



Professional Remodeler[®]

Reed Business
Information.

OCTOBER 2005

2005 **BEST OF THE BEST**
Design Award Winners

VISIONARY DESIGN

www.HousingZone.com

Chaden Halfhill, President
Silent Rivers Inc.

Visions® ELS™ Windows By Weather Shield®

With attention to detail that replicates the appearance of historically accurate wood windows, but without the expense and effort needed to maintain them, Weather Shield Visions® ELS™ windows are engineered like no other vinyl windows you can buy.

In addition to matching the traditional millwork profiles on the glazing bead and sash, the strong, 4-9/16" jamb is much thicker and more stable than those found on the vast majority of vinyl windows. It's the same size jamb found on premium wood windows, and that means that no extension jambs are required for Visions ELS windows to fit existing openings to the nearest 1/8" in most instances.

With a wide range of sizes available, installation is as easy as pulling out the old window unit, and inserting a new Visions ELS unit into the existing opening without disturbing the exterior siding.

Never settle for anything else.

Call **1-800-477-6808**. **Demand better.**

Compromise nothing. Want more.



Want More™

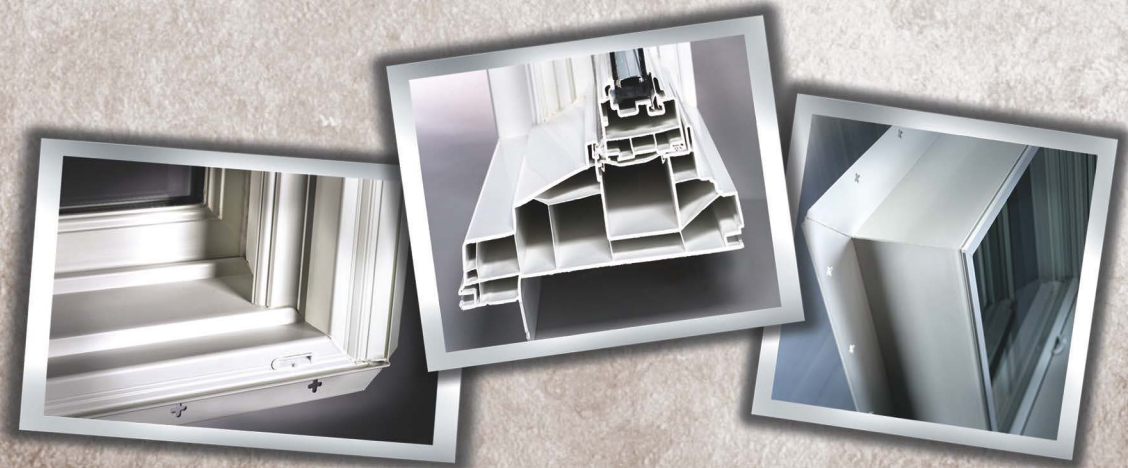
www.weathershield.com/PR



FOCUS + ENGINEERING = MORE

TRADITIONAL LOOKS & MODERN PERFORMANCE = IDEAL REMODELING INSTALLATIONS

**THINK OF IT AS THE
LOW-MAINTENANCE
WAY TO RE-WRITE
HISTORY.**





BEST BUY

Rated #1

by the leading consumer
research publication



eon®. Natural Beauty that lasts.



- Easy-to-install eon decking requires no painting, staining or surface nails.
- Virtually maintenance-free. eon is impervious to mold, stains and rot.
- Five styles of matching premium railing.
- Rated number-one alternative decking by the leading consumer research publication.
- The most comprehensive warranty in the business.



To find out more about eon and how you can become an expert installer, please call 1-866-DIAL-EON or visit eonoutdoor.com.
For FREE information circle 2

eon decking • railing • fencing • spa & outdoor accessories

CPI
OUTDOOR PLASTICS GROUP, LLC

OCTOBER 2005
VOLUME 9 NUMBER 10



ON THE COVER:

Chaden Halfhill's company, Silent Rivers Inc., won five awards in our annual design competition.

Photo by Marc Berlow

www.HousingZone.com

Consistent Construction Quality

A follow-up to our September cover story provides more ideas for how to achieve high quality construction.
www.HousingZone.com/forum-PR

Receive Weekly Industry News in Your Inbox

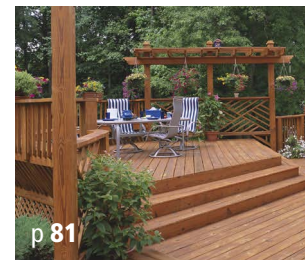
Sign up for your free weekly Remodelers' Newsletter today! Register for a free HousingZone Pass to get full access to our wealth of online content.
www.HousingZone.com/hzpass

Mold & Insurance

Keep up-to-date on mold and insurance issues affecting the industry.
www.housingzone.com/forum-mold/

HZ University

Learn to respond quickly to a reported mold problem. Take our online course on Mold Assessment and Remediation.
www.housingzone.com/hzuniversity



Features

cover story

Visionary Design p 35

2005 Best of the Best Design Award Winners. *By Jena Peterson.*

Rethinking Downtown Living p 36

Grand-Scale Production the Old-Fashioned Way p 37

Inside-Out Beauty p 38

A Perfect Match p 39

A Detailed Blend p 40

Downstairs Cabin Retreat p 41

Exposing Good Bones p 42

Departments

EDITOR'S NOTEBOOK	7
REMODELERS' EXCHANGE	10
Building Business Equity	
CONSTRUCT	15
Showpiece Showers	
LEADERSHIP	27
Why Are You in Business?	
MAKING THE SALE	31
Selling in the Showroom	
PRODUCT SHOWCASE	81
Low-Maintenance Materials	
5-MINUTE MANAGER	92
Time Management	

Picture a craftsman style entryway that's **truly better.**

Introducing Classic-Craft® American Style Collection™

Instant curb appeal and enduring customer satisfaction. That's the true beauty of this striking addition to our Classic-Craft® family of quality fiberglass entryways. American Style's historically correct "craftsman" design is the result of our AccuGrain™ technology. This patented approach delivers real wood grain

appearance with all the advantages of



Therma-Tru fiberglass. Unmatched in the industry, it produces grain that is so true-to-life, it's virtually indistinguishable from fine wood – yet it will never split, crack or rot like wood.

Bring American Style's truly better design and durability to your home.

Visit: www.thermatru.com

For FREE information circle 3

THERMA-TRU
DOORS

The Most Preferred Brand in the Business™

Door Style: CCA232
Sidelites: CCA3402
Transom: VGRT-Villager™ glass

©2005 Therma-Tru Corp. is a Fortune Brands Company.



It's impossible to picture a home without it. Trim defines every home you remodel. Trim showcases your craftsmanship. Trim brings homes back to life. And no trim does this better than AZEK. Versatile. Workable. Long-lasting. Your name will be on this job for years, make sure the #1 brand of trim is there too. For more information, stop by your pro lumberyard, call 877-ASK-AZEK or visit www.azek.com.

© 2005 Vycom Corp. All rights reserved.

AZEK
TRIMBOARDS

Once you look, it's all you'll see.™

For FREE information circle 4

Editor In Chief

Michael R. Morris
630/288-8057; michael.morris@reedbusiness.com

Editor

Kimberly Sweet
630/288-8170; ksweet@reedbusiness.com

Managing Editor

Judi Damm
630/288-8193; judi.damm@reedbusiness.com

Editorial Intern

Jena Peterson
630/288-8174; jena.peterson@reedbusiness.com

Senior Contributing Editor

Wendy A. Jordan

Contributing Editors

Doug Dwyer, Alicia Garceau, Mike Gorman,
Alan Hanbury, Jud Motsenbocker, Tom Swartz,
Dave Taraboletti

Creative Director

Bill Patton

Senior Art Director

Larry Nigh

Director of Events/Custom Publishing

Judy Brociek

Production Director

Karen Ruesch

Advertising Production Manager

Carl Johnson

Circulation Manager

Angela Turner

Publisher, Professional Remodeler**Director, Building Group**

Niles D. Crum

Associate Publisher-Sales

Tony Mancini

Editorial Awards

• **2005** American Society of Business Press Editors, Midwest Region (1) • **2004** American Society of Business Press Editors, National (1) and Midwest Region (3) • **2003** Jesse H. Neal, National Business Journalism Certificate; American Society of Business Press Editors, National (3) and Midwest Region (4) • **2002** Jesse H. Neal, Editorial Achievement Award; American Society of Business Press Editors, National (1) and Midwest Region (2) • **2001** Jesse H. Neal, Editorial Achievement Award; American Society of Business Press Editors, Midwest Region • **2000** Jesse H. Neal, National Business Journalism Certificate (2); American Society of Business Press Editors, Midwest Region • **1999** Jesse H. Neal, Editorial Achievement Award; American Society of Business Press Editors, National and Midwest Region • **1998** Jesse H. Neal, Editorial Achievement Award

Editorial Advisory Board

• **Bob DuBree**, CR, CKBR, CLC, Creative Contracting • **Craig S. Duroske**, CR, Sun Design Remodeling Specialists • **Doug Dwyer**, DreamMaker Bath & Kitchen by Worldwide • **Dennis D. Gehman**, CR, CLC, Gehman Custom Remodeling • **Alan Hanbury**, CGR, CAPS, House of Hanbury • **Adam Helfman**, CR, Fairway Construction • **Alan Hendy**, Neal's Remodeling • **Mike Gorman**, Tech Knowledge • **Allison Iantosca**, F.H. Perry Builder • **Wendy A. Jordan** • **Greg Miedema**, CGR, CGB, CAPS, Dakota Builders • **Mike Nagel**, CGR, CAPS, RemodelOne Design/Build Construction • **Bill Owens**, CGR, CAPS, Owens Construction Contracting Co. • **Randy Ricciotti**, Custom Design & Construction • **Carl Seville**, CR, SawHorse Inc. • **Scott Sevon**, CGR, CAPS, GMB, Sevconco Inc. • **Scott Strawbridge**, Strawbridge Inc. • **Mike Tenhulzen**, CGR, CAPS, Tenhulzen Remodeling

Editorial and Advertising Offices

2000 Clearwater Drive, Oak Brook, IL 60523
Phone: 630/288-8000, Fax: 630/288-8145

Subscription Inquiries

Customer Service, Reed Business Information
8778 S. Barrons Blvd., Highlands Ranch, CO 80126
Phone: 800/446-6551, Fax: 303/470-4280
subsmail@reedbusiness.com

Reprints

For custom reprints and electronic usage, contact Reprint Management Services at: 800/290-5460, x.167 or via e-mail: professionalremodeler@reprintbuyer.com

CEO, Reed Business Information

Jim Casella

President, Chicago Division

Jeff Greisch

To subscribe to *Professional Remodeler* online,
visit www.HousingZone.com/subscribe

Stormy Weather

As I write this, the images of devastation from hurricanes Katrina and Rita are still vivid in my mind. And while the Gulf Coast states suffered the direct hit and felt the immediate impact of nature's fury, these twin sisters of destruction have



Michael Morris

Editor in Chief

630/288-8057

michael.morris@reedbusiness.com

altered the economic landscape in ways that will be felt for months, if not years. In the construction industry building supply costs have risen quickly and drastically.

