct. 2 during a virtual ceremony. The University of Vermont's Grossman School of Business recognizes and celebrates first and later generational family-owned businesses that have demonstrated a commitment to creating sustainable business through leadership and innovation.

r.k. Miles, Inc. joins the ranks of just 33 other businesses to be presented with such a distinguished award over the past nine years by the School.

Pictured L to R: Fourth generation Henry Miles accepts the UVM Grossman School of Business Multi-Generation Family Business Award with third generation owners Christine and Joe Miles.



#### Boise Cascade®

#### Boise Cascade Purchases New Property Near Nashville

Boise Cascade Company (NYSE: BCC) announced that it has completed the purchase of a new property with building structures in Gallatin, Tenn.

"The acquisition of this new facility will allow us to expand our operations in the Nashville market, one of the strongest housing growth markets in the U.S.," said Jeff Strom, vice president and Building Materials Distribution (BMD) general manager of Eastern operations.

The 13-acre facility currently has 183,000 square feet of warehouse and office space. The company plans to start construction immediately, with a goal to begin operations in the new facility in Q2 2021. The current facility will remain open during the transition. The property was previously home to Fowler Lumber Company, an Appalachian hardwood producer.

"It has railroad access and is close to the Nashville metropolitan area as well as state highways/interstates to more effectively service a larger distribution footprint," said Nick Stokes, executive vice president, BMD.

The Boise Cascade BMD Nashville distribution center was created following the acquisition of Lumberman's Wholesale Distributors in April 2018.

#### **SIMPSON**

#### Strong-Tie

#### Simpson Strong-Tie's Annie Kao Named to Top 60 Women Leaders in Engineering List



Simpson Strong-Tie is pleased to announce the inclusion of vice president of engineering Annie Kao in the Girl Geek X List of Top 60 Women Leading Engineering Teams. The ranking of top engineers joins companion lists of top chief technology officers (CTOs),

product designers, and architects as a predictor of industry leaders likely to land on the Fortune 500 list of top CTOs.

"I'm honored to be included in this group of entrepreneurs and innovators who are raising the bar for leadership in technology and engineering," says Kao. "As vice president of engineering for Simpson Strong-Tie, I'm always looking for creative opportunities to help our partners succeed in the fast-changing world of building codes and engineering innovations, and it's incredible to see our industry recognized alongside some of the most renowned global technology and engineering companies."

In addition to her work at Simpson Strong-Tie, Kao is very active in her professional and local communities. She is actively involved in the fields of resilient construction and seismic retrofitting and in 2019 received the Barc Simpson Community Hero Award recognizing outstanding volunteer contributions by Simpson Strong-Tie employees in their communities.





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#### ON THE MOVE

#### BlueLinx Announces Retirement, New General Manager and Director of Home Center Accounts

BlueLinx announced that Jerry Schomer, after more than 40



years with GP/BlueLinx, has decided to retire. Schomer started with Georgia-Pacific in 1977 as an inside sales rep. During his career spanning more than 40-years with GP/BlueLinx, Schomer held almost every branch position.

Ben Poorbaugh will be taking over the role of general



manager of the Buffalo distribution branch. Poorbaugh got his start at 84 Lumber where he worked his way from manager trainee to installed sales contract manager. In 2014, Poorbaugh made the jump to distribution working as an inside sales representative

for BlueLinx's Pittsburgh branch. He guickly moved from ISR to territory manager and then made the jump to general manager of Pittsburgh two years ago.

John Leahy has joined the building products distributor as director of national accounts for home centers. Leahy will be responsible for the growth of the company's home center business.

#### Roseburg Announced Matthew Sally Promotion

Roseburg announced that Matthew Sally has been promoted to



the role of Supply Chain & Logistics Manager for Roseburg's Eastern region. In his new role, Sally will lead the transportation and logistics team within his region, assisting in the development and implementation of logistics strategies and collaborating across

the organization to meet the company's business objectives.

#### LBM Advantage Leadership Change

LBM Advantage announced the retirement of **Duncan Facey**, who has served as vice president of forest products since 2009, overseeing dramatic growth. LBM Advantage said Facey's leadership and broad experience have been a significant contributor to the success of the cooperative. **Tim Johnson** will replace Facey in the role.

Johnson brings nearly 30 years of experience to his new role with 10 years of executive leadership. He has been responsible for developing new sales territories and operations and has overseen strong growth in the Southeast region for LBM Advantage. He also has seven years of experience working for a hardware cooperative, making him uniquely capable of understanding the company's membership and what they expect from their cooperative.

#### Tando Expands Sales Team with Marquis Sales & Marketing to Support Brand Growth

Tando, a brand of Derby Building Products, has expanded its Pro-Channel sales team with Marguis Sales and Marketing to enhance brand growth and further support dealers and distributors in the Mid-Atlantic and Southern regions. Marquis Sales and Marketing combines more than 160 years of dealer and distributor relationships with an experienced sales force proven to deliver growth and value across every level of the supply chain.

"Everyone here is primed to help take the Tando brand to new levels," said Wayne Cornwell, president of Marquis. "Our tenured and experienced sales representatives are committed to growing Tando's industry-leading composite stone and shake products within their network of channel partners and beyond."

Four Marquis sales professionals will join the Tando team. Sales reps and territories include: Jay Saxton—Eastern Pennsylvania and New Jersey; Tony Strong—Maryland, Delaware, and Northern Virginia; Joshua Kirschner—North Carolina and Southern Virginia; and William Herbert—South Carolina and Northern Georgia.

#### In Memoriam

Donald T. Kenniston, Washington Depot, Conn., 66, passed away unexpectedly on Oct. 19. Kenniston was employed at the Washington Supply Company in Washington, Conn. as a hardware store manager.

Kevin R. Stanton, Hampstead, N.H., 57, died unexpectedly Saturday, Oct. 10, at Beth Israel/ Deaconess Medical Center in Boston. Kevin was a territory manager for Hood Distribution.

Donald David Collette of Warren, N.H. passed away surrounded by his loving family on Oct. 6 after a courageous brief battle with cancer. Don worked for Ashland Lumber in Ashland N.H. for 21 years.

Ross William "Bill" Briggs of Bemus Point, N.Y., passed away on Oct. 2 after a two-year battle with pancreatic cancer. Briggs was president of Chautauqua Brick Co. and served as chairman of the board and chairman of national accounts for ENAP (later LBM).

Harold Cohen of Salem, Mass., and Boca Raton, Fla., formerly of Swampscott and Nantucket, Mass., entered into rest on Sept. 29, surrounded by his family, at the age of 89. Cohen was the co-founder of Somerville Lumber.

John Martin Jr., former CEO of the National Lumber and Building Material Dealers Association, died peacefully on Sept. 16 at the age of 88.









# It takes more than lumber alone to keep your business solid.

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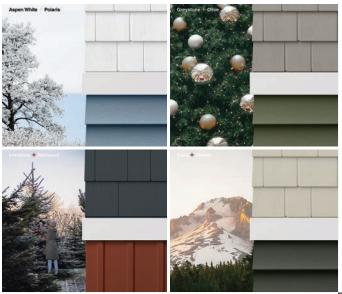


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# ■ Royal Launches 2021 Winter Color Palette

With winter quickly approaching, the color experts at Royal Building Products have created a 2020-2021 Winter Color Palette using some of their most popular siding colors. Designed to create a sense of both hygge and freshness in a home's design and influenced by nature, these colors, although evocative of winter, can be used year-round. For more information go to, royalbuildingproducts.com.

# Deckorators Introduces Trailhead Decking

Deckorators, a brand of UFP Industries, has introduced Deckorators Trailhead low-maintenance composite decking for the 2021 deck building season. The new wood-plastic composite (WPC) decking family is an entry-level composite offering incredible value, including an industry-leading 25-year structural, 25-year stain-and-fade, and 25-year removal-and-replacement limited warranty. For more information, visit deckorators.com/2021



#### Benjamin Obdyke's New HydroFlash LA

Benjamin Obdyke has introduced HydroFlash LA, a liquidapplied product that simplifies the process of flashing rough openings, transitions, and seams, as well as filling imperfections, penetrations, and geometrically difficult areas. HydroFlash LA applies with a caulk gun and easily conforms around corners, arch tops, and awkward spots, ensuring proper protection of openings against moisture and air intrusion. Plus, it's suitable for most climates, including those subject to excessive humidity, cold, and rain. For more information, visit benjaminobdyke.com.



Our commitment to inventory has made Warren Trask the leading supplier of decking in the Northeast. From Brazil to Southeast Asia, we have a deck package for you.



#### **Dark Red Meranti**

A great choice for exterior decks, covered porches, three-season rooms and enclosed porches or four-season rooms. Warren Trask stocks the full line of Blue Star products including decking both in unfinished and pre-stained in Blue Star Plus.



#### **Red Balau**

Red Balau hardwood ranges from a medium red to a deep red / brown with purple tinges and often has resin canals with white contents in concentric lines on end surfaces which produce a warm and visually striking effect.



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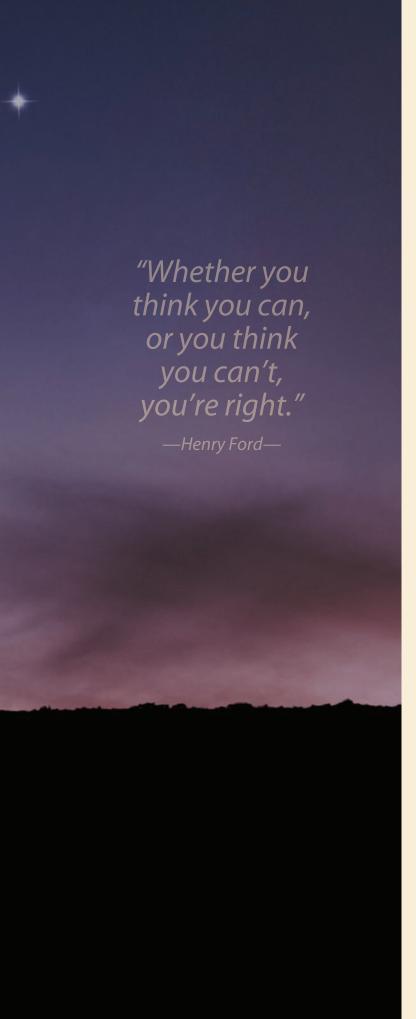
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# Sales Strategies for Managing PRODUCT SHORTAGES

By Tom Zimmerman



uring the start of the pandemic in March, the business world entered a state of preservation-mode and companies began to revise their annual plans and run models based on downside scenarios. This led to cutting revenue forecasts, reducing production plans, laying off employees, and signaling reduced raw material needs to suppliers. Not to mention, the companies had to figure out how to operate in the era of social distancing.