The prices of cement, drywall, OSB, lumber, plywood, PVC and numerous other building materials jumped before the hurricane season even began, and they've continued to rise steadily ever since Katrina made landfall.

Among the sharpest increases has been a 50 percent leap in the price of OSB, according to the Associated General Contractors of America. Cement, meanwhile, was already in short supply and is now running at record prices. PVC has doubled in price and may double again. And drywall, which had been rising for two years, has begun to creep even higher. Add in the higher gas prices, and the impact is significant.

So, how will this change the way you run your business? Will you pass the costs directly on to your customers? Sacrifice margin? Add an escalation clause to your contracts? Start billing time and materials? Any way you slice it, there are risks.

"What we've decided is that mate-

rial pricing is risky no matter how we approach it," says Dennis Gehman of Gehman Custom Remodeling, who asked past clients and his staff what they thought about the possibility of adding an escalation clause to their contracts in order to protect against the potential for rising material costs.

"In general everyone we spoke to said they would be slower to sign because they felt it would no longer be a fixed dollar amount contract, it really would be time and material with only price increases being passed on with nothing mentioned about cost savings."

Gehman has decided to stick with his normal contract and pass the higher cost of materials on to his clients. The tricky part comes in estimating material costs today for jobs that won't be in production for two or three months.

"The final billing and questioning doesn't leave a good taste in the client's mouth or ours," Gehman says of the alternative. "Even though it's a risk, I'd rather have a fixed dollar amount contract and not have to bicker about the final invoice because they know upfront what it will be."

So, what will your strategy be? **PR**



Wood snobs, you are officially on notice.

New Cedar Impressions Double 9" Rough-Split Shakes.

Detect an air of superiority? Well, consider this. Our Double 9" Rough-Split Shakes are cast from wood for amazing realism. But since they're not wood, they have big advantages: They won't rot, warp or need paint. Ever. Add to that eight color choices, plus an array of new easy-install features. To learn more, call 800-233-8990, code 121, or go to www.certainteed.com/sc121. (Wood snobs are, of course, welcome.)

Building Business Equity

Creating value means measuring more than hard assets

It's the classic problem for remodelers: what is your company worth beyond the trucks, equipment and tools? Brand recognition and a good reputation, you hope. That doesn't always translate into money in the bank, though, especially for a remodeler looking for a loan or hoping to sell the business. This month, Tom Swartz talks with Bill Asdal and Geno Benvenuti about different types of business equity and how to go about creating it.

Tom: *What does equity mean, and what does it mean for your company?*



Bill Asdal, CGR, Owner
Asdal Builders LLC

Located in Chester, N.J., 29-year-old Asdal Builders employs four in the field, one office staffer and Asdal. In addition to doing an annual remodeling volume just under \$2 million, Asdal runs a series of real estate companies that manage, develop or maintain properties.

Photo by Jeff Klein

Geno: Equity to me means a lot of different things. We have a cabinet shop, and I have invested heavily in tooling an entire shop with modern equipment so that we can produce our cabinets quickly and efficiently. We have 12 vehicles for all of our lead people and some for office people with our name on it. It keeps our people happy. Rather than giving them more money, I gave them trucks, and in return, we got great advertising and it helped us build our brand name. We have a heavy pool of repeat business. I think those are things that are intangible and add a lot of equity to a company.

Bill: Can you put a value on that list of things you just said?

Geno: Absolutely. We tend to average at least a 20 percent higher markup on each repeat client than we do on an initial client. Having our cabinet shop produce cabinets for the rest of the company is very strategic as well.

Tom: *Let's talk about what equity means to Bill Asdal.*

Bill: By definition, equity is assets minus debt. Equity to me, beyond the formula, means net worth. Personal net worth might include the business plus a number of other assets, whether they are cash, bonds, stocks, trucks or a vacation home. The measurement for any company, in terms of business value, is how much cash that company can produce. A resale formula is generally two, three or four times net income. Historically, remodeling businesses have very little resale value because their sum total of assets are hard goods (being tools and trucks) and maybe some valuation for goodwill and brand recognition. That, however, is not often recognized in the marketplace, because it takes the sole proprietor to run it and

create that cash flow stream. Our remodeling business is a cash-generating vehicle, and equity or net worth is all done outside of that business with the money that the remodeling company generates.

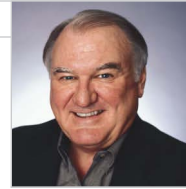
Geno: I feel that the founder in a remodeling business very often is the business. When that person is able to step away from the day-to-day and pass on the responsibilities of running it to a management team – that is the key to a strong organization. I consider that an intangible equity. I consider human capital as strong equity. The other key ingredient is having minimal turnover. In our organization, 35 percent of the employees have been here over ten years, 43 percent three to ten years, and 22 percent less than three years.

Tom: *Geno, how would you determine the value on your business to sell it?*

Geno: We have an architectural department, a construction department and a cabinet shop. We also have a maintenance department. We are also now doing spec building. All of these practices support themselves, and they are all capitalizing on our brand name. This is enabling me to achieve my goal of having a steady stream of income. I also have invested in the housing of all of these departments in the building. Having a rental income provides many advantages to supplement my income as an owner, and there are a lot of tax advantages as well.

Tom: *Bill, what I think you were alluding to is that without Bill Asdal on the Asdal Builders, the value might not be as high, because you make a lot of the decisions. So talk to me about the equity that you have.*

Bill: Well, we are creating a passive income stream. There are two types of income. Passive income will come



Tom Swartz
Contributing Editor

every day whether you're there or not. Real estate income, bond income, stock income at times, is passive. Active income comes because you run a business. Owning a business, even if you have it managed by others, is still active income. I am a strong advocate of building a passive income stream. We did that early in our career. It was buying wrecked houses, fixing them and putting a tenant in them. If you sell it, if you do spec building, that's still active income. But if you keep it, and you create a rent role, it's passive income. There are many tax advantages to that, not the least of which is that there is no self-employment tax on passive income. That is 15.6 percent.

If you buy under market, the minute you buy, you've created equity because the market recognizes a value above what you've got. As soon as you fix a property, you should add value, based on market value, what you've put in, plus the recognition in the marketplace. A rental property should generate positive cash flow – rent should exceed your carrying expenses. Inflation in value creates a growth in equity. Escalation in rents builds equity. Principal buy-down with the mortgage payments creates additional equity. Because of depreciation, every year you can write off some portion of the core asset against active income, hence lowering taxes. If you've got one of these things firing on eight cylinders creating lots of money and paying the bills, and you choose to take some capital out of it and make it liquid, there's no tax on that refinance. Lastly, you're paying capital gains tax as opposed to regular income tax, and that's 20 percent versus 31 to 39 percent.

Tom: *Geno, would you consider most of the*

income that you have generated active cash and active effort to gain equity?

Geno: That's absolutely correct. I do own the property that houses all of our businesses and I am generating equity and income in that respect. I will agree with Bill that we are investing in speculative remodeling, new home construction and creating new businesses, new LLCs for each of them and we hope to grow in that area. I definitely feel real estate is a great way to build equity for my future and certainly for the people in the organization as well.

Tom: *Does your leadership team actually have ownership in the real estate investments that you do?*

Geno: No, they don't. I have other partners that are involved in those. Certainly the people that are involved from within my organization will benefit from the results of our successes. There is certainly a carrot there for them as well.

Tom: *How would you put a value on a business if you were to sell it to a non-family member down the line? Can you put a value on a remodeling company?*

Geno: There are basic formulas that accountants use such as five times the net profit, or whatever sort of system or numbers that someone might want to come up with. Personally, I feel that the value certainly will be in the brand name. I really feel that the intangibles, goodwill, that sort of thing, they're hard to measure so it's much more difficult. However, we've been approached many times by people who are interested in getting involved in our company, and I have no interest in doing that. Our cabinet shop is a manufacturing plant. It would be much easier to value because we can see what the production capabilities are. Everything is measurable. If

it's measurable, you can put a dollar figure on it.

Bill: The simple answer is in the liquidation value: sell all the trucks, sell the brand, sell the hard assets. I have seen literally thousands of businesses, and I can't count five that have actually been sold on forward cash flow. Very clever people have tried to hand off their companies to a management team and retain a piece of forward cash flow, and invariably after a year or two the energy and entrepreneurial spirit tends to deteriorate with people who are probably



**Geno Benvenuti, Owner
Benvenuti and Stein Inc.**

This high-end residential design/build firm, located in Evanston, Ill., does both remodeling and new construction. Combined with a cabinet shop, the company has about \$8 million in annual volume, employs 43 people and has been in business about 30 years.

Photo by Marc Berlow

excellent managers, but may not have the entrepreneurial spirit.

The epicenter of the U.S. building industry is relationships. The value of those relationships can be turned into cash by working them, meaning that you hire subs that trust you, you create value for consumers out of relationships with subs who perform well or employees who perform well, or a management team that performs well. Geno and I have wonderful relationships that carry us forward in business because we can make money with them. The prime way to carry these forward is a multi-generational business, where the relationships are transferable.

The contractor you spoke about – someone who has spent 30 to 40 years toiling at a privately owned business and ends up finding they have no equity – is a clarion call for remodelers to plan for equity. Recognize that your company makes money. Take some out, save it, build a pension, build some equity elsewhere. It's very easy to keep investing for growth in a business, but growth alone may not equate to increased equity.

Tom: *Geno, have you known anyone that has actually bought or sold the actual remodeling company?*

Geno: I am familiar with one very, very large organization that has been purchased by a national firm. However, most remodelers are small guys. The biggest problem we have is the inability to let go and that is what keeps the value and the company limited only to the existence of the entrepreneur. Once he is gone, there is no company.

Bill: Fear is a very big barrier. Not only of letting go, but also fear of failure. Fear of the reputation deteriorating. Health is a barrier. Health of the family is a barrier. Lack of recognition of what resources you have. Rather than bemoaning the fact that they've worked 20 years and they've got \$10,000 in the bank, they need to start tomorrow on

looking at what assets they have, whether they be emotional, physical, monetary. Mine those, and put those all into a plan that will create passive income for decades to come. And then a barrier is willpower. Do you have the firepower internally to just sit down and figure this out?

Tom: *Geno, is there a percentage that you would like to see taken out and put into equity outside your remodeling company? Is there a dollar amount?*

Geno: I really don't have a good answer for that. It really depends on the situation. I will say this: The way to build equity is to take whatever profits you can, invest them in things like insurance policies that accumulate over time, invest them in 401(k)s. There are all sorts of strategies that one can use to put money aside for the future. Most remodelers struggle in our day-to-day. We have a hard time pulling ourselves out of the mire. We are creative people, we love what we do, and we're stuck in it. Therefore, it is very important that we listen to what Bill has to say.

Tom: *I am a remodeler who is saying, "I've got to make payroll and I've got accounts payable this week and you're saying you want me to take some of that and go buy an apartment? What do I do? Where do I start?"*

Bill: I would ask a company owner, "What does it take for you to live?" If that number is \$50,000, \$100,000 or \$250,000, do you have a company that can generate 150 percent of what it costs you to live? If you don't, you have to build one. Every company needs a leader to chart the path not only for themselves, but also for everyone in the company to enjoy a well-rounded, fulfilling, financially rewarding work experience. I've asked audiences of remodelers, "How many of you have a personal budget, and know what it costs you to live on a month-to-month basis?" Consistently, less than 10 percent answer that they know that number.

Geno: It starts with some fundamental basics. The first question that one should ask is, "How much time does one spend working in the company rather than on it?" If an owner says that he spends more time working in the company, rather than on it, he's not building any equity. Secondly, budgeting is very critical. To be able to project what you're doing gives you a target. To do a thorough budget at the beginning of a fiscal year so you can budget what your profit is going to be allows for you to do the things that Bill is suggesting. You've got to get the basics right – budgeting, controlling your costs, measuring your results – in order to build a platform to build equity. You have to have the platform first.

Bill: I use personal, professional, financial and spiritual buckets. Each of these has equity, some of which is monetized, some of which is not monetized, but still needs to be measured. Do a little assessment of where you are, right now, in whatever buckets you want to measure. Once you understand where you are, it's important to chart where you want to be. How much do you need when you retire? The rule of thumb used to be 70 percent of your active income. I think that has turned on its head, and now you need 125 percent of what you made while you were working because you have more time to travel, to do things and to spend money. Professionally, I want the respect of my peers in my chosen industry or profession. How do you get that? Geno talked about branding, brand recognition – all of that is a very satisfying and measurable piece of professional equity. Personal equity, maybe it's more time with their kids and you can measure that. If you're not taking enough vacation time, in a year you can measure it. By dissecting the problem and counting the resources and blessings you have today, you'll figure out how you get to where you want to be. **PR**

**“I WAS GOING BACK AND
FORTH WITH A VENDOR OVER
A \$3,000 CHARGE – IT WAS
CRAZY. OPENSM NOT ONLY TOOK
IT OFF MY BILL, THEY TOOK
OVER THE DISPUTE.”**

CHERYL OSBORN

OWNER, CASCO CONTRACTORS, INC.
MEMBER SINCE 1997

Peace of mind, with just one phone call.

If you'd like to experience the level of service
the OPEN small business team at American Express®
provides, call 1-866-805-1239. You'll receive
a complimentary year of service.



OPEN
FOR BUSINESS

For FREE information circle 6

No annual fee will be charged to the Card account for the first year. The annual fee is \$75 thereafter for each basic Card and \$35 for each additional Card and may be tax deductible. Disputes will not always be resolved in favor of the cardmember. Terms, conditions, and restrictions apply. © 2005 American Express Company.



Sweet Dreams Thanks to Icynene®

Imagine being in control of client satisfaction, quality upgrades, and profits **all the time**.

It all begins with a **dual-performing insulation** that helps you take control of air leakage and deliver
unparalleled results.

Icynene® spray foam insulation and air barrier system provides remodelers with an **airtight solution**
to superior building envelope performance while keeping projects on track and on budget.

Your remodeling projects will be the talk of the town.

Icynene® helps home improvers take control too... They can control the quality of the air they breathe. They can also control their spending by saving up to 50% in energy costs every month.

Drive your business to *healthier profits* by giving home improvers what they want.



The Icynene Insulation System®

Healthier, Quieter, More Energy Efficient®

For FREE information circle 7

See the dual-performance benefits of Icynene® in action.
Visit www.icynene.com/earthcrafthouse.aspx to obtain a free copy of Icynene's
EarthCraft House™ renovation case study.

Showpiece Showers

It's not about getting clean; it's about an *experience*

By Wendy A. Jordan
Senior Contributing Editor

Showers aren't just for washing anymore; they've become in-home spas, replacing the whirlpool tub in the heart of homeowners.

The popularity of stand-alone showers has been gaining steam for years. NKBA research shows that 1.3 million shower stalls were installed in 2002, versus 580,000 whirlpool tubs. A 2003 NAHB study found that 77 percent of consumers considered a stand-alone shower to be a must-have or desirable feature, versus 63 percent who said that about a whirlpool.

Alex Bain, of Bay Kitchen & Bath Remodeling in La Mesa, Calif., said that 98 percent of his San Diego-area shower clients are asking him to jazz up their showers with multiple body sprays. He is not alone.

"People are trying to get more experience out of the shower," says Sarah Kahn Turner, an interior designer with Gilday Renovations in Silver Spring, Md. "The shower is becoming a retreat. Lately our clients have been taking more trips, and staying in small, boutique hotels." When the vacation is over, she explains, they want to recreate the boutique experience at home by adding luxurious stand-alone showers in the master bath.

Options and features

As the demand for stand-alone showers has grown, the options for creating showpiece showers have become more exciting and diverse. They range from one-piece shower panels to large, two-person, custom systems featuring rain showerheads, body sprays and steam shower capability.



This stand-alone shower, part of a master bath remodel by J.S. Brown & Co. of Columbus, Ohio, creates room for two by having double doors, bench seating, two showerheads and multiple bodysprays. Other popular features include frameless glass, large stone tiles and earthy colors. The curve motif helps make a large, open room more intimate. The project won a silver 2005 Best of the Midwest Award. Photo by J.E. Evans Photography.



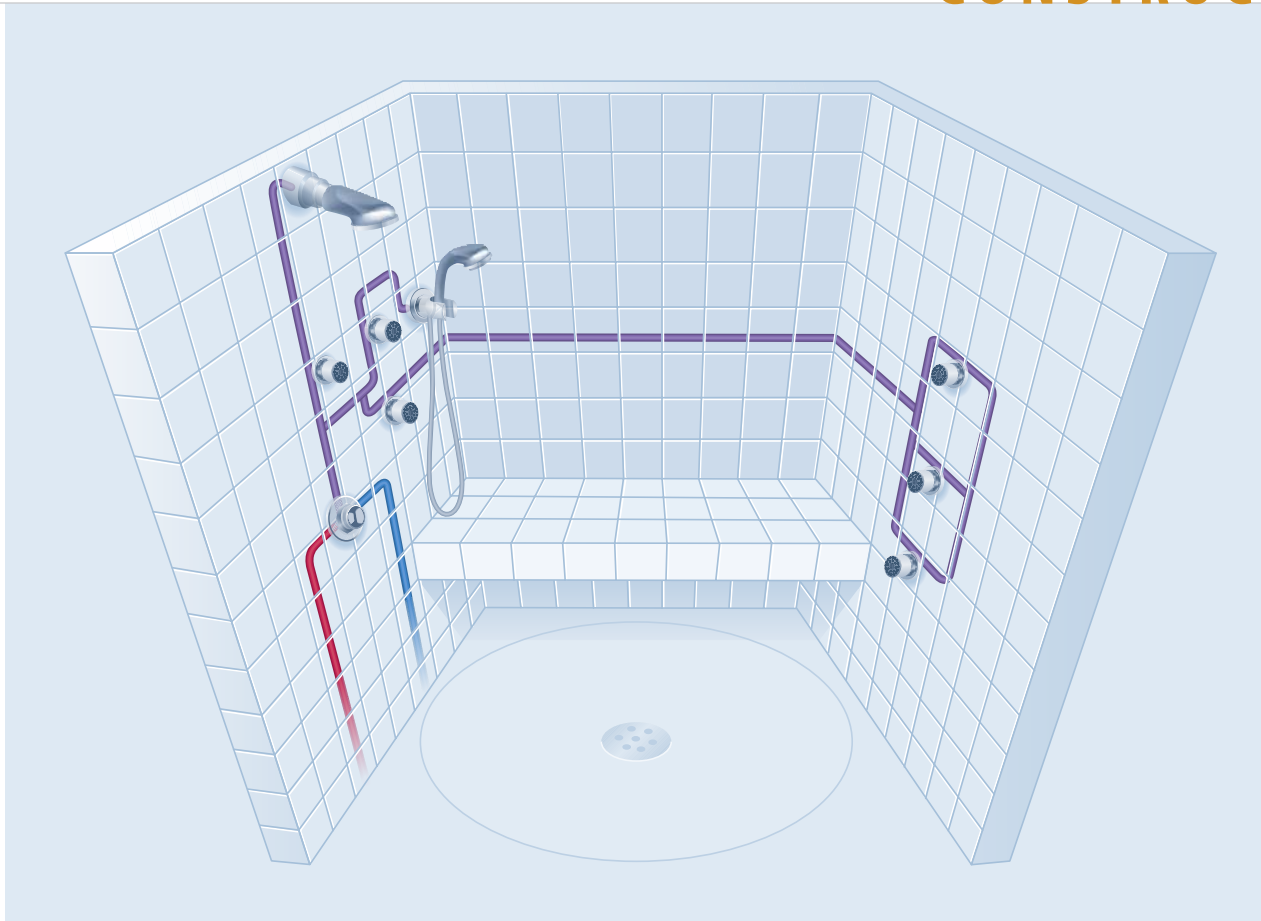
How do we know that the
standards for range
hood liners are so high?
Because we set them.

Just a useful reminder, Vent-A-Hood liners are the true original. They're technologically advanced yet easy to spec and install. And they feature the patented Magic Lung, so they're the quietest, safest, most efficient range hood liners on the market. Removing smoke and odors while blending perfectly with any kitchen's style. Best of all, they're in stock and immediately available. Just call 1-800-331-2492 for more information or visit us online at www.ventahood.com.