Everything pointed to a recession. History has shown in recessionary times "cash is king" and overproduction negatively impacts a business's ability to survive.

What actually occurred was a temporary bump in the road, a pause in our industry's economy that began to recover very quickly. Sales of building supplies increased, while the impacts of the business-oriented "preservation-mode" created a limited supply. High demand and low supply pushed out lead times and drove prices up. In response, many companies adjusted their purchasing patterns to build inventory and attempted to catch up with the unpredicted growth, which further increased the demand on the limited supply.

What does all this mean? It would be easy to think this would create a salesperson's utopia, where he or she only has to collect orders and is easily attaining higher price levels. This situation is quite the opposite. In fact, salespeople are in a position where they constantly have to tell their customers, "Sorry, we can't supply you" or "You will have to wait another X weeks" or "I know that I quoted you a lower price yesterday, but the price has gone up." These situations are fatiguing for salespeople. They create many extra steps while yielding lower sales levels due to supply shortages. This also causes regular and loyal customers to search elsewhere for supply, creating new competitive threats and a loss of customer loyalty, which weighs heavily on a salesperson's mind, as well as their paycheck.

Sadly there is no silver bullet for a salesperson dealing with product shortage situations. However, having a plan for working with your customers can help ensure you maintain loyalty, minimize disappointment, deliver value, and preserve sales revenues.

## Here are five key areas to focus on when creating your plan:

#### 1. Mindset Matters

Henry Ford said it best: "Whether you think you can, or you think you can't, you're right." When you're facing a supply shortage, you know that you're going to spend the day delivering bad news, letting customers down, and putting in extra effort for little to no return. Yes, it is work, but it is important to recognize that this situation is not unique, and that you are NOT the problem. You are simply caught in the middle of a chaotic situation. But

you can be a part of the solution. The value for the customer is not limited by your inability to supply them with product. Odds are the supply problem impacts the customer more than it does you; this opens the door for you to "be there" for your customers. Listen to the customer and look for other opportunities to help minimize the impact or provide a different solution altogether. The more interested you are in the customer, the more engaged the customer will become with you.

#### 2. Minimize Surprises

The adage "No news is good news" is common with salespeople. However, it is just a crutch that salespeople tell themselves to avoid rejection. In other words, "The customer hasn't said 'no,' so there is still a chance." In product shortage situations no news is actually bad news, really bad news. As soon as you find out that you will not be able to supply the customer as expected, you need to tell them. The longer you wait to deliver this message, the worse the impact will be for both of you. The sooner the customer finds out that the supply is impacted, the more time they have to find an alternative and plan accordingly.

In today's environment, you should start communicating this situation at the time of the initial quote or order. Informing the customer that the industry is experiencing supply shortages, and they may want to consider a second or third choice. It will ease the pain of coming back to the customer and informing them of a product shortage or delay, as the customer was already aware and has started to consider other options.

#### 3. Don't Accept Silence

Have a plan for informing the customer that the product they ordered is not going to be available. The plan should include gaining feedback from the customer. No one wants to deliver bad news; it is not a fun conversation. Often you simply want to deliver the news and then end the conversation. But that's not sufficient; you need to get a commitment from the customer to accept the situation or provide guidance on how they would like to move forward. Think of this like closing the sale again. Leaving the conversation without this commitment or direction from the customer increases the likelihood that the customer will contact a competitor to fill their needs. When a customer makes a commitment to a salesperson, they have started to accept the situation or provide guidance for the alternative. They are also starting to move beyond the shortage.

#### 4. Be a Consultant

Oftentimes the line between being a salesperson and an ordertaker can be blurry. One of the biggest differences comes when you help the customer identify value and prioritize their needs. As you approach product shortage situations, you should plan to enlist the customer in a more thorough exploration of the situation. You should guide the customer to discuss what the shortage is impacting and what will occur next, and understand the costs of each of those steps. This can help the customer identify the best solution. For example, what is the cost and impact of waiting for the product to arrive versus selecting a less-than-desirable product choice and allowing the project to keep moving. You can then help the customer identify the most important criteria for making a different product choice (lead-time, brand, warranty, features, price, etc.), which will enable you to bring the customer more value than simply moving on with a different product.

#### 5. Play the Long Game

A product shortage situation does not define the relationship with a customer. The value the customer expects from the supplier defines the relationship. If the you don't know why a customer is buying from you, then you are actually at risk of losing the customer in the first place. Does the customer look to you as a resource for product info and innovation? Do they make the buying process easy? Does the company offer a special level of service? Maybe you offer rooftop delivery for your shingles, but you can't get the shingles that the customer needs, and he has to go elsewhere. You could arrange to have your boom truck on site to help the customer get the shingles up to the roof. Maybe the product shortage is going to delay the completion of the project by two weeks. Will your company extend the customer's account by 14 days to accommodate the situation? These are a few simple examples, but the customer will recognize even little efforts that show you value their business, which will go a long way in promoting loyalty.

Product shortage situations are challenging and create headaches for salespeople and customers alike. Having a deliberate strategy that is focused on little steps that are within the control of the salesperson can help guide the customer through these situations. Creating a deliberate plan that emphasizes the importance of transparency, helping the customer weigh out the problem, gaining commitment, and focusing on delivering value will help provide confidence for the salesperson's ability to navigate and overcome these situations.

**About the Author:** Want more insights on how to help your salespeople succeed in today's environment? Or take your company's performance to the next gear? Tom Zimmerman, Principal of SHIFT Sales Training & Consulting, has helped create value and promote business growth in difficult environments. His efforts have been integral in helping companies like Trex, AZEK, Boral, and GranQuartz generate millions of dollars of revenue through creating and implementing effective sales strategies. Contact him directly at tzimmerman@shift-stc.com or 678-314-6896.





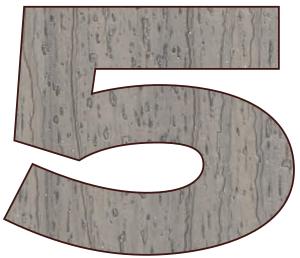
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## COMPOSITE

# DECK TRENDS

#### for 2021

By Jase DeBoer

utdoor living was already booming across the U.S. when the COVID-19 pandemic set in. Then, as millions of people started to spend more time than ever in their homes, demand for outdoor living space soared to a whole new level.

Over the summer, home design and renovation hub Houzz reported a 178% year-over-year jump in searches for professionals to work on deck, patio, and porch projects. DIY activity also exploded as 70% of Americans decided to tackle home improvement projects during COVID-19, according to marketwatch.com. This accelerated an already strong DIY remodeling trend since 2009.

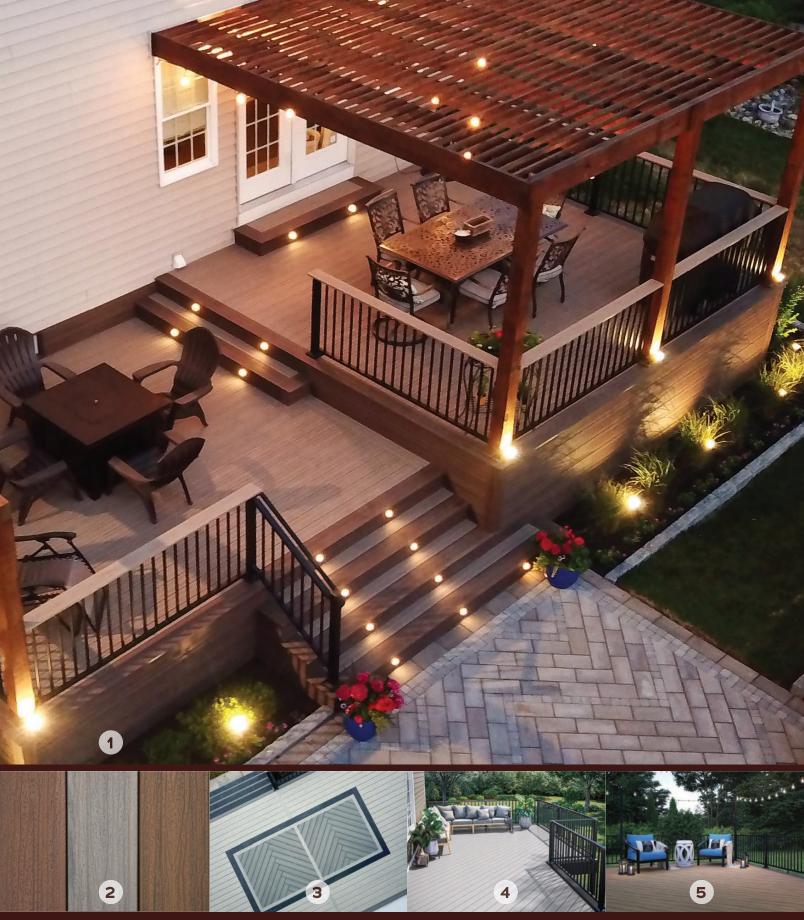
Lumber and building material dealers and their contractor customers nationwide had a very busy 2020 meeting surging demand for new and updated decks. Like the rest of the world, the LBM community enters the new year looking to navigate a dynamic new normal.

Following are five composite deck and outdoor living trends for 2021 to help guide lumberyards and dealers as they prepare for the next deck-building season. (Editor's note: This article was submitted for publication on Oct. 1, 2020.)



Photo credits: Deckorators and Deckorators Premier Outdoor Living

1. Instead of spending hard-earned money on travel in 2020, many homeowners brought the vacation to them by hiring a pro to help them create a personalized outdoor space.



2. More and more homeowners want to trade up from wood to low-maintenance composite decking—seeking wood-alternative decking that meets a desirable price point without forfeiting desirable features. 3. Unique inlays are one of the creative design elements taking permanent hold in the deckbuilding world. 4. Simplified railing systems such as Deckorators pre-assembled aluminum railing save deck builders valuable time and effort on railing installation while offering a coveted sleek and modern look. 5. With homeowners spending so much more time on their property, they have a growing desire to extend the use of the outdoor space with lighting. Pictured are string lights hanging from new ALX aluminum post extensions.