For FREE information circle 8

Vent-A-Hood®





This custom shower system from Grohe works for one person or two. On one side are a fixed showerhead, a handheld spray, a thermostatic valve, and volume controls. On the opposite side are three body sprays. *Courtesy Grohe America Inc.*



McClurg Associates of Marcellus, N.Y., cut the floor system to install this shower base but left the framing structurally sound. This project won a silver 2005 Best of the Northeast Award. *Photo by David Revette Photography Inc.*

The old standard 5- x 7-foot bathroom isn't big enough for a shower with all the bells and whistles, but that doesn't stop some clients. Kitchen and bath specialist Dan Tibma of Tibma Design/Build in Needham, Mass., says he's putting in "almost no" tub-shower units. For his suburban Boston clients, it's stand-alone showers hands down, and 70 percent of those clients want multi-head, high-performance showers. He has been replacing tiny showers with units at least 42 square feet, some of them designed for two people.

It's not unusual for Bain to build a two-person shower that's nearly 5 x 3 feet, with multiple showerheads on opposite walls. Kahn Turner says Gilday clients are willing to give up other spaces to accommodate luxury bathrooms. Some even "absorb a smaller bedroom to make a bigger bath," she says.

Fixtures: Wall-mounted, multi-featured shower panels have been around awhile, but they are packed with more style and function than ever. Rain showerheads – wide "sunflower" heads, which provide a gentle soaking from overhead – are available in diameters from 5 inches to as much as 2 feet. Bodysprays – water jets arranged at various heights for an all-over shower sensation – are part of the spa trend too.

Steam showers and rain showerheads are among the top choices for her remodeling clients, says Kahn Turner. Also big are showers with multiple heads, usually including an overhead spray, wall jets custom arranged to suit the heights of the shower users, and a handshower convenient to the shower bench. Virtually every remodeled shower, regardless of spray features, gets a wall-mounted bench.

"People are trying to get more experience out of the shower. The shower is becoming a retreat."

Of course, glitzy new multi-feature showers are beyond the means of some homeowners. But you can give them a spa shower anyway. "Switch out the showerhead for a handshower on a slide bar," says Kahn Turner. The showerhead can be used as either overhead shower or bodyspray, and can deliver a choice of sprays to provide those must-have shower experiences, from rain

shower to massage therapy.

Tile: The natural look, expressed with natural materials and earthy colors, is in for shower tile. "We get calls for natural granite, limestone, slate, sandstone and tumbled marble," says Tibma.

In San Diego, "the hottest trend now is use of natural stone," says Bain. The stone tiles are large, often 12 x 12 inches

or more, which reduces the number of grout lines and the accompanying risk of staining.

"We like using epoxy grout on shower floors so the floor grout does not discolor," says Tibma. For extra insurance against staining, he encourages his clients to use non-absorbent stone-look porcelain tiles.

Finishes: Accenting the earthy look

Installation challenges

Here's a rundown of some of the problems you may encounter when incorporating new multi-head showers in old homes — and ideas for solving them.

The house has 1/2-inch pipes. The recommended line size for most shower products is 3/4 inch. If you can re-plumb to the shower, that's advisable. If not, "any brand will fit a 1/2-inch line," says Vox.

The 1/2-inch line should be adequate for up to three showerheads, says Bain. It also will do for a rain showerhead up to 6 inches in diameter, says Tibma.

To get maximum water flow, you may want to install a diverter, giving the client the option to send water to just one outlet at a time rather than use all of them together.

You are installing a multi-head shower system using the existing plumbing line. Thermostatic valves are the solution here, since they control water flow as well as temperature. Al DeGenova of Grohe says one thermostatic valve can provide good water flow for up to five shower outlets. The valves come in 1/2-inch or 3/4-inch sizes to work with different pipe sizes.

Vox says it is best to use valves the same size as the pipes, but Kahn Turner always specs 3/4-inch valves for multiple-outlet showers because of the number of gallons per minute needed.

Your clients want to replace an existing shower with a larger, heavier new one. "Make sure the subflooring is strong enough," advises Zlatan Pelja, estimator and project coordinator at Brownlow & Sons, a full-service remodeler in Marietta, Ga. In older houses, says Pelja, 95 percent are leaking and require new plywood supports.

Kahn Turner says you'll need to beef up the subflooring

to a minimum of 1 1/4 inch, and that marble tile will require 1/4 inch thicker subflooring than ceramic. The wider the floor joist span, the more subflooring you'll need, she adds.

Your clients want to convert the existing shower to a steam shower. "You can't use the existing water supply line for a steam shower," says Pelja. You'll need to install new rough-ins for the steam system, which includes a showerhead and a steam generator in an adjacent space.

"You will also need to slope the ceiling for water drip-page," says Kahn Turner, "tile the ceiling, and make sure the door goes to the ceiling and the shower stall is completely sealed off."

Add a drip tank and drain if you have to install the steam generator overhead, recommends Bain.

Your clients want to convert the existing shower to a rain shower. First, give the homeowners a heads-up before they choose a fixture: "The bigger the head, the softer the flow of water," says Vox. Many homeowners opt for smaller heads once they realize that will yield stronger water flow.

You may need to extend the water supply line to the new showerhead. If the shower is close to where an outside wall meets the roof, it may be hard to find overhead space for the plumbing, says Bain. You'll need to pull the shower a few inches away from the wall to gain overhead space.

The house has 2x3 wall studs. Many old houses have these, but new shower fixtures generally require 2x4 wall spaces, says Tibma. You'll need to fur out the walls.

The pre-remodel water pressure is low. Check for corrosion in the pipes and showerhead. Replacing corroded parts can greatly increase the water pressure.



It's enough to give tropical hardwoods an inferiority complex.

Introducing new Trex Brasilia.™ Finally, you don't have to choose between the beauty of premium hardwoods and the durability of composite. With warm, natural color variations and a refined finish, Trex Brasilia offers the upscale look of tropical hardwoods on each uniquely crafted board. But unlike tropical hardwoods, Trex Brasilia is easy to install and maintain. Choose from two rich colors. It's our latest way to create new spaces—and new clients. Learn more at trex.com or call 1-800-BUY-TREX, ext. 6236.

Trex®
Create Your Space.™



Hansgrohe's new Downpour Air Rainmaker infuses air bubbles into the water drops, whirling the water for a massage effect. It has 350 spray channels.

Photo courtesy of Hansgrohe.



Grohe's new Amera system is a sculptural green glass lozenge with four body-sprays, a handshower, and a wide-spray showerhead.

Photo courtesy of Grohe.



Kohler's new WaterTile adjustable, square bodysprays and showerheads deliver pulsing, therapeutic sprays.

Photo courtesy of Kohler.



Ondine's limited-edition Krystal ELS overhead shower unit weighs 25 pounds and is spangled with Swarovski crystal. It beams colors through each of 270 spray channels. Chrome is \$10,000; gold is \$15,000. *Photo courtesy of Ondine.*

of wall and floor tile are fittings in rich, subtle tones. Finishes such as satin nickel, bronze and polished nickel are in demand, says Tom Vox of Atlanta high-end retailer Renaissance Tile & Bath.

Ambiance: To keep exhaust fan noise from destroying the ambiance, Bain specifies quiet Nutone units; Tibma uses a Fantech unit with remote

motor. Steam shower units, with generators installed in a closet, bench or attic, turn shower enclosures into relaxing steam rooms. Aromatherapy reservoirs at the showerheads infuse the atmosphere with a soothing fragrance.

Doors: To enclose their fancy showers, most homeowners opt for frameless doors that are clear, sandblasted or rain

patterned glass. Despite the maintenance issue with clear glass — water spots that have to be wiped off — clear glass is “by far the thing” in the Boston area, says Tibma. He’s not surprised; after all, clear glass “makes the room more bright,” he says, and shows off the tile in the shower, which often is “the design focal point of the room.” **PR**



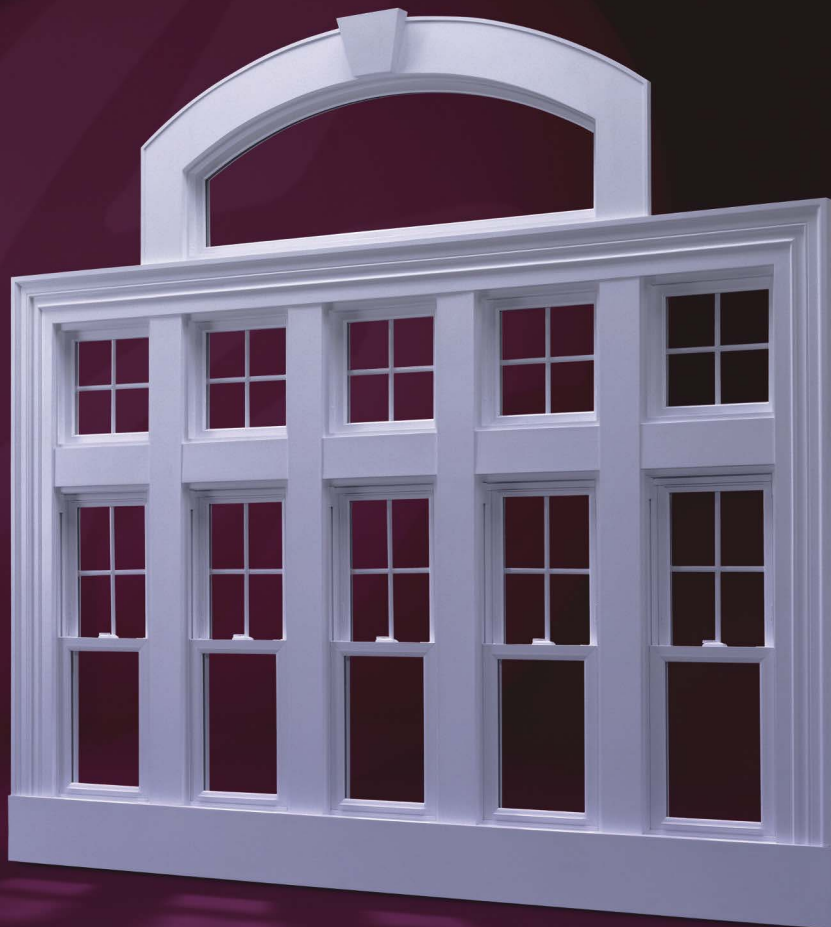
Introducing Masonite's new Cheyenne™

The new Cheyenne™ Two Panel Plank Smooth interior door features a striking panel profile and beautiful beaded planks, creating the perfect rustic, country or western look for any home.

Masonite. The Beautiful Door.®

For FREE information circle 11

**Incidentally,
our seven-day delivery
guarantee is another
window no one else
can match.**



Simonton's exclusive seven-day delivery program. Just another way we make lasting impressions from coast to coast. To locate a supplier call or click.

1-800-SIMONTON WWW.SIMONTON.COM

For FREE information circle 12





Doug Dwyer
Contributing Editor

Why Are You in Business?

Why are we doing what we do day in and day out? Is it because you or I think that is what we should or have to do? As leaders, are we clear about the rea-

son why we are in business for ourselves? What is really driving us to push the envelope and grow to the next level?

The answers to these questions will provide us with the ability to be more consistent in producing the results we desire and to experience greater fulfillment in our days.

I have found after speaking and working with hundreds of business owners that they all generally want the same thing: strong margins/profits and quality of life.

There is power in clarity because it

that time in my life. It was a tough decision to consider. It was one of those times in life, from a career point of view, that I wasn't too excited about any career direction. I didn't want to get stuck in another job I was successful at, but not excited about. I needed to get perspective and I had to do something.

The idea of being a ski instructor came to mind, and that was more interesting than any other. It would give me a chance to try something new, get away from the family business and not be locked in long term.

dent and secure in my decision to change careers.

Here was my original mission statement, created in 1991: "To contribute, impact and influence other people's lives in a positive and empowering way."

My thought was, "that will work, and I can do that as a business man or as a ski instructor." So, I made the change with confidence. The interesting thing is that I have made major updates to my mission statement twice since then; once in 1995, and again in 2000, but the original statement did not change. It was a pleasant surprise that it could be that accurate 14 years later. My statement has expanded to included things like "to live a full life, provide for my family, have meaningful relationships and serve God."

If you have never taken the time to write

your own personal mission statement, you could be missing clarity, fulfillment and fun right where you are in life today.

produces the ability to have a deeper commitment to the future and simplifies decision-making. If you are clear about what you want, there are only so many ways to get there. If you are not clear, then any old path will do! This is one of the major reasons why some have great success and others just get by.

After five years in sales, I was in my mid-twenties and was an assistant vice president of a sales department. It was one of many family businesses we had at the time. Have you ever found yourself good at something but you just weren't happy doing it? That was me. I wanted and needed a change at

This thought created another challenge from a perspective of pride. I could imagine someone asking, "What do you do for a living?" and I'd answer, "I'm a ski instructor," and not, "I'm an assistant vice president." It forced me to really think about what was important in life and what kind of impact I wanted to make.

I had heard over the years that you should have a personal mission statement. This was always kind of intimidating to me. What if I got it wrong? Not having one sure hadn't helped me in the previous five years, so I decided to write one. I wanted to be confi-

If you have never taken the time to write your own personal mission statement, you could be missing clarity, fulfillment and fun right where you are in life today.

Today, I am living the dream of running my own business, while at the same time fulfilling the mission I feel called to do. What do you have to lose? Or better yet, what do you have to gain? Go for it! **PR**

Doug Dwyer is president and chief stewarding officer of DreamMaker Bath & Kitchen by Worldwide, one of the nation's largest remodeling franchises. He can be reached at doug.dwyer@dwyergroup.com.



SOMEBODY PLEASE PASS A LAW PROHIBITING
GUYS WITH DESK JOBS FROM USING THE PHRASE
“TOUGH DAY AT WORK.”

FOR THE REALLY TOUGH JOBS | **FORD COMMERCIAL TRUCK**

www.commtruck.ford.com





We believe that small business owners deserve more attention than the average Joe. Sorry, Joe.

Priority Support

Needs Analysis

Business-Trained Associates

It's not that we don't value every one of our customers. It's just that we understand how crunched for time you are as a small business owner. So we provide you with a suite of perks that expedite your experience. Take our Business-Trained Associates, for instance. All sales associates have been trained to analyze small businesses' wireless needs and then provide you with customized proposals in writing that make decision-making easier and quicker. But this service is only available to small business customers—sorry, Joe. To get your business booming on U.S. Cellular's guaranteed wireless network, call **1-866-USC-4BIZ** or visit www.uscellular.com/business.



Mike Gorman
Contributing Editor

Selling in the Showroom

With a walk-in showroom, we may not always have the advantage of qualifying prospects before meeting them. We learn about our prospects when we

visit their homes; they learn about us when they visit our showroom. We are the hosts. Treat visitors as guests.

After observing a prospect looking at different items in the store, I might say: "Hello, I'm Mike. I noticed that you were looking at the XYZ cabinets." Then I will pause and wait for a response.

"I'm just looking right now, shopping around for a new kitchen. I'm not sure what I want yet, that's why I wanted to look at what you had here," replies the prospect.

Listening to the responses, I pay particular attention to whether this person is working in a visual, auditory or sensory system. This client is working in a visual mode now: *looking*.

We tend to click with people more when we match their language patterns. We can communicate the same idea in different ways. Visual: "Does this *look* interesting?" Auditory: "Does this *sound* like something you would like to *hear* more about?" Sensory: "With more information could you get a better *feeling* for it?"

I respond using the visual system: "Well, you, like me, don't look like someone who settles for any old thing. It looks to me that your kitchen is very important to you, and I wouldn't create just any kitchen for you. What is your new kitchen going to look like? I will only design a kitchen that will thrill you each and every time you look at it."

Now the customer begins to describe

her kitchen: "I want to have a counter-top cooktop, and I need a double oven. I need to have lots of storage space for my pots and pans. I want wood cabinets, and I want the doors to the refrigerator and dishwasher to match the cabinets. I need counter space, and I'd like to have some indirect lighting. I'd like a deep sink, and I need a new disposal."

Remember, *likes*, *wants*, and *needs* all have their own priorities. Many salespeople regard all of these as equal. They're usually not.

As she speaks, the customer shows me exactly where all of these things are located in her kitchen by drawing diagrams in the air.

I say to her, "Let me see if I understand," then repeat her words and redraw her diagram in the air. I am careful to use the likes, wants and needs exactly as the prospect used them.

"You've got it!" the prospect replies. "You're the first person who understands exactly what I'm looking for! You haven't even tried to talk me into something I really don't want. Do you think you can help me with my new kitchen?"

I respond, "Yes, I think I can help you with your new kitchen, because I know exactly what you are looking for. I want you to be thrilled with your new kitchen. Now let's look at a few more details so we can fill in the other pieces of this picture."

Now I make the prospect aware of

the steps necessary to satisfy their need by educating them about the process. I think of this part of our meeting as "let's play pretend," when we imagine we are going to sign an agreement today. I show examples of plans, specifications, design agreements and other documents. I include payment schedules, credit application, the lead-based paint notification and right of rescission notice (where applicable.)

Show them relevant licenses and certificates of liability and worker's compensation insurance, explaining the importance of each. I explain the warranty as well as the maintenance information I will provide for their new products.

All of this information builds the belief that the prospects can trust me to guide them whenever necessary. I assist the prospects to get a clear idea of the arguments that support their choices, so they can justify their decisions to others.

Finally, I paint a mental picture of the future in visual terms: "Can you see what difference having this new kitchen will make in your life? Can you see how these products would satisfy your needs? I can see you now, preparing meals in your new kitchen, enjoying the look of the new cabinets and counters. Let's see if we can get together at the site next week. All I need is your signature on our design agreement and your deposit." **PR**

Former remodeler Mike Gorman delivers seminars and provides coaching on sales, marketing, estimating and business systems to remodelers and custom homebuilders. He can be contacted at mgbok@aol.com, 800/218-5149 or www.techknowledge-online.net.

In every remodel there are compromises. Countertops are a fine place to compromise.



Few decisions affect the success of a remodel like your choice of windows and doors. Whether you need to match existing windows or create a bold new space, Marvin has the most flexible products and design solutions available. We specialize in replacement window options and can fit any opening exactly. Our design choices—from hardware to clad colors to divided lites—are nearly endless. Call 1-800-241-9450 (in Canada, 1-800-263-6161) or visit marvin.com



©2005 Marvin Windows and Doors. All rights reserved. ®Registered trademark of Marvin Windows and Doors.

TIMELESS BEAUTY



TRUMPS TRENDY.

Your customers want beauty and they expect quality that endures. So, it's no wonder that when it comes to reliability, durability and appealing styles, research shows your customers think we're the best. And who could argue? Moen has built a trusted reputation for offering a wide range of designs backed by a lifetime guarantee. So, when you want to choose the brand that builds customer loyalty, there is only one choice. It begins with the letter M. To find out more about the specialized tools and services we've designed specifically for you, visit us online at moen.com.

 **MOEN**
Buy it for looks. Buy it for life.®

1-800-BUY-MOEN • www.moen.com

© 2005 Moen Incorporated. All rights reserved.

Visionary Design

Beauty is in the eye of the homeowner.
See what remodelers did to meet and
exceed their clients' vision.

By Jena Peterson
Editorial Intern

The winning projects in the 2005 Best of the Best Design Awards feature more than just original use of space, innovative choice of materials and construction savvy. Every remodel exhibits an extraordinary sense of vision that allowed the architect, designer or remodeler to fulfill the homeowners' desires and needs with creative, useful and detailed kitchens, baths, additions and more.

With customer satisfaction as the foundation, the entries were judged on five basic criteria: visual appeal, value for the price, quality, functionality, and how well projects overcame challenges.

"The winning entries, or a majority of them, stayed true to the architectural style they were designed in — whether it was Modern, Craftsman or Cottage," said Michael Menn of Design + Construction Concepts.

Whole-house remodels made up a notable section of the Midwest entries while the South saw a bulk of additions. Kitchens swept nationally at 40 percent of all entries.

Just seven national winners emerged from the 100 total entries, and each one displayed a visionary design sense, innovation and detail that earned it the Best of the Best title.

Some overall design trends we saw in this year's entries: curved walls and moldings; kitchens that mixed cabinet heights, door styles, colors and finishes; sumptuous showers in ever-larger bathrooms; and dramatic lighting effects in every room of the house. **PR**

Best of the
BEST
*Design
Awards*

2005 Best of the Best Judges

Judi Damm,
Managing Editor,
Professional Remodeler

Michael Menn, AIA, CGR,
CAPS, Design + Construction
Concepts, *Northbrook, Ill.*

Michael Morris,
Editor in Chief,
Professional Remodeler

Michael Nagel, CGR, CAPS,
Remodel One Design/Build
Construction, *Roselle, Ill.*

Kimberly Sweet, Editor,
Professional Remodeler

Melissa Wilson, CBD, Insignia
Kitchen and Bath Design
Group, *Barrington, Ill.*

NATIONAL AWARD WINNER

Rethinking Downtown Living

► WHOLE HOUSE \$251,000 TO \$500,000

Remodeler: **Silent Rivers Inc.**, Urbandale, Iowa

Architect: **Herbert Lewis Kruse Blunck Architecture**,
Des Moines

The detailing, the use of space, the raw originality – the judges couldn't get enough of this loft. "In terms of creativity, this is definitely 750 square feet of jam-packed visual excitement," said judge Michael Menn.