#### 1. Staycations are not going anywhere.

Instead of spending hard-earned money on travel in 2020, many homeowners brought the vacation to them by hiring a pro to help them create a personalized outdoor space, or by tackling simple DIY updates, including replacing a railing, updating balusters and post caps, or adding lights.

As trips got cancelled and social interaction was often limited to screens, homeowners invested in decks as a personal getaway in their own backyard—a quiet area to focus on personal wellness, a new place for family gatherings, or to capture that outdoor restaurant experience from the safety of home.

Principia Consulting, a leading source of market intelligence for the decking industry, says this trend "is expected to continue as social behavior to stay close to home and staycations become more commonplace." There will likely be ample opportunities in 2021 for dealers to supply products that help create more staycation havens.

#### 2. There are more high-quality composites at lower price points.

As they consider material options for their outdoor oasis, more and more homeowners want to trade up from wood to low-maintenance composite decking—seeking wood-alternative decking that meets a desirable price point without forfeiting desirable features.

As a result of this decking trend, manufacturers are finding ways to reduce the cost of composite decking and bridge the space between composite and treated lumber. They are striving to balance the features that dealers, deck builders, and homeowners have come to expect from wood-alternative decking.

It is important for dealers to talk in-depth with their manufacturer partners about the different composite decking materials and technologies, variances in price points and corresponding features, nuances to how products install, and pros and cons to competing products in different scenarios.

#### 3. Creativity is becoming commonplace.

Deck design features that were once novelties are now being used routinely by contractors throughout the industry. Some creative design elements taking permanent hold in the deck-building world include:

- The use of multiple colors
- Double picture frames
- Breaker boards
- Unique inlays
- Wide planks

Homeowners trust contractors and dealers to help them create a deck that is a reflection of their home and personal style. These design options are important to consider as dealers set their stocking strategies for the coming year.

#### 4. Complementary railings are going sleeker and more simplified.

As one of the most visible deck elements, railings can elevate and complement an aesthetically pleasing composite deck and landscape. The trend toward the use of seamless, low-maintenance railing options that are easy to install will continue to gain momentum into next year.

Simplified railing systems such as pre-assembled aluminum railing and intuitive cable railing save deck builders valuable time and effort on railing installation while offering a coveted sleek look.

Cocktail rails and continuous top rails are the next evolution in the modern railing trend.

#### 5. Lighting is taking more of the spotlight.

With homeowners spending so much more time on their property, they have a growing desire to extend the use of their composite decks with lighting. Solar and low-voltage lighting offer a simple way to add beauty and function to a deck.

From stair lights to café lights and string lights that offer the vibe of outdoor restaurant dining, lighting can create ambience while increasing visibility and safety. The right outdoor lighting is easy to install and offers a prime upsell opportunity for deck projects.

While the impact of the COVID-19 situation is evolving rapidly, these five trends will help define the year ahead for the decking industry. Now is the perfect time for LBM dealers to get better informed on the latest trends and products so they can serve as a valuable educational resource for contractors and homeowners.

Choosing a manufacturer partner that values relationships and is always available for questions and support can also be instrumental in persevering through the uncertainty and having a highly successful 2021.



**About the Author:** Jase DeBoer is senior marketing manager for Deckorators, a UFP Industries brand and an industry leader in composite decking, railings, balusters, post caps, and related products. For more information, visit prodeckorators.com. Follow Deckorators on Instagram @Deckorators and LinkedIn.

# Introducing Elevate

A budget-friendly upgrade to the benefits of composite without compromising style!

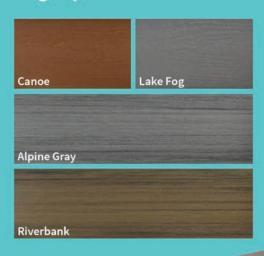






# **Elevate**

Strong. Dynamic. Fundamental.





Get advanced protection and beauty without breaking your budget with Elevate composite decking.

MoistureShield's introductory capped wood composite board is shielded with a strong, protective barrier to help prevent damage from impact, corrosion, and weathering in virtually any environment. Additional defense lies in their proprietary Solid Core for zero structural field failures on the ground, in the ground or even underwater.

Available in a curated selection of classic and premium color options, Elevate composite decking allows you to create a stylish, durable outdoor environment simply and affordably.

Learn more at HolbrookLumber.com







Photo credit: Holbrook Lumber Company



#### Holbrook Lumber Company

**Contact:** Len Moscowitz **Email:** len@holbrooklumber.com **Phone:** 585-474-8330 **Website:** holbrooklumber.com

#### What Decking products do you sell?

Holbrook is proud to be a full-line distributor for MoistureShield decking in the Northeast. The entire line features MoistureShield's proprietary Solid Core—the secret behind zero field failures in more than 30 years! New from MoistureShield is Elevate—an affordably priced and value-packed deck board with four beautiful color options. The Vision line offers Cool Deck Technology, which inhibits the absorption and transfer of heat, creating a much cooler surface on its proprietary Diamond Defense coating. The Vantage line offers unrivaled workability for routing, ripping, and fabricating in the field and has a two-sided woodgrain for ease of installation. We offer tropical hardwood decking in ipe and red balau, Americana thermally modified white ash, and our own Better Brand treated line of decking and dimension. Siberian larch, praised for its durability, denseness, and beauty, is the featured product in our wood decking lines. Holbrook also now distributes the complete line of Aeratis porch products. In PVC decking, we distribute Décor Deck and Porch, which features the exotic look of real hardwoods with the carefree maintenance and durability of PVC.

#### What is one product you'd like to highlight?

28

Brand new for 2020—MoistureShield's Elevate line. Elevate is a value-packed and -priced deck line with a best-in-class 30-year fade and stain and 50-year structural warranty! Add to that our Solid Core Protection and Elevate can be installed on the ground, in the ground, and even under water! Elevate is available in a curated collection of classic and premium colors!

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#### **Rex Lumber Company**

**Contact:** Tom Murray or Ed Godek **Email:** information@rexlumber.com

Phone: 800-343-0567 Website: rexlumber.com



#### What Decking products do you sell?

Rex Lumber Company stocks ipe, African mocha, Mayan machiche, garapa, Accoya, genuine mahogany, and massaranduba decking. We can also draw on our vast network of suppliers to find most tropical products, including teak, timborana, and pucté. We add "new" species on a regular basis.

#### What is one product you'd like to highlight?

Accoya decking is solid wood decking with an industry-leading durability warranty. Accoya has a 50-year above-ground and 25-year in ground or freshwater contact warranty against decay and rot. Accoya is made by acetylation, which is a non-toxic process, and has complete penetration and modification. Accoya is much easier to work with than most tropical or composite decking, and does not require carbide tooling, but should use stainless steel fasteners. Custom pre-finishing options are available.



#### American Lumber Co. Inc.

**Contact:** Richard Paci **Email:** rpaci@americanlumberco.com **Phone:** 800-277-0222 **Website:** americanlumberco.com





#### What Decking products do you sell?

Western red cedar, ipe, Batu mahogany, and bamboo. NewTechWood capped composite deck boards and deck tiles. Fortress steel deck framing.



#### Warren Trask Company

Contact: See website. Email: See website.
Phone: 800-752-0121 Website: wtrask.com



#### What Decking products do you sell?

Ipe decking: From only top-producing mills in Brazil, our expansive inventory includes kiln-dried 5/4x4 and 5/4x6 decking. Our kiln-dried is available in S4S and grooved. Accessories include 2x4, 2x6, 4x4, 1x8, and more.

Douglas fir C&Better and B&Better VG in 1x4 and 5/4x4, S4S and T&G, and 5/4x6 S4S. Warren Trask also has fortified Douglas fir in 1x4 and 5/4x4, which is Tru-Core treated and primed, for painted applications.

Blue Star Dark Red "Select and Better" meranti decking and accessories is the only full-line producer of imported hardwood decking for the U.S. market that is fully certified by an internationally recognized program, the PEFC. Decking sizes include 1x4, 5/4x4, and 5/4x6, as well as "Blue Star Plus," a factory-applied coating designed for optimal product performance. In addition, we offer S4S boards in 1x4-1x12, 5/4x6-5/4x12, and 2x4-2x12 milled to perfection. Accessories include molded handrail, 2x2 balusters, and 4x4 posts to complete your decking project. For soffits and feature walls, we offer 1x4 and 1x6 profiles that include V-joint, center match, and edge and center bead. For covered porch applications, we offer 5/4x4 TG with preferred lengths available upon request. Also available is our premium longlength rafter and pergola parts program offered exclusively by the Warren Trask Company, produced by the Blue Star Factory in Malaysia. 2x6 through 2x10, 3x6 through 3x10, up to 20' lengths, as well as 4x6 and 6x6 posts/beams.

Nova batu (red balau) offers great value with 1x4, 5/4x4 and 5/4x6 8-20' REL tallies, 2x2, 2x4, 2x6, and 4x4 in stock.



#### Northeast Lumber Sales, Inc.

**Contact:** Jon Cantliffe **Email:** jonc@northeastlumber.com **Phone:** 800-727-6357 **Website:** northeastlumber.com





#### What Decking products do you sell?

Northeast Lumber Sales, Inc. stocks Tiger Deck brand Tigerwood decking. Known for its striking appearance, natural durability, resistance to decay, and long lifespan, it is imported from well-managed forestry operations in Latin America and processed using stringent quality-control methods for consistent quality and stability. When constructed with the Black Talon Universal hidden fastening system, Tiger Deck is a beautiful hardwood deck that is free from unsightly surface penetrations, is easy to install, and requires minimal maintenance. Tiger Deck is an affordable alternative to ipe with similar performance characteristics and comes with a 25-year limited warranty.



#### Parksite Inc.

**Contact:** Keven Crotty **Email:** kcrotty@parksite.com **Phone:** 860-528-2191 **Website:** parksite.com



#### What Decking products do you sell?

Whatever the color, price point, style or material you're looking for, we've got the right deck board for the job in stock and ready to ship.

#### What is one product you'd like to highlight?

TimberTech decking brings you high-style, low-maintenance composite decking products—all backed by industry-leading warranties.



Finishing any hardwood project means your choice of brand may make or break the results. So why use anything other than an industry leading brand with the reputation to back it?

Make the right choice, the WiseChoice  $\ensuremath{^{\text{TM}}}$  .