Created in 2000 through the conversion of an 81-year-old warehouse into condos, this long, narrow urban loft needed an overhaul to create separate living, cooking and sleeping spaces. The footprint couldn't expand out, so that meant thinking up instead.

Inspired by the agricultural fields of Iowa, the architect designed a two-story "corncrib." The structure houses a powder room, condensed pantry area and furnace room on the first floor. On the south side, Silent Rivers built an island and wall cabinet to define the kitchen. On the north side of the crib, built-in shelves and a computer desk sit opposite the laundry room and a small amount of storage.

An open staircase alongside the corncrib leads to a mezzanine with a steel grate floor that spans the northern third of the loft. This new upper level includes a sleeping loft built into the crib, a full bath and a closet.

Silent Rivers built the corncrib by fastening 14-foot milled stud panels to an internal structure made of fire-rated steel, then attaching prefabricated MDF panels.

"We used LVL engineered wood product for stability to make the studs, then erected the panels around, creating a stable context for all the trim," says Chaden Halfhill, president of Silent Rivers.

Marine-grade, ¾-inch plywood "barn boards" served as trim. Each board is 6 inches wide, dyed with aniline and then finished.



Before remodeling, the loft openly displayed mechanicals and plumbing and only had one floor.



Square-head screws, all turned in the same direction, fasten the barn boards to the MDF panels. Painting the panels white allowed the specialty lighting within the router-cut ½-inch grooves to reflect off the panels, enhancing hallway light and providing reading light.



Silent Rivers built the sliding steel table with sturdy cantilevers that serves as the base of the island, which has an "expandable" countertop. The island houses the kitchen appliances as well as a television that faces a small living area. Photos by Bob Shimer

PRODUCTS LIST

Appliances: Jenn-Air. **Countertop:** Silestone. **Home System:** Lutron.
Fixtures: Kohler. **HVAC:** Lennox. **Lighting:** Halo. **Paint:** Benjamin Moore.

NATIONAL AWARD WINNER

Grand-Scale Production the Old-Fashioned Way

► WHOLE HOUSE OVER \$501,000

Remodeler and architect: **Stebnitz Builders Inc.**, Delavan, Wis.

The owners of this 30-year-old lakeside getaway brought Stebnitz Builders a picnic basket full of problems, including an incomplete set of renovation plans, a house with neighbors less than 15 feet away on both sides, and a boat house that also needed remodeling – located 150 feet away at the end of a staircase descending 50 feet. Not to mention the task of updating the look from 1970s neo-Tudor to cozy Nantucket, while adding all the amenities and comforts the homeowners enjoy at their primary residence.

After scratching the half-done plans, Stebnitz Builders drew a new set that called for 1,600 square feet of additional second-floor space, a rearranged first floor with a new sunroom and rebuilt deck, and a finished walkout basement that included a mechanical and storage room, new exercise area, kitchenette, bar area and bathroom.

The new exterior is nearly unrecognizable from the before pictures. The team accomplished the Nantucket look in part by removing the stucco, false half-timbering and strapwork, then replacing it with new fiber-cement siding with a cedar-shake look, complemented by wide trim around the doors and windows. Brick around the foundation was removed to make way for cultured stone. New gridded, double-hung windows and a porthole window also add to the coastal look, as does the beige-and-white color scheme and the decorative gable trim.

Stebnitz Builders enlarged the original “half” upper story toward the street and the lake, creating a full second floor. To unify the addition with the rest of the home, the design incorporates a W-shaped trim accent reminiscent of the old façade. On the street and lakefront elevations, the W sits on an arched piece of trim that mirrors the arch of the top row of new windows.

Because of varying ceiling heights and angles, Stebnitz couldn't use manufactured trusses to build the addition and new roof with its 40-foot-high peak. Neither boom trucks nor cranes could fit between the houses alongside. As a result, the team had to stick build by hand from scaffolding.

With such a tight lot, the team had to carry all materials and equipment to the house by hand. They used a barge on the lake to remove refuse from the boathouse excavation and to bring in materials for the new structure. Silk fences at the edge of the landscaping prevented debris from flowing into the lake.



A new sunroom and stable deck stand on simple but elegant piers at the first floor. Above, the arched window pattern mirrors the arched trim. *Photos by Jon Janzen*



Elements from the main home, such as the porthole window and the W gable trim, are repeated in the boathouse, which also features a copper weathervane and wraparound deck.



Rotting wood made it necessary to replace not only the deck, but also the outer wall and floor joists that lead out from the family room.

PRODUCTS LIST

Carpet: Philadelphia. **Doors:** Therma-Tru. **Faucets:** Kohler. **Fireplace:** Superior. **Fixtures:** Kohler, Maax. **Garage:** Overhead Door. **House wrap:** R. Wrap. **HVAC:** Bryant. **Insulation:** Owens Corning. **Paint:** Sherwin-Williams. **Roofing:** Elk. **Siding:** CertainTeed. **Sinks:** Corian. **Tile:** Florida Tile. **Water Heater:** Rheem. **Windows:** Marvin.

NATIONAL AWARD WINNER

Inside-Out Beauty

► KITCHEN OVER \$101,000

Remodeler and architect: **Feinmann Inc.**, Arlington, Mass.

A pretty face doesn't always mean something beautiful lies inside. In the case of this more than 200-year-old Victorian home, the Old World charm of the façade concealed a kitchen marred by years of ad hoc remodels that had left behind an inefficient floor plan and tacky decor. Small windows and poor lighting topped off the eyesore.



A floating horizontal ceiling plane centers and ties together the counters, range and sinks. Topping the stainless steel island cabinets with granite and using slate-like floor tiles provided natural color and texture, bringing some Old World feel to the modern look. After photos by John Horner Photography



The wall of fixed and operable awning windows links the outdoor herb garden to the kitchen.

When the homeowners came to Feinmann Inc. seeking the perfect kitchen, they had already selected streamlined, stainless steel Arclinea cabinetry. Feinmann's in-house architect had to design the kitchen around this modern European look while complementing the home's Second Empire Victorian architecture.

"Ultra-modern rooms in 200-year-old houses generally tend to grate against your nerves," said judge Michael Menn. "Normally, the goal of a remodel or an addition is to blend it seamlessly with the rest of the house."

This design managed to reconcile the two opposing architectural styles while giving the clients exactly what they wanted. First, the addition can't be seen from the street, while from the side, a window wall allows the modern kitchen to "peek out" from the Victorian exterior. Material choices also helped to blend the styles: For example, Feinmann incorporated a Corsi wood cabinet to

offset the metallic look of the other cabinets.



To accommodate the clients' needs for adequate counter space and professional appliances – one of them is a Cordon Bleu-trained chef – the Feinmann team pushed out the rear and one side of the first floor, providing enough space for a 550-square-foot

kitchen and a larger mudroom. The kitchen extends further than the second floor, making skylights a natural option. A row of skylights ends in an 8-foot-high glass door and tops a wall of glass, aesthetically linking a growing garden to the kitchen.

With high Victorian ceilings, the contemporary kitchen had the potential to be large, cold and hollow, but by installing a hovering ceiling, the team kept the room grounded and welcoming. The 8-foot ceiling houses potted and hanging lights and helps tie the home's 10- to 12-foot ceilings into the new kitchen.

Each of the two large islands features a sink, electrical outlets and drawer and cupboard space. At one, a brushed copper exhaust fan hangs over a natural gas cooktop. Two walls house the ovens and refrigerator.

PRODUCTS LIST

Cabinetry: Arclinea. **Flooring:** Argent. **Lighting:** Lilyput. **Range:** Viking. **Refrigerator:** Sub-Zero. **Sinks:** Arclinea. **Windows:** Pella.

NATIONAL AWARD WINNER

A Perfect Match

► ADDITION OVER \$100,000

Remodeler and architect: **SawHorse Inc.**, Atlanta

Beautifully distinct gabled dormers lifted this 48-year-old house from the squat ranch with basement it once was to the two-story Cape Cod home it is now.

The judges were impressed with the style decision. “Cape Cod is difficult to design anyway,” said Michael Menn. “To make a conscious decision to go from ranch to Cape Cod is very impressive. This is spectacular.”

At 2,320 square feet, the existing home could not accommodate the owners’ growing family. To get the two children’s bedrooms and jack-and-jill baths, playroom and nanny suite they wanted, they opted to add a 1,472-square-foot second level. That required installing a second HVAC system, extending the plumbing up and reworking the electrical system.

With a recessed front entry and small, divided, first-floor rooms, the house also needed some upgrades to provide a more welcoming exterior. On the first floor, SawHorse reduced the full bath to a half, giving some of the square footage to the adjacent master bedroom closet. The rest of the freed-up space went toward making room for the new stairway in the foyer. Bumping out the recessed front door, making it flush with the exterior front wall, also opened up the foyer.

That new front door, combined with the addition of columns and a gable, creates an inviting entrance. An all-brick façade and new roofing also increased curb appeal. Where appropriate, SawHorse maintained existing design elements. For example, the homeowners wanted to keep the round window that had been in the first-floor bath; it ended up becoming part of the new foyer.

“It was a great decision on their part,” says project coordinator Chris Lenz.

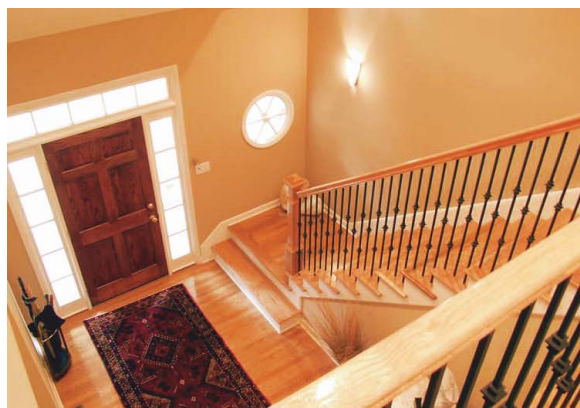
The company went to great lengths to blend the old with the new, even sending an employee to Alabama to find reclaimed brick that matched the aged exterior of the existing home. Five hurricanes delayed the project, but by tightening the schedule, bringing people in on weekends, and stacking manpower — easier to do on a project so large — SawHorse came out less than a month behind schedule.



Before

SawHorse found reclaimed brick in Alabama to create a coherent front elevation. Siding and brick accents unify the rest of the home’s exterior. The result fits in with the scale and finishes of neighboring houses.

After photos by Jimmy Carrion



The round window that had been in the first-floor bath became part of the new foyer. An open common area sits at the top of the new staircase.

PRODUCTS LIST

Cabinetry: KraftMaid. **Carpet:** Shaw. **Columns:** Fypon. **Countertops:** DuPont Corian, Samsung Staron. **Doors:** Peachtree. **Faucets and fixtures:** Kohler, Moen, Price Pfister. **Flooring:** Armstrong. **House wrap:** DuPont Tyvek. **HVAC:** Amana. **Insulation:** Icynene. **Lighting:** Halo, Hudson Valley. **Locksets:** Schlage. **Millwork:** Georgia Pacific. **Paint:** Benjamin Moore. **Roofing:** Elk. **Siding:** James Hardie. **Tile:** Rex. **Water heater:** Rheem. **Windows:** Jeld-Wen.

NATIONAL AWARD WINNER

A Detailed Blend

► CONSERVATORY/SUNROOM

Architect: **Architectural Resource**, Ann Arbor, Mich.

Remodeler: **Home Renewal**, Dexter, Mich.

As the homeowner told Architectural Resource principal Michael Klement, he didn't want to be remembered as the guy who "screwed up this beautiful old home." The new sunroom, which replaced an existing screened porch, had to blend flawlessly with the interior and exterior of the 200-year-old Italianate structure.



The new sunroom blended seamlessly without breaking the bank. Details like the arched trim — an affordable way to match the existing arched windows — married the new room to its 200-year-old neighbor. *After photos by Stanley Livingston*



The old screened porch was falling in on itself and added nothing to the stalwart old home.

The outside of the existing home was a flat face with no dimension. As a significant projection from the middle of the back wall, the addition could have distracted from the integrity of the original brick façade. The design and construction team looked to the details to marry the 267-square-foot addition to the two-story home.

Home Renewal removed the porch but held off on demo, protecting the home and its inhabitants from the elements by waiting to open up the exterior wall until after building the addition. Formerly a standard 3-foot doorway, the opening from the kitchen to the sunroom now boasts a 7-foot wide set of French doors. Because the exterior wall was masonry veneer, the team installed steel beams and columns behind the ceiling plane and a new header in the doorway. Architectural Resource designed the opening around existing kitchen elements to keep construction from extending into the main home.



Replicating the home's existing arched-top, double-hung windows for the sunroom would have increased costs over budget. Instead, the architect, contractor and homeowner decided on rectangular double-hung windows under arched cedar molding that echoed the arched windows.

"That gave us a contemporary interpretation of the historical precedent in a cost-effective manner," says Klement.

For the paneling beneath the sunroom windows, the team mimicked the step-down paneled design used under a bay window on the opposite side of the house. The owners selected the green and cream trim colors and the team tied the house together with these hues, repainting the existing trim.

The team measured the existing scrolled brackets under the eaves, replicating them on a smaller scale appropriate for the addition. To mimic the existing foundation and anchor the new conservatory to the house, Home Renewal installed 4-inch stone veneer around the new 12-inch concrete block foundation.

PRODUCTS LIST

Doors and windows: Marvin. Lighting: Halo. Roofing: Tamko.

NATIONAL AWARD WINNER

Downstairs Cabin Retreat

► FINISHED BASEMENT

Remodeler and designer: **Forward Designers & Builders**,
Ann Arbor, Mich.

The owners of this 8-year-old Colonial home have only to jaunt downstairs to escape to an amenity-filled vacation retreat. With a log-cabin look inspired by Disney World's Wilderness Lodge, the 1,350-square-foot finished basement includes a gathering room with a drop-down movie screen and stone fireplace, a kitchen and wet bar, a full bath with steam room, a game table area, a pool table area, an exercise room and accessible storage.

Forward Designers & Builders continued the upstairs finishes – oak flooring, pale green walls and white molding – down the staircase. As the steps open out at the bottom, the homeowners walk into what looks and feels like a log cabin, thanks to cork flooring, $\frac{5}{4}$ pine log siding, cultured stone accents, and a hollow post and beam system that looks structural. New fixed and double-hung windows along the eastern wall flood the room with soft natural light.

"If you had your back to the stairs and were looking out those windows, you'd never know it was a basement," said judge Michael Menn.

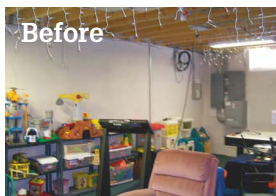
Aesthetically, the post and beam system makes a large, open space cozy and casual. To make it look authentic, the team chose $\frac{5}{4}$ pine planks that featured natural checking and had the dimensional stability needed for the joinery.

Functionally, the post and beam system serves to hide existing steel beams and pipe columns and disguises varying ceiling heights. In the entertainment area, the ceiling reaches 8½ feet. It then drops 12 inches over the wet bar and dining area. Running a beam along the step makes the change both subtle and attractive.

A sliding log wall conceals existing electrical equipment located next to the gathering room. A swinging door would have intruded visually and spatially. To maximize square footage and ensure enough clearance and access to the electrical panel, the team decided on a sliding wall.

Forward Designers & Builders mounted 1- by 8-inch sawn pine exterior siding onto a frame constructed with metal studs and stock barn door hardware.

"The lightweight steel studs make up the bulk of the door, allowing it to not be so heavy," says company pres-



The central window panel used to be a wall. The post and beam system helps visually anchor the window. The joinery is an offset rabbeted butt joint, chamfered to soften the edge and hide the joint line.



The movie screen drops down over the television screen to rest on the log timbers embedded in the cultured stone fireplace. The sliding log wall to the right of the fireplace slides back to reveal existing electrical equipment. *After photos by Gary Easter*

ident Jef Forward.

Despite the outdoorsy look, the homeowners wanted to keep the weather outside: In the past, the basement had had some flooding problems. The clients also wanted a softer floor rather than just laying tile or cork directly over the concrete foundation. Meeting both needs, the team put down a $\frac{3}{4}$ -inch plywood subfloor over 1- by 4-inch treated runners and fastened the runners to the concrete with a glue system and Tapcon screws.

PRODUCTS LIST

Appliances: Bosch, GE. **Cabinets:** Pinnacle. **Carpet:** Shaw. **Countertops:** DuPont Corian. **Doors:** Wood Harbor. **Faucets and fixtures:** Delta, Toto. **Fireplace:** Heat-N-Glo. **Home System:** Leviton. **HVAC:** Trane, Steamist. **Insulation:** Owens Corning. **Lighting:** Kichler, Sea Gull, Rejuvenation Hardware. **Locksets:** Rocky Mountain. **Paint:** Benjamin Moore. **Tile:** American Olean, Crossville. **Water Heater:** A.O. Smith. **Windows:** Andersen.

NATIONAL AWARD WINNER

Exposing Good Bones

► INTERIOR REMODEL

Architect: **Architectural Resource**, Ann Arbor, Mich.

Remodeler: **Custom Design/Build**, Ann Arbor, Mich.

The key design element of this remodel — the roof rafters — already existed. The contractor just had to pull back the ceiling.

“The magic, the really neat thing about this was that we merely exposed what was already there,” says architect Michael Klement, principal of Architectural Resource. He partnered with remodeling firm Custom Design/Build to achieve the homeowners’ goals for this 50-year-old ranch: to bring natural light into the center of the home, install a fireplace and make the living room more open.

Klement’s design called for extending the roof plane upward to form a triangular gable with large, west-facing windows. Refinishing the rafters brought out a glow from the formerly coarse wood. Track lighting along the rafters illuminates them.

The new fireplace sits slightly off center to organize the seating arrangement and placement of the room. By modifying the walls that flank the fireplace, the team was able to open the stairwell, allowing light into the basement and connecting the living space and the adjacent kitchen.

“For the amount of money they spent and what they accomplished, they did a great job,” said judge Mike Nagel. “Very creative.”

PRODUCTS LIST

Fireplace: Majestic. Flooring: Granite Hearth. Roofing: CertainTeed. Windows: Weather Shield.



The existing gable roof had been over-framed by prior owners attempting to improve roof performance. The new design centers on exposing the rafters.



A slat on the left side of the fireplace wall carries the reverse version of the squared column directly above it. Coupled with the slat, the column makes a design element out of a structural necessity. After photos by Stanley Livingston



Four new custom-shaped windows bring in natural light, which then bounces off the ceiling, filters down through the rafters and spreads across the wall. At night, light fixtures angled in different directions recreate the daytime glow.

SAVE ENERGY. SAVE MONEY.[†] SAVE THE PLANET.



[†]Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.

*Certified by the GREENGUARD Environmental Institute as a low emitting product for better, cleaner indoor air quality.

THE PINK PANTHER™ & ©1964-2005 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. The color PINK is a registered trademark of Owens Corning. ©2005 Owens Corning. The GREENGUARD INDOOR AIR QUALITY CERTIFIED Mark is a certification mark used under license through the GREENGUARD Environmental Institute.

No matter the size or the application, you can be confident Owens Corning has the product you need to maximize the performance of our thermal and moisture envelope. After all, Owens Corning invented PINK FIBERGLAS® Insulation. And Owens Corning PINK Insulation has been certified* for better indoor air quality by the GREENGUARD Environmental Institute.™ So you can be confident it's environmentally friendly. All of which makes PINK Insulation good for you, good for your customers and good for the planet. To find out more, call **1-800-GET-PINK** or visit **www.owenscorning.com**.



INNOVATIONS FOR LIVING™

For FREE information circle 17

ACOUSTICS

INSULATION

MANUFACTURED STONE VENEER

ROOFING

SIDING





MIDWEST | GOLD

KITCHEN OVER \$101,000

Architect: **Architectural Resource**
Ann Arbor, Mich.

Remodeler: **Washtenaw Woodwrights**
Ann Arbor, Mich.



MIDWEST | GOLD

KITCHEN \$51,000 TO \$100,000

Silent Rivers Inc.
Urbandale, Iowa



MIDWEST | GOLD

OUTDOOR LIVING

Silent Rivers Inc.
Urbandale, Iowa



MIDWEST | GOLD

WHOLE HOUSE \$251,000 TO \$500,000

Silent Rivers Inc.
Urbandale, Iowa



MIDWEST | SILVER

BATH OVER \$30,000

J.S. Brown & Co. Inc.
Columbus, Ohio



MIDWEST | SILVER

EXTERIOR REMODEL

JG Development Inc.
Blue Mounds, Wis.