Manufacturers of Hidden Deck Fasteners & Accessories

AMERICAN COMPANY I AMERICAN TRADITION I AMERICAN PRIDE™



#### **Bennett Supply**

**Contact:** David Williams **Email:** davew@bennettsupply.com **Phone:** 724-274-1700 **Website:** bennettsupply.com





#### What Decking products do you sell?

Bennett Supply distributes AZEK/TimberTech decking, porch and railing, and cedar decking. Bennett Supply is a two-step distributor supporting the LBM dealer base with logistics, training, display, promotion, and downstream marketing. For assistance please contact us at 800-860-4501.

#### What is one product you'd like to highlight?

32

AZEK/TimberTech meets all the contractors' decking needs by providing the latest looks and high performance in both extruded PVC and composite decking products. See timbertech.com for more product information on the various decking series.



#### Mid-State Lumber Corp.

**Contact:** Mid-State Lumber Sales Team **Email:** sales@midstatelumber.com

Phone: 800-942-7776 Website: midstatelumber.com





#### What Decking products do you sell?

Mid-State Lumber provides customers with an array of decking options to choose from:

- Trex Select, Enhance, and Transcend decking, fascia, outdoor lighting, RainEscape, and Trex Protect.
- ZURI premium composite decking by Royal.
- Wood decking: GWP ipe, Blue Star-certified Malaysian hardwoods, and Western red cedar.

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#### U.S. Lumber

Contact: Rob Alexander Email: ralexander@uslumber.com Phone: 339-235-5297 Website: uslumber.com



#### What Decking products do you sell?

Aeratis porch flooring.

#### What is one product you'd like to highlight?

We are proud to announce that U.S. Lumber Boston is now a stocking dealer of Aeratis products, featuring Aeratis porch flooring, a solid extruded PVC tongue-and-groove porch plank proven to outperform wood, polypropylene, polyethylene and open-cell PVC products. Its unsurpassed durability coupled with a historic and traditional design, fortifies the porch floor against nature's adverse effects while standing up to the scrutiny of the most discerning traditional architects, builders, historic societies, and homeowners.



#### **UFP** Industries

**Contact:** Jase DeBoer **Email:** jdeboer@ufpi.com **Phone:** 616-365-1538 **Website:** ufpi.com



#### What Decking products do you sell?

Deckorators wood-plastic composite (WPC) decking is available in the Northeast. The offering includes new-for-2021 Deckorators Trailhead decking and Vista decking. Trailhead is an entry-level WPC line with a rugged look and 25-year removal-and-replacement warranty. The Vista line offers the appearance of exotic hardwoods without the maintenance and includes varied widths and two new colors: Silverwood (light gray) and Dunewood (medium brown). Deckorators has also expanded the warranty for its Eovations line of mineral-based composite (MBC) decking—including Voyage, Vault, Frontier, and picture frame boards—to include 50-year structural coverage.

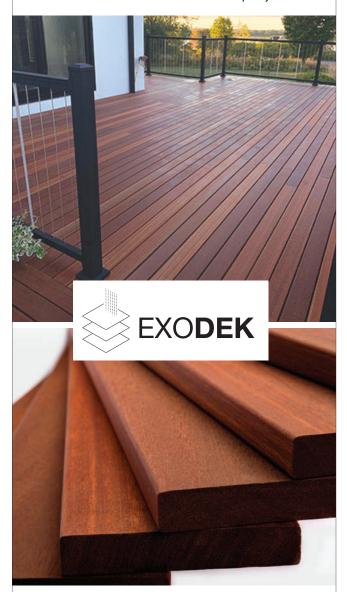
#### What is one product you'd like to highlight?

Deckorators Trailhead is a new entry-level WPC decking line with a rugged look. Trailhead meets a desirable price point without forfeiting desirable features. It comes in three lightly streaked colors with natural and flat-grain embossing: Ridgeline (gray), Pathway (brown), and Canyon (red). Trailhead 7/8-inch by 5 1/2-inch boards are available in 12-, 16-, and 20-foot solid and grooved-edge profiles. Trailhead decking is backed by a 25-year structural, 25-year stain-and-fade, and 25-year removal-and-replacement limited warranty.



#### Holden Humphrey Company

**Contact:** Lance Humphrey **Email:** lance@holdenhumphrey.com **Phone:** 800-777-1053 **Website:** holdenhumphrey.com



#### What Decking products do you sell?

We sell Western red cedar decking, ExoDek premium red balau, ipe decking, Pau Lope decking, garapa decking, DeckWise decking accessories, ExoShield hardwood finish, and Messmer's wood care products.

#### What is one product you'd like to highlight?

ExoDek premium red balau is an exotic hardwood with a Class A fire rating that combines beauty, performance, and value.



#### **Britton Lumber Company**

**Contact:** Brian Moses **Email:** bmoses@brittonlumber.com **Phone:** 802-333-4388 **Website:** brittonlumber.com



#### What Decking products do you sell?

We stock wood decking products. This includes 2x6 tongueand-groove and pressure treated decking. Along with our wood products, we regularly stock pressure treated handrail, Colonial spindle balusters, square balusters, and stair stringers. To complement a deck, we stock a full line of pressure treated lattice and vinyl lattice in eight colors.

#### What is one product you'd like to highlight?

Our 2x6 tongue-and-groove decking is a Western premium select product. Void of large knots or imperfections, this is a structural product perfect for a barn floor or exposed ceiling. The decking is stocked in 12' and 16' lengths, and we will happily pull a job lot order for your customer, which will come wrapped for easy handling and delivery to your customer's jobsite.





### **Boise Cascade**

Contact: Westfield, Mass.: Jeremy La Russo, Greenland, N.H.:

David George

**Email:** jeremylarusso@bc.com; davidgeorge@bc.com Phone: Mass.: 877-462-6473; N.H.: 800-962-9961

Website: bc.com/distribution



### What Decking products do you sell?

We stock the full line of Trex decking as well as the Trex Elevations steel deck framing system. This includes top-of-the-line Trex Transcend in five Tropical finishes and five classic Earth Tones, two mid-tier options, high-performance capped composite Select, in five colors, and Enhance Naturals, in five colors. For the budget minded, there's Enhance Basics in three colors. We have a deck board to meet anyone's needs. All Trex deck boards are available in 12', 16', and 20' lengths, in both a grooved edge for concealed fastening or square edge for conventional fasteners. All Trex decking is backed by an industry-leading 25-year fade, stain, and structural limited warranty.

### What is one product you'd like to highlight?

Trex Transcend composite decking is Trex's premium line of decking combining elevated aesthetics with the highest level of performance. Trex Transcend also has the broadest range of decking colors and finishes, the Tropicals collection comes in five tropical, variegated tones, while the Earth Tones collection comes in five classic earth tones. It's engineered with a proprietary shell technology that protects against fading, staining, scratching, mold, and mildew, and it's backed by the Trex 25year limited residential fade and stain warranty.



### Culpeper Wood Preservers

Contact: Beth Nixon Email: bnixon@culpeperwood.com Phone: 800-817-6215 Website: culpeperwood.com







What Decking products do you sell? Culpeper Prodigy—The Ultimate Deck Board.



### Manufacturers Reserve Supply

**Contact:** Daphne Veras **Email:** daphne@mrslumber.com **Phone:** 973-508-1111 **Website:** mrslumber.com



### What Decking products do you sell?

MRS proudly distributes Trex decking. Trex is the world's largest manufacturer of high-performance wood-alternative decking and railing, with more than 20 years of product experience. Trex decking's high-traffic technology and natural-looking wood-grain finish mean it looks ageless even decades after it is installed. In addition, Trex's unmatched warranty coverage provides a level of peace of mind you just don't get with wood.

### What is one product you'd like to highlight?

In addition to Trex Decking, MRS carries products from top brands to help complete your decking project such as Cortex by FastenMaster and RailFX Aluminum Railing System. The Cortex Hidden Fastening System is the fastest, easiest way to hide fasteners in composite, capstock, and PVC decking boards. RailFX aluminum railing systems combine the durability of aluminum with innovative design details to ensure lasting beauty, structural integrity, and affordability while drastically reducing long-term maintenance expenses.

### RUSSIN

ESTR 1957

### Russin

Contact: Jordan Russin Email: jordan@russin.com Phone: 845-457-4000 Website: russin.com



### What Decking products do you sell?

Russin offers the industry's most exciting composite in Deckorators, unique porcelain from Mbrico, and the widest array of wood decking products on the market. From cedar to our imported hardwoods to Thermory, think Russin!

### What is one product you'd like to highlight?

Deckorators is changing the game in composite. With a brand new entry-level WPC offering combined with the differentiation of their mineral-based product, Deckorators is a decking brand you can't ignore. Russin keeps a large inventory and works with its vendor partner to ensure supply to all of our dealers!

### RESERVE SUPPLY of Central New York

### General Woodcraft Inc.

**Contact:** Chris Nolan **Email:** chris@generalwoodcraftinc.com **Phone:** 860-444-9663 **Website:** mataverdedecking.com





### What Decking products do you sell?

Mataverde Premium Hardwood Decking—a family of the finest high-density hardwood decking products available. Species include ipe, cumaru, garapa, and FSC machiche hardwood decking—protected by a 25-year limited warranty. Mataverde hardwood decking is a beautiful, all-natural durable decking.

Mataverde Deck Clip—need a reliable hidden deck fastener? Consider the Mataverde Deck Clip. This unique fastener is 100% stainless steel, and finished black for low visibility. Works with all types of softwood and hardwood decking.

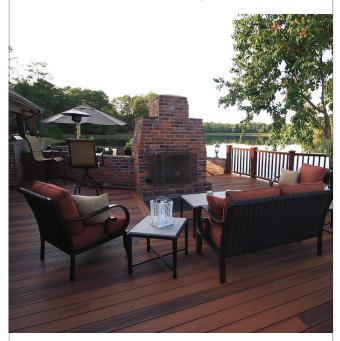
Mataverde Eurotec Rooftop Deck System—use full length Mataverde decking with this revolutionary European adjustable pedestal and aluminum joist rooftop deck system.

### What is one product you'd like to highlight?

Mataverde garapa premium hardwood decking is a lighter toned durable hardwood decking. With the recent shortages of pressure-treated decking, garapa is an affordable, long-lasting decking material to consider.

### **Reserve Supply of CNY**

**Contact:** Jamie Evans **Email:** jevans@rscny.com **Phone:** 888-676-9418 **Website:** rscny.com





### What Decking products do you sell?

Reserve Supply sells DuraLife MVP and Siesta Profiles (composite) decking. We stock the full line of the Landscapes and Hardwoods collections, which include the colors pebble, mahogany, coastal grey, slate, golden teak, Brazilian cherry, tropical walnut, and garapa gray. For the natural deck, Reserve stocks the full line of YellaWood premium treated deck boards, dimensional lumber and timbers.

### What is one product you'd like to highlight?

The MVP profile is perfect for the value conscious homeowner wanting a beautiful low maintenance deck. Reserve Supply stocks DuraLife MVP in 12′, 16′ and 20′ boards. We have fascia, risers, square edge and end cap boards for your decking project. To help complete the installation, we stock the DuraLife Step-Clip system, the Fastenator Hidden Clips system, Cortex plugs, color matching fascia screws and stainless-steel decking screws.











Pictured on page 38: A deck using
CertainTeed EverNew vinyl railing in white.
Pictured above, top left: A boat dock using
gray EverNew vinyl railing.
Top Right: CertainTeed Oxford vinyl railing
in Clay with round aluminum balusters.
Bottom left: CertainTeed Kingston vinyl
railing system in white.
Bottom right: EverNew vinyl railing in
white with glass balusters.

s people have been spending much more time at home lately, many have started looking into ways to make their outdoor spaces more beautiful and functional. Railing updates are simple improvements that can enhance the look and safety of decks and stairways, while making closed-off areas inside and outside homes feel much bigger. These days, homeowners can mix and match styles and mediums to achieve low-maintenance railing systems that are modern, traditional, or a mix of both.

If you are considering making railing improvements to your home, it's good to learn what materials are available as well as the styles and trends that are popular right now.

### **AVAILABLE MATERIALS**

### WOOD

Wood railings have been popular in the U.S. since the evolution of the front porch during our Victorian era and the back porch as more families migrated to the suburbs in the mid-20th century. Wood is reasonably priced and easy to repair, as pressure treated wood can be purchased at most home improvement stores. If you are renovating on a budget, there are also economical softwood (as opposed to hardwood) options that don't perform as well over time but offer a lower barrier to entry. In general, wood is versatile and easy to modify, but requires continual maintenance. Uncovered decks are highly exposed to the rain and sun, and without regular staining or a protective coat, wood railings can warp or rot over time.

### **VINYL**

Vinyl (polyvinyl chloride or PVC) is one of the world's most versatile plastics, used to make everything from food storage containers to car parts. It is also used to make a variety of railing products. Composite railings, as they are sometimes called, are cost effective, easy to install, and last virtually a lifetime with little to no maintenance. They also can be paired with other materials like metal balusters or wooden top railings to achieve a mixedmaterials look. While vinyl is not as easy to paint or customize, vinyl railing can offer a durable option that makes sense from a cost perspective, especially if you plan to stay in your home or live in an area that is humid, rain-prone, or close to saltwater.

### **ALUMINUM**

Home products made of aluminum saw a surge in the 1960s, with everything from aluminum patio furniture to aluminum Christmas trees. Recently, aluminum home products have been making a big comeback, particularly in the form of railings. Aluminum is strong, lightweight, affordable, easy to install, and maintenancefree. Like vinyl, aluminum railing is great for homes near oceans and estuaries, as it doesn't rust or degrade in the proximity of saltwater. It also offers a clean, modern look that is difficult to achieve with other mediums. Aluminum comes pre-coated and painted, but that doesn't mean you can't get creative. Aluminum can be utilized in conjunction with natural and composite materials to add a touch of modern to most looks.

### STAINLESS STEEL

While more expensive than most other railing options, stainless steel cable railing has become hugely popular in recent years in both residential and commercial settings. Cable railing is great for creating a deck that is safe but has a great view. If your deck faces nature and not the neighbor next door, cable rail is one of the best options for a calming, unrestricted view. It is also great for maintaining the big feeling of open-concept homes, offering the safety of railing without limiting views of the room. Cable rail is durable and highly customizable, but it will cost you. It's also important to use an experienced installer, as cable railing is a more specialized product.

### SOME CURRENT TRENDS IN RAILING

### **VINYL WITH METAL OR GLASS BALUSTERS**

If you're looking for a more open design, vinyl railing can be paired with aluminum balusters or even glass balusters for views that are completely unrestricted. Glass balusters also help reduce wind gusts, which is why many lake and oceanfront homeowners like to incorporate them into their deck design. Glass baluster designs have improved greatly over the years, so people with small children should not be deterred from railings that incorporate glass. Glass balusters typically don't have slats or openings, and as such, don't pose a greater risk to children than any other type of railing. Children do like to stick their hands and faces on glass, so you may have to clean them from time to time if children are a factor.

### INDOOR CABLE RAIL SYSTEMS

Steel cable rail has been a feature in many newer condo decks for several years. More designers, however, are using stainless steel cable and tubing to create modern interior stair systems. Due to its sleek and modern appeal, this style is popular in lofts and condos in city centers. The thinness of cable creates clean, horizontal lines, increases depth of field, and maximizes views throughout the space. These railings can be easily matched with wooden or metal top rail and newels for minimalist appeal in modern or classic styles.

### **LINEAR METAL PANELS**

Many vinyl railing systems come in panels, but so do some metal railing systems. Linear metal panel railings are becoming popular because they are easy to install and create a modern look with less hassle. Linear metal panels can be pre-built to fit, allowing them to be installed easily with only a few screws. This eliminates gluing, sanding, the drilling of baluster holes, and having to cut balusters to fit. For a skilled do-it-yourselfer, linear metal panels can offer a look that turns heads with less labor and overhead costs.

There really is more than meets the eye when it comes to railing. Knowing what options are available and how to customize them will help you get the most out of your outdoor space for a price that won't break the bank.



About the Author: Doug Mucher, product manager at Certain-Teed, is a 25-year veteran of the company, specializing in outdoor living products. He currently leads marketing efforts for the company's fencing, railing, and decking product lines. Doug is an alum of State University of New York College at Buffalo, where he earned a bachelor's degree in business administration and management.



Our Solid Core creates the only wood composite decking that can be installed on the ground, in the ground, or underwater. The Solid Core Difference<sup>™</sup>, gives your deck greater beauty with less maintenance—season after season.











Photo credit: Feeney, Inc.



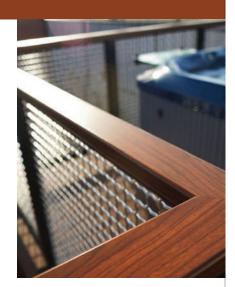
### Feeney, Inc.

**Contact:** Kym Nosbisch **Email:** knosbisch@feeneyinc.com

**Phone:** 510-496-9064 **Website:** feeneyinc.com

### What Railing products do you sell?

Feeney, Inc. is a leading manufacturer of high-quality architectural products that enhance the spaces where people live, work, and play. Feeney residential and commercial products for exterior and interior applications include CableRail stainless steel cable assemblies, Quick-Connect auto-locking cable fittings, DesignRail aluminum railing systems with optional LED lighting, and DesignRail panel infill.



### What is one product you'd like to highlight?

We'd like to highlight our DesignRail Wood Grain Top Rail, which makes it easy for you to have the beautiful look of wood with the durability of powder-coated aluminum. Available and ready to ship, our wood-grain top rail is offered in both rectangular and graspable options, as well as three distinctive colors (cherry, walnut, and weathered gray) with realistic wood-grain patterns. To learn more about how DesignRail makes it easy for you, visit feeneyinc.com.

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### Parksite Inc.

**Contact:** Keven Crotty **Email:** kcrotty@parksite.com **Phone:** 860-528-2191 **Website:** parksite.com



### What Railing products do you sell?

Top off your deck project with one of our outdoor railing collections—find a railing system to fit every design. We also carry a wide variety of post caps, post skirts, and decorative lighting accessories.

### What is one product you'd like to highlight?

TimberTech high-performance metal and composite railings provide the perfect finishing touches for outdoor living spaces. With profiles ranging from classic to contemporary, their railing gives any decking masterpiece the frame it deserves.

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### Northeast Lumber Sales, Inc.

**Contact:** Jon Cantliffe **Email:** jonc@northeastlumber.com **Phone:** 800-727-6357 **Website:** northeastlumber.com





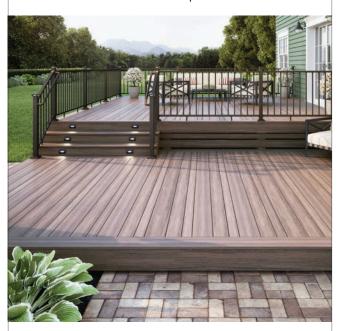
### What Railing products do you sell?

Northeast Lumber Sales, Inc. stocks a full line of Color Guard vinyl railing along with a wide selection of accessories. In addition to the Color Guard vinyl rail, we stock a wide range of their popular Lincoln aluminum rail series, complete with accessories and multiple installation options perfect for your customer's deck or porch. An elegant textured finish is available in black, bronze, and white. Both Lincoln aluminum and Color Guard vinyl boast the industry's easiest-to-install product line, loved by builders throughout the Northeast.



### **UFP Industries**

**Contact:** Jase DeBoer **Email:** jdeboer@ufpi.com **Phone:** 616-365-1538 **Website:** ufpi.com



### What Railing products do you sell?

Deckorators railing systems are compatible with many Deckorators balusters and accessories, offering outstanding design flexibility. The railing lineup includes ALX aluminum, cable railing, ADA-compliant handrail, postcovers, and post caps, along with balusters and railing accessories. ALX aluminum railing, including pre-assembled welded aluminum and cable rail options, is made of heavy-gauge aluminum with a thick powder-coated finish. Deckorators has added a continuous ALX Contemporary aluminum top rail option, ALX Contemporary gate solutions, and ALX post extensions to its railing and railing accessories offering for 2021.

### What is one product you'd like to highlight?

ALX Contemporary pre-assembled aluminum railing features panels that are welded to maximize rigidity and strength. Made of heavy-gauge aluminum, the panels save time on baluster installation and come in four powder-coated colors: Textured black, textured white, weathered brown, and bronze; brushed titanium is also available in pre-assembled anodized aluminum panels. ALX Contemporary railing is backed by a lifetime limited warranty on manufacturing defects and powder coating, a 25-year removal-and-replacement warranty, and a 10-year saltwater applications warranty.



### Mid-State Lumber Corp.

**Contact:** Mid-State Lumber Sales Team **Email:** sales@midstatelumber.com

Phone: 800-942-7776 Website: midstatelumber.com





### What Railing products do you sell?

Mid-State Lumber partners with the following quality vendors to provide our customers with an array of railing options:

- Trex Select, Transcend, and Signature railing, including Rod Rail, glass railing, mesh railing, ADA railing, gates, and Outdoor Lighting.
- Shoreline 300 Warrior and 600 Series vinyl railing.



### **Holbrook Lumber Company**

**Contact:** Len Moscowitz **Email:** len@holbrooklumber.com **Phone:** 585-474-8330 **Website:** holbrooklumber.com



### What Railing products do you sell?

Holbrook stocks stainless steel cable railing from Key Link in both horizontal and vertical styles along with its Outlook, Arabian, and American series railing. It offers the most comprehensive line of powder-coated aluminum railing on the market, with multiple lines, colors, and baluster options.

In vinyl railing, we stock Superior Plastic Products 200 and 3000 series that offer a massive line in multiple profiles, colors, and baluster options.

Placid Point Lighting is a plug-and-play LED lighting system that matches the elegance and performance of Superior and Key Link railing and fence products.

Color-matched railings from MoistureShield as well as railing components for our growing line of Siberian larch decking.

Holbrook recently partnered with AGS Stainless Inc. to distribute its Cascadia Railing line—an elegant exterior and interior stainless steel bar railing system with a visually stunning custom look, easy installation, and an affordable price.

### What is one product you'd like to highlight?

Key Link aluminum cable railing continues to be the product of choice for professional installers looking to define the beauty of their decking projects with clean, visible lines that help define an already beautiful view! Key Link horizontal cable railing is easy to work with as all the posts have pre-installed, low-profile fittings. Simply install the posts and top rails and start pulling cable! Key Link cable rail is also available in vertical cable and is even easier to install—imagine that!



### **Boise Cascade**

Contact: Westfield, Mass.: Jeremy La Russo, Greenland, N.H.:

David George

**Email:** jeremylarusso@bc.com; davidgeorge@bc.com **Phone:** Mass.: 877-462-6473; N.H.: 603-334-5650

Website: bc.com/distribution



### What Railing products do you sell?

We stock and sell the full Trex Railing line. Trex Signature Rod Rail is available in three colors, is easy to install, and does not require special tools, and there's no need to re-tighten each run. The Trex Transcend composite railing is available in seven colors with the ability to mix colors and components for custom, perfectly coordinating and complementing designs. Extremely fast and simple installation engineered into the Transcend railing does not come at the expense of clean aesthetics or quality. The Trex Signature aluminum railing's sleek, minimalist design lets the view through. Like all Trex products, Signature railing is manufactured in the USA and is backed by a Trex 25-year limited warranty. Trex Select Railing is a composite white railing with round black aluminum balusters that's easy to order, easy to install, and is finished in a matte white finish. It's a popular look, and it's a price-competitive upgrade from vinyl.

### What is one product you'd like to highlight?

Trex Signature Rail is Trex's premium railing line; it combines effortless style with exceptional strength. Incredibly sleek and remarkably strong, Trex Signature celebrates the refined beauty of negative space. Choose from four infill options, traditional balusters, mesh railing, rod rail, or glass railing, to complement matte, powder-coated aluminum rails and posts. Signature railing is manufactured in the USA and is backed by the Trex 25-year limited warranty.



### **Bennett Supply**

**Contact:** David Williams **Email:** davew@bennettsupply.com **Phone:** 724-274-1700 **Website:** bennettsupply.com



### What Railing products do you sell?

Bennett Supply distributes AZEK/TimberTech decking and railing, Fairway railing, and PTL railing. Bennett Supply is a two-step distributor supporting the LBM dealer base with logistics, training, display, promotion, and downstream marketing. For assistance please contact us at 800-860-4501.

### What is one product you'd like to highlight?

Azek/TimberTech and Fairway meet all the contractors' railing needs by providing the latest looks and high performance vinyl, aluminum, composite, and cellular PVC railing products. Seetimbertech.com or fairwayrailing.com for product information on a multitude of railing options.

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## VISTO style & simplicity

### Vista Railing Systems Inc.

**Contact:** Erik Flick **Email:** erik@vistarailings.com **Phone:** 800-667-8247 **Website:** vistarailings.com





### What Railing products do you sell?

Since 1974, Vista Railing Systems has been a market leader in premium exterior railing systems. We design, engineer, test, and manufacture quality railings in aluminum, cable, glass, mixed materials, and wood all through the lens of style and simplicity that can be enjoyed in every home. We believe our railings create amazing spaces that inspire people to connect.

### What is one product you'd like to highlight?

Vista's Cable Railing products provide a stylish and modern look, making them the perfect fit for your home. They create the illusion of a railing-free deck to help you enjoy an uninterrupted view from the comfort of your lounge chair. Our marine-grade cable requires no special tools for installation in the pre-drilled, pre-threaded aluminum posts. Welcome to Cable Railing SIMPLIFIED!



### Atlantis Rail Systems

**Contact:** Carey Hicks **Email:** carey@atlantisrail.com **Phone:** 508-732-1025 **Website:** atlantisrail.com





### What Railing products do you sell?

Atlantis Rail offers a complete line of stainless steel and aluminum cable railing and glass railing systems, including the RailEasy, HandiSwage, SunRail, Spectrum, and NOVA II systems. This innovative collection of low-maintenance cable railings offers unobstructed views capable of fitting any indoor or outdoor commercial or residential designs.

### What is one product you'd like to highlight?

Atlantis Rail's Spectrum System is an ultra-sleek easy-to-use cable railing system. It is available in fascia-mounted or surface-mounted formats and utilizes HandiSwage cable infill options. It is designed for use with a customer-supplied hardwood top railing. Universal posts are used for corners, ends, and mid posts, allowing for a truly off-the-shelf guard rail solution. This modern and industrial system is offered in standard post color options of black, metallic silver, white, and dark brown. Special order color options are also available.



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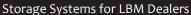
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### Russin

Contact: Jordan Russin Email: jordan@russin.com Phone: 845-457-4000 Website: russin.com





### What Railing products do you sell?

Deckorators has the most expansive railing offering in the industry—whatever the look, Russin can provide it, and we do it while offering the market's simplest railing program. Combine with our attractively priced Admiral railing systems, and you've got a program to reach every consumer.

### What is one product you'd like to highlight?

Deckorators ALX railing is as beautiful as it is simple. With an intelligent program designed around minimal SKUs and high turns, ALX is a system you can sell every day. Need to get even fancier? We've got you.



### **BROSCO**

Contact: Tim Curran Email: tcurran@brosco.com Phone: 978-475-7100 Website: brosco.com



### What Railing products do you sell?

BROSCO stocks a complete line of railings to meet your needs. Our extensive offering of railing products provides many options of material, color, profiles, and sizes. Combining simple installation, low-maintenance, and the highest quality products provides a great choice for builders, contractors, and homeowners alike.

- Extruded PVC—INTEX (Dartmouth, Hampton, Providence, and Liberty)
- Aluminum—DSI Westbury (Tuscany, VertiCable, and ScreenRail)
- Vinvl—DSI TRX
- Wood—Vista brown treated and Cedar (Somerset, Traditional, and Tuscany)
- Cable—Vista aluminum cable railing system, Crown Heritage cable systems, and DSI VertiCable
- ADA handrail—DSI ADA aluminum continuous HandRail
- Glass—INTEX

### What is one product you'd like to highlight?

INTEX Millwork's timeless designs provide lasting durability. BROSCO stocks multiple INTEX railing systems. Dartmouth offers outstanding strength in a range of beautiful standard designs. Hampton is an economical rail solution with performance superior to composite. Liberty is an innovative pre-routed rail system with patented racking stair section.



### Rafferty Wholesale

**Contact:** Keith St. George **Email:** info@raffertyaluminum.com **Phone:** 800-732-5473 **Website:** raffertyaluminum.com





### What Railing products do you sell?

Rafferty Wholesale stocks RailFX cable railing kits and accessories. RailFX is the world's easiest cable railing solution. An all in one affordable system that is easy to order, receive, and install. The RailFX cable railing kits come with a choice of 1/8" or 3/16" diameter 1x19 Type 316 SS cable, SS cable railing hardware fittings for both ends of your cable run, all washers and fasteners necessary, and installation instructions. Accessories such as mounting tabs, cable cutters, and installation aids are available, as special orders.

### What is one product you'd like to highlight?

Rafferty is a family owned, easy to work with business who's business development staff are committed to staying current and maintaining close relationships through out all of New England. Free RailFX displays are available for customers as well as extended billing dates. RailFX also offers an online ProFX rebate for 1st-3rd time customers with a minimum purchase of \$1,000 or more.



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### L.J. Smith Stair Systems

**Contact:** David Evans **Email:** devans@ljsmith.net **Phone:** 978-259-9466 **Website:** LJSmith.com



### What Railing products do you sell?

Cable system infill for exterior or interior applications.

### What is one product you'd like to highlight?

Our 316 marine grade stainless steel cable and swageless cable fittings provide an unimpeded view on any deck and require very little maintenance. The system includes sized and drilled aluminum powder coated posts for simplified installation. Will accommodate level runs in three rail heights, and open tread stairs or kneewall stairs in two rail heights.



### American Lumber Co. Inc.

**Contact:** Richard Paci **Email:** rpaci@americanlumberco.com **Phone:** 800-277-0222 **Website:** americanlumberco.com



### What Railing products do you sell?

Fortress Railing (cable and steel). Railing components in Western red cedar, ipe, batu mahogany, and bamboo.



### Holden Humphrey Company

**Contact:** Lance Humphrey **Email:** lance@holdenhumphrey.com **Phone:** 800-777-1053 **Website:** holdenhumphrey.com



### What Railing products do you sell?

We sell Western red cedar handrail and balusters, ExoDek batu handrail and balusters, and Ipe handrail cap and balusters.

### What is one product you'd like to highlight?

Western red cedar is a great choice for railing. It's durable, lightweight, stable, impervious to insects, and less likely to decay than other wood railings.



### **Reserve Supply of CNY**

Contact: Jamie Evans Email: jevans@rscny.com Phone: 888-676-9418 Website: rscny.com

### What Railing products do you sell?

Reserve Supply sells a variety of quality railing products to meet our customers' needs. From Fortress Building Products, we stock the Fe26 Iron Rail in three colors and the vertical cable rail in black sand. Our primary railing is from Color Guard. We stock multiple colors and styles of their railings in both aluminum and vinyl.

### What is one product you'd like to highlight?

Color Guard's Lincoln aluminum railing has one of the easiest installations in the industry that ultimately saves labor costs. The rails are true-to-length with textured, powder-coated aluminum meeting IRC code requirements and made in the USA. Reserve Supply stocks



the Lincoln rail in 36" and 42" heights in black, white, and bronze in lengths from 4' to 10'. We have white rail with black balusters also. Our inventory includes many Color Guard accessories of different style posts, drink rails, and solar lighting. We stock Color Guard's Upside Deck Ceiling, which improves the look of raised decks.



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### **Bronze**

**Amerimax Cleary Millwork Coastal Forest Products**  **Portland Stone Ware Co., Inc.** Rigidply Rafters Inc.



Photo credit: Parksite Inc.



### Parksite Inc.

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**Contact:** Keven Crotty **Email:** kcrotty@parksite.com **Phone:** 860-528-2191 **Website:** parksite.com

### What Screw/Fastener products do you sell?

From concealed to hidden, we have deck fasteners and tools for every phase of the project. Download our fastener reference guide here:go.parksite.com/fastener-guide.



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### **Boise Cascade**

**Contact:** Westfield, Mass.: Jeremy La Russo, Greenland, N.H.:

David George

**Email:** jeremylarusso@bc.com; davidgeorge@bc.com **Phone:** Mass.: 877-462-6473; N.H.: 800-962-9961

Website: bc.com/distribution







### What Screw/Fastener products do you sell?

We sell Trex Universal Concealed fasteners as well as the Trex Start Clip. We also sell the entire complement of FastenMaster products that work with Trex deck boards. For concealed fastening we stock their new Collated Cortex plug system, traditional Cortex plug system, the new Cortex for Trex Fascia plug system designed specifically for fascia boards, TC-G steel clips packaged with screws for a conventional installation as well as buckets and "scrails" for use with the pneumatic gun. In addition, we stock FastenMaster TrapEase 3 screws, color matched for all 23 colors of Trex deck boards, as well as TrapEase for Trex Fascia. To assist in concealed fastener installations, we sell a Trex router bit for on-site grooving of square edge boards.

### What is one product you'd like to highlight?

The Tiger Claw TC-G Clip system is the fastest, easiest way to hide fasteners on grooved decking. The clip's sharp prongs embed into the upper portion of the groove for strong holding power. The stainless steel screw ensures a lasting connection between decking board and joist. It's available in a hand-driven or pneumatic gun installation method. Spacer tabs on the clip automatically gap the decking 3/16" for a consistent look. TC-G Clips are made of long-lasting 304 stainless steel. Comes with a 25-year warranty.



### **U2 Fasteners**

Contact: Kurt Hogard Email: kurt.hogard@u2fasteners.com Phone: 855-895-7096 Website: u2fasteners.com



### What Screw/Fastener products do you sell?

U2 Fasteners is a premium wood-to-wood residential construction screw. Our screws are code compliant for Ground Contact ACQ pressure treated lumber and structural strength. We have 316 stainless steel in our most popular sizes.

### What is one product you'd like to highlight?

Construction screws from 1-1/2" to 20" and various sizes in 316 grade stainless steel.



### **GRK Fasteners**

Email: grk@grkfasteners.com

Phone: 877-489-2726 Website: grkfasteners.com



### What Hardware & Hardline products do you sell?

GRK Fasteners offers a complete line of premium-quality, patented, ICC-recognized fasteners for use in wood-to-wood connections. With patented features on every screw, GRK is one of the most trusted brands for wood-to-wood fastening. Since 1990, GRK Fasteners has grown to be the pro's No.1 choice in structural and specialty fasteners, offering a complete line of fasteners that allow you to drive with speed, quality, and confidence.

### What is one product you'd like to highlight?

GRK Deck Elite screws provide a quick drive and clean finish in wood decking top boards. With GRK's Fast Bite Tip, Deck Elite screws start immediately in wood. The patented W-Cut thread design allows for a smooth, fast drive to increase productivity on the job, and the tan color of the screw provides an ideal finish. GRK Deck Elite screws have a corrosion-resistant coating to resist rust and keep decks looking like new.



### **UFP** Industries

**Contact:** Jase DeBoer **Email:** jdeboer@ufpi.com **Phone:** 616-365-1538 **Website:** ufpi.com



### What Screw/Fastener products do you sell?

Deckorators screw and fastener products include The Stowaway Hidden Fastener and Starborn® fastening solutions. The Stowaway Hidden Fastener discreetly secures deck boards to joists with a single stainless steel, color-matched screw—resulting in a beautiful, smooth, and virtually fastener-free deck surface. The Stowaway screw comes preloaded, making the installation process faster. Deck boards are automatically spaced at proper intervals, and the needs for predrilling and countersinking are eliminated. The easy-to-install Starborn Pro Plug Hidden Fastener System features plugs made from actual Deckorators decking material for a perfect match. Other Starborn fastening solutions include color-matched composite deck and fascia screws, and proprietary installation tools.

### What is one product you'd like to highlight?

The Deckorators Stowaway Hidden Fastener discreetly secures deck boards to joists with a single stainless steel, color-matched screw—resulting in a beautiful, smooth and virtually fastener-free deck surface. The Stowaway screw comes preloaded, making the installation process faster. Stowaway hidden fasteners provide a consistent ¼" spacing between deck boards. Deck boards are automatically spaced at proper intervals, and the needs for predrilling and countersinking are eliminated.



### Holbrook Lumber Company

**Contact:** Len Moscowitz **Email:** len@holbrooklumber.com **Phone:** 585-474-8330 **Website:** holbrooklumber.com



### What Screw/Fastener products do you sell?

Holbrook stocks a variety of fasteners for every type of deck installation. We have Starborn Pro-Plugs for our entire MoistureShield line. We also have color-matched screws in both stainless and color coated to match every deck available for through-face installation. Starborn offers an unmatched line of installation tools that save contractors time on the job. Holbrook also sells Mantis and Tiger Claw for hidden fastening systems on grooved decking and Tiger Claw for hidden fasteners on square-edge boards. We have pneumatic gun systems, as well, for increased productivity on the jobsite. For tropical hardwoods, we stock lpe Clips Extreme and the Starborn Pro-Plug system for hardwoods. For our Décor line of decking (formerly Gossen), we have FastenMaster plugs to match all four beautiful Décor colors. We also carry stainless steel screws for installation of all of our tongue-and-groove porch products from Aeratis, Décor, Americana, ipe, red balau, and Douglas fir as well as for Siberian larch decking.

### RUSSIN



### Russin

**Contact:** Jordan Russin **Email:** jordan@russin.com **Phone:** 845-457-4000 **Website:** russin.com

### What Screw/Fastener products do you sell?

Russin is your total decking and siding solutions provider. For any of our decking options, we offer all the necessary clips. We can groove wood decking products in-house and offer a compliant clip system. Rainscreen siding systems are also easy at Russin!

### What is one product you'd like to highlight?

Getting calls for rainscreen siding? Call Russin! We can offer rainscreen siding systems in cedar, tropical hardwood, and Thermory, and provide all the matching clips and finishes needed to complete the job.



### General Woodcraft Inc.

Contact: Chris Nolan Email: chris@generalwoodcraftinc.com Phone: 860-444-9663 Website: mataverdedecking.com

### What Screw/Fastener products do you sell?

Mataverde Eurotec Deck System includes all the fastening components required for a long-lasting, durable rooftop deck, and lots more.

### What is one product you'd like to highlight?

The Mataverde Hidden Deck Fastener offers you unique advantages for your decking customers:

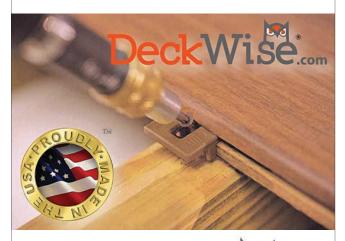
- STRONGER: 100% Stainless steel deck clips and stainless steel screws are exceptionally strong.
- LASTS LONGER: Proven quality of 304 stainless steel for exceptional performance ensures these hidden fasteners will last as long as the hardwood decking they are secured to.
- EASY: Installs easily and fastens deck boards securely.
- LESS VISIBLE: The black color of the Eurotec Deck Clip and screws makes these hidden fasteners far less visible.
- AFFORDABLE: Priced better than other hidden deck fasteners. Add long-lasting value and performance to your deck.





### Holden Humphrey Company

**Contact:** Lance Humphrey **Email:** lance@holdenhumphrey.com **Phone:** 800-777-1053 **Website:** holdenhumphrey.com





### What Screw/Fastener products do you sell?

We sell Deckwise deck clips and accessories, Cortex screws for PVC trim, and trim tab hidden fasteners for HardieTrim.

### What is one product you'd like to highlight?

DeckWise offers a complete deck accessory system, including deck clips, hidden fasteners, deck screws, and deck plugs in the quantities needed to get any job done right.





### Mid-State Lumber Corp.

**Contact:** Mid-State Lumber Sales Team **Email:** sales@midstatelumber.com

Phone: 800-942-7776 Website: midstatelumber.com





### What Screw/Fastener products do you sell?

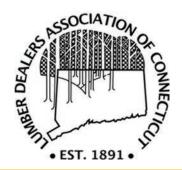
Mid-State Lumber Corp. partners with the following vendors to provide our customers with an array of options for deck screws and fasteners:

### Starborn Industries:

- Cap-tor color-matching deck screws
- Smart-Bit screw depth setter
- Deckfast fascia system
- Pro Plug System for PVC and composite
- Pro Plug System for fascia

### Trex:

Hideaway hidden fastening system



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### Rafferty Wholesale

**Contact:** Keith St. George **Email:** info@raffertyaluminum.com Phone: 800-732-5473 Website: raffertyaluminum.com



### What Screw/Fastener products do you sell?

Rafferty Wholesale carries many top brands of screw and fastener products—U2, FastenMaster, Simpson Strong-Tie, and Starborn-Pro Plug. U2 code compliant screws offer eight product lines for any type of project. They have 55 SKUs in 316 Marine Grade SS construction, universal, and fine trim head screws. FastenMaster is a manufacturer of structural wood screws, composite deck screws, and the popular Cortex hidden fasteners for both decking and PVC trim. Simpson is recognized for products for the residential construction industry, shear walls, moment frames and fasteners. Starborn offers CAP-TOR xd color matched screws for composite and PVC. Available in both stainless steel and epoxy. These deckfast epoxy screws are among the best exterior screws on the market.

### What is one product you'd like to highlight?

Rafferty Wholesale is a wholesale building materials distributor serving retail lumberyards, hardware stores, as well as mason and hardscape yards throughout New England. We have a interactive website and comprehensive sales team that offers a 95% next day delivery to most accounts. Rafferty regularly promotes pallet buy incentives and maintains an early winter buy program. Please call 800-732-5473 or visit our website raffertyaluminum.com for more details.

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800-292-6752 nrla.org









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## Cardiac Arrest

Common Signs, Symptoms, and Steps to Take to Increase Survival Rate

By Ted Clark

## Do you have a plan in place if an employee or customer has a cardiac event on your premises?



Each year an estimated 475,000 people die from cardiac arrest in the United States alone. Globally, cardiac arrest claims more lives than colorectal cancer, breast cancer, prostate cancer, influenza, pneumonia, auto accidents, HIV, firearms, and house fires combined. As one of the leading causes of death annually, cardiac arrest is a medical condition that will likely touch all of us in one way or another. On a positive note, as medical research and technology advance, the survival rate for cardiac patients continues to improve if the symptoms are recognized early and the patient receives Advanced Life Support (ALS) quickly. While there are many symptoms of a heart attack that you may experience, in this article we will discuss the most common signs and symptoms and the steps you can take to improve the patient's likelihood of survival.

According to the Centers for Disease Control, the top five most common side effects for cardiac arrest include:

- Chest pain, chest tightness, or pressure: People who have suffered a heart attack report that the level of chest pain can vary significantly from minor tightness to, to quote one survivor, "someone holding a blow torch against my chest."
- Feeling weak, light-headed, or dizziness: Sweating, at times profuse, and nausea may often accompany this symptom.
- Pain radiating to the jaw, neck, or back: Similar to chest pain, the level of severity has been reported to vary significantly.
- Pain or discomfort in one or both arms: In the past, many people have been taught that arm pain is always on the left side, but, while typically the case, some patients note pain in the right arm or even both arms.
- Shortness of breath: This often accompanies chest pain but may also precede it, providing an early indicator of cardiac problems.

It can be challenging to evaluate a patient who is experiencing a cardiac event because the symptoms may manifest themselves in different ways and each patient may experience different symptoms with varying levels of severity. An additional challenge for the person performing the evaluation is that many patients



will deny the need for medical help, making excuses for the symptoms they are experiencing.

As someone who may be working with or spending time with someone who experiences a cardiac event, here are several steps you can take to increase the patient's odds of survival:

- ♥ Early recognition of the symptoms: Far too often people wait for the symptoms to get worse, but the quicker you can recognize them and take decisive action, the more likely you are to improve the outcome for the patient.
- Call for help: The quicker you get the person to help, the higher the chance of survival. As mentioned above, if experiencing relatively minor symptoms, the patient will likely argue that help is not needed. It is important to allow a medical professional to make the decision on whether help is necessary or not.
- Keep the person calm and comfortable: Patients typically feel like a burden or are embarrassed about their medical condition. As someone there to help, you can address this by reassuring the person, reducing the amount of onlookers, and talking to the patient about something that makes them happy.
- ♥ Give the person a single adult dose aspirin (if not allergic): The National Safety Council's first aid curriculum

recommends that the person chews a single adult dose aspirin before swallowing it. Aspirin can often buy some time in a cardiac event by thinning the blood out so it flows more freely through partial blockages. As a side note, this would be a good time to verify that your first aid kits have aspirin and the aspirin is not out of date.

Do not allow the person to drive or perform work tasks: Patients will often offer to "drive themselves to the hospital" so they are not a nuisance; this can be incredibly hazardous to both the patient as well as anyone else on the road.

Cardiac arrest continues to be one of the leading causes of death in the United States. Thankfully, as we continue to advance the way we treat cardiac problems, the likelihood of survival continues to increase, in many instances without permanent life changes. One of the most critical aspects in the cardiac chain of events is the early recognition of symptoms and decisive actions taken by bystanders to get the person to Advanced Life Support. From reading this article, you may be able to make a difference in the life of a loved one or a coworker.

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## ARE YOU READY TO SERVICE YOUR CUSTOMERS ONLINE? And do it right?

By Simon Sikora

As with many industries, a vast percentage of your business is likely shifting online. And it's happening much more quickly than anyone anticipated. Even if you've been offering online service for years, few businesses were prepared for a shift of this magnitude. Successfully pivoting to e-commerce requires more than putting up an online shopping cart. You must provide the same high-quality service online as you do in your showroom. If you aren't certain whether your site meets that standard, go through the following list and determine whether you need to make changes.

Maximize self-service options: Self-service is the entire point of e-commerce sites and customer portals. They allow customers to find information, transact business, and manage their affairs themselves. Many homeowners would prefer to find and purchase products without going through a service rep. Contractors want to print old invoices and pay their account balance without contacting your accounting department. Your site should offer self-service options for every stage of the sales cycle, from pricing and inventory checks to submitting quotes and orders to paying invoices and tracking account history. Note: self-service is not a replacement for traditional customer service. There will always be issues customers can't resolve themselves and times when they will want to speak to a real person. The goal is to add self-service as an option to the many services you already provide.

**Be a trusted voice:** Your staff's knowledge and experience are as relevant and valuable as ever. As your customers move toward more self-service and have fewer face-to-face interactions with staff, you must find ways of continuing to share that expertise through your site. Resources such as buying guides, product FAQs, and how-to explainers are all ways to educate your customers and help them find the right product. Your service staff are the key to creating this kind of valuable content. Not only do they know your products, they know your customers and your customers' common questions. Your goal is to make your site the go-to destination for product information and education. Helping customers find the best solutions for their job or home is a reason for them to choose your site over your competitors'.

**Create product experiences:** Your site should do as much as possible to create a fully developed sense of your products. For example, simple videos where someone handles, describes, and/ or demonstrates using a product can be highly effective. (There's a reason "unboxing" videos are a top category on YouTube.) Even better, offer ways for your customers to interact with products. For instance, an online door configurator that builds a composite

image lets people experiment with different options when creating custom doors. A visualizer tool could let customers upload photos of their home and then try out different siding or roofing options to see which they like best.

Merchandize and personalize: Merchandising should be an element of every e-commerce site. Strategically promoting and pricing specific products is a great profitability strategy. You can merchandize even more effectively with e-commerce platforms that allow you to personalize content to different users. For instance, your homepage might display different products based on the customer profile. (So roofing customers might see tiles and shingles, whereas remodelers might see cabinets and fixtures.) Or you might show your "A" customers special offers not available to "B" and "C" customers. Your marketing team should have a plan for selecting and highlighting products throughout your site the same way they might plan retail displays or end caps.

Innovate: E-commerce is NOT set it and forget it. Technology and customer expectations are constantly evolving. Taking a proactive stance toward technology and integrating new, relevant tools can make a huge difference for your business. Open APIs are essential to doing this. APIs are bits of code that allow software programs to interact and share information. Open APIs are accessible to developers, so it's possible for businesses to build their own integrations with other programs. Building custom integrations means you can serve your customers in ways your competitors can't. For instance, think about all the applications your customers use to manage their businesses, such as cabinet design programs, job management apps, and billing software. If your site could integrate with those platforms, allowing customers to see information about their jobs when browsing your products, you would be a one-stop shop for your customers' entire business! Even if you aren't in a position to build custom integrations today, make sure your e-commerce platform has open APIs so you have freedom to grow in the future.

Whether your business has a solid online presence or you're just entering this space, this is a moment for action. Take a critical look at the online experience you're offering customers, think about the experience you want to offer them, and start planning the steps you need to get there. That will set you on the right path to successfully serving your customers wherever they are.

**About the Author:** Simon Sikora has been working in e-commerce in some form for more than 25 years. As the COO for a millwork company in the Northeast, he grew online service to be roughly 20% of the business. He is now the director of e-commerce products for DMSi Software.



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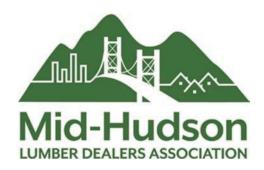
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## Sadie Hammond

Location: Belgrade, Maine

**Position:** Director of Organizational Development • Hammond Lumber Company



### HOW DID YOU BEGIN YOUR CAREER IN THE LBM INDUSTRY?

I joined the family business after graduating from the University of Tennessee where I studied business management and resource management, and was also on the women's tennis team.

After 17 years dedicated to tennis, I was excited and eager to start my career in the LBM Industry.

For as long as I can remember, joining the family business has always been something I've wanted to do. As the fourth generation, I feel fortunate to work alongside both my dad and my grandfather.

### WHAT ARE SOME OF THE RESPONSIBILITIES OF YOUR POSITION?

My newly created role focuses on strategic planning for the short-term and future, employee satisfaction and engagement, and company culture.

### WHAT ARE SOME OF THE BIGGEST CHALLENGES YOU FACE IN YOUR CAREER?

The uncertainties of the future—whether it's a pandemic, labor shortage, or new technology—will continue to be one of the biggest challenges. Our world can change quickly in unexpected ways, but it's our ability to be agile and to adapt that will help overcome the uncertainties we have yet to face.

### WHAT HAVE YOU LEARNED SINCE WORKING IN THE INDUSTRY?

One of the best aspects of the LBM world is its people. Before entering the industry, I didn't realize how many remarkable people I would be introduced to with such a widespread collection of backgrounds, experiences, and stories. I've learned the importance of networking, building relationships, receiving mentorship, and also providing mentorship.

### WHAT ADVICE WOULD YOU GIVE TO ANYONE NEW TO THE INDUSTRY?

Don't be afraid to ask questions or take risks. Build relationships with your team and network as much as possible. Stay informed on the news within our industry. Think about the perspective of others, from your customer to coworkers to your boss's perspective. Be confident in yourself and your abilities. Enjoy the process—each day is a new opportunity to learn.

### WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

There's nothing I love more than spending time with my sister, family, friends, and dog, Sansa. I enjoy cooking and baking, spending time on the water during the summer, and watching Tennessee football and athletics—go Vols!



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