MIDWEST | SILVER

KITCHEN OVER \$101,000

Benvenuti and Stein Inc.
Evanston, Ill.



MIDWEST | SILVER

KITCHEN OVER \$101,000

Benvenuti and Stein Inc.
Evanston, Ill.



MIDWEST | SILVER

KITCHEN \$51,000 TO \$100,000

Remodeler: **J.S. Brown & Co. Inc.**
Columbus, Ohio

Architect: **Macko-Boehmer Associates Inc.**
Newark, Ohio

PROFESSIONALS ARE KNOWN BY THE TOOLS THEY OWN®



Better.

"I use Klein because they make the best tools for working with wire. . .and I want the best."*

Believe It!



There are no better tools for working with wire than Klein tools. Whether you're doing electrical, HVAC or general remodeling... Klein offers the finest tools for preparing, fixing, cutting and stripping wire.

Klein products are the tools of choice among professionals because they're the highest-quality hand tools on the market. Their precision, durability and comfort mean superior value for you. You're a professional. So use the tools the pros use.

Look for Klein tools in the home center electrical aisle.



Join Today:
kleintradesmanclub.com

KLEIN TOOLS®

Chicago, IL U.S.A. • kleintools.com
800.553.4676

*Dan Wright, Remodeler.

©2005 Klein Tools 04-03E-R4 2005 Indy 500 Winner Dan Wheldon



For FREE information circle **18**



MIDWEST | SILVER

WHOLE HOUSE \$251,000 TO \$500,000

Architect: **Architectural Resource**
Ann Arbor, Mich.

Remodeler: **S.R. Stricklen Building Company**
Ann Arbor, Mich.



MIDWEST | SILVER

WHOLE HOUSE UNDER \$250,000

JG Development Inc.
Blue Mounds, Wis.



NORTHEAST | GOLD

ADDITION OVER \$100,000

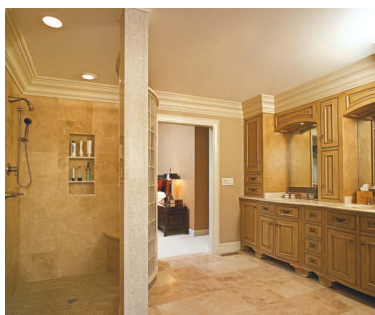
Gardner/Fox Associates Inc.
Bryn Mawr, Pa.



NORTHEAST | GOLD

WHOLE HOUSE OVER \$501,000

Feinmann Inc.
Arlington, Mass.



NORTHEAST | SILVER

BATH OVER \$30,000

McClurg Associates
Marcellus, N.Y.



NORTHEAST | SILVER

KITCHEN \$51,000 TO \$100,000

Gardner/Fox Associates Inc.
Bryn Mawr, Pa.
Stimmel Consulting Group
Ambler, Pa.



SOUTH | GOLD

COMMERCIAL REMODEL

Remodeler: **John Wieland Homes**
Charlotte, N.C.

Architect: **Fryday & Doyne Architecture**
Charlotte, N.C.



SOUTH | GOLD

BATH OVER \$30,000

Anderson-Moore Builders Inc.
Winston Salem, N.C.



SOUTH | GOLD

CONSERVATORY/SUNROOM

The Bainbridge Crew
Charlotte, N.C.



Shown: Delta® brand Victorian® 1900 Series custom shower system.

INTRODUCE YOUR CLIENTS TO A JETTED SHOWER WITH
H₂OKINETIC TECHNOLOGY™ AND THEY MAY NEVER WANT TO GET OUT.



Each jet exerts sculpted water in an undulated stream to enhance droplet size, spray coverage and temperature uniformity.

Differentiate your designs. Invigorate your clients. With today's busy schedules, your clients don't have a lot of time to relax. That's why jetted shower systems are becoming more popular as a way to "escape." Best of all, it's a luxury that can be enjoyed every day. This insight was the inspiration for our new H₂Okinetic Technology. Each jetted spray controls the water's shape, velocity and thermal dynamics to create an invigorating shower experience. Vast, luxurious droplets. A drenching spray. And an all-enveloping warmth that surrounds the body and rejuvenates the spirit. H₂Okinetic Technology is available on all jetted and custom showers in the Delta® and Brizo™ brands, so there are a range of styles to keep your clients happy. Very happy.

Visit our website or call today to learn more about our line of showers and H₂Okinetic Technology.

800.345.DELTA www.deltafaucet.com
877.345.BRIZO www.brizofaucet.com



For FREE information circle 19



SOUTH | GOLD

KITCHEN \$51,000 TO \$100,000

Small Carpenters at Large Inc.
Atlanta



SOUTH | GOLD

KITCHEN UNDER \$50,000

SawHorse Inc.
Atlanta



SOUTH | GOLD

KITCHEN UNDER \$50,000

Small Carpenters at Large Inc.
Atlanta



SOUTH | SILVER

ACCESSIBLE REMODEL

Curb Appeal Renovations
Haltom City, Texas



SOUTH | SILVER

ADDITION OVER \$100,000

Cruikshank Inc.
Atlanta



SOUTH | SILVER

ADDITION UNDER \$100,000

Curb Appeal Renovations
Haltom City, Texas



SOUTH | SILVER

CONSERVATORY/SUNROOM

**Sun Design Remodeling
Specialists Inc.**
Burke, Va.



SOUTH | BRONZE

ADDITION OVER \$100,000

Anderson-Moore Builders Inc.
Winston Salem, N.C.



SOUTH | BRONZE

KITCHEN UNDER \$50,000

Curb Appeal Renovations
Haltom City, Texas

*Calculation based on replacing all Ford, Chevy and GMC cargo and passenger vans with Freightliner Sprinter 2500 140" Passenger or Cargo vans. See fl-sprinter.com for complete calculation details. ©2005 DaimlerChrysler



GLASS
MUST
BE FULL

BEFORE &
AFTER
DELIVERY

FUEL-METER

THIS SALE - DOLLARS

\$ 75,677,211.00

WHAT FORD, CHEVY, AND GMC
COMMERCIAL VAN OWNERS
COULD HAVE SAVED
IN FUEL LAST YEAR*

STATE & FEDERAL TAX INCLUDED
DISCHARGE RATES AT ANY PRESSURE
MINIMUM - 5 GALL. IN 45 SEC. - MAXIMUM - FULL HEAD

Designed specifically for those who don't
have an extra \$75 million to waste on fuel.
To see how much the Freightliner Sprinter can save your business,
go to fl-sprinter.com.



For FREE information circle 20

Freightliner
SPRINTER

FORWARD MOTION



THE
INSIDE
DEAL

\$75 million in fuel savings isn't enough? No problem.

Buy a Freightliner Sprinter cargo van between now and December 31, 2005, and save more than \$1,200 on a BOTT Proflex shelving system. Also get 25% off on all BOTT add-on modules and accessories. Visit fl-sprinter.com or a dealer near you today, and take advantage of this top-shelf package.



SOUTH | BRONZE

OUTDOOR LIVING

Curb Appeal Renovations

Haltom City, Texas



SOUTH | BRONZE

WHOLE HOUSE UNDER \$250,000

Michael Nash Custom Kitchens Inc.

Fairfax, Va.



WEST | GOLD

BATH UNDER \$30,000

Olsen Homes & Renovation

Keizer, Ore.



WEST | GOLD

EXTERIOR REMODEL

Remodeler: **Blue Canyon Construction**
Seattle

Architect: **Pelletier+Schaar**
Stanwood, Wash.

Hardscape Designer:
DHR Enterprises Inc.
Shoreline, Wash.



WEST | GOLD

KITCHEN \$51,000 TO \$100,000

Eren Design & Remodeling

Tucson, Ariz.



WEST | GOLD

KITCHEN UNDER \$50,000

Powell Construction

Corvallis, Ore.



WEST | GOLD

WHOLE HOUSE \$251,000 TO \$500,000

Eren Design & Remodeling

Tucson, Ariz.



WEST | SILVER

KITCHEN \$51,000 TO \$100,000

Remodeler: **S.E.A. Construction**
San Mateo, Calif.

Architect: **Marc A. Lindsell
Architect Inc.**
San Francisco



WEST | SILVER

KITCHEN UNDER \$50,000

Eberle Remodeling

Sacramento, Calif.



Laminates are history



Solids are the future

15Year
Fully Transferable
WARRANTY

**LG HI-MACS ACRYLIC SOLID SURFACE COUNTERTOPS
ARE GENERATIONS APART FROM LAMINATES.**

Times have changed. So have standards. That's why so many remodelers are moving their clients up to the affordable luxury and unsurpassed value of America's new standard, **LG HI-MACS**. The lasting beauty, durable quality and industry-leading 15-year warranty are irresistible. With **LG HI-MACS**, both you and your customers are in for a solid future.

SAVANA.



*Available on 2500 and 3500 models.
Vehicle shown with equipment from an independent supplier. See the owner's manual for information on alterations and warranties.

250 HORSEPOWER. 460 LB-FT TORQUE. 0 COMPETITION.

THE 2006 GMC® SAVANA®, WITH AN AVAILABLE DIESEL V8 ENGINE. STANDS ALONE WITH CLASS-LEADING HORSEPOWER AND TORQUE.

There can be only one leader. And this one's as powerful as it gets. The GMC Savana with an available DURAMAX™ 6600 diesel engine. With best-in-class horsepower and best-in-class torque, it overpowers everything in its way. Competition included. Whether in the Savana Cargo* or Cutaway, the DURAMAX diesel also delivers outstanding towing capability. GMC Savana. The numbers add up. And they equal number one. Visit WWW.GMC.COM or call 1-800-GMC-8782.

GMC

WE ARE PROFESSIONAL GRADE.®

THE REVOLUTION IS HERE.

AMBASSADOR

8200 SERIES ALUMINUM THERMAL BREAK WINDOW WITH DUAL-COLOR OPTIONS.

FEATURES:

ENERGY STAR RATING

DUAL-COLOR OPTIONS

EASY TO INSTALL

AFFORDABLE



ABOUT THE

AMBASSADOR?

IWC is proud to introduce an impressive addition to its window & door product line-up. The clean and contemporary Ambassador 8200 Series boasts an **Energy Star Rating** for enduring variable climatic challenges & innovatively designed to allow for **Dual-Color Options** (a total of 25 color combinations) to achieve maximum customization! State of the Art ThermoTech™ extrusions are fully thermally broken for optimum energy performance. Find out more about the revolutionary Ambassador 8200 Series by contacting a dealer near you.

IWC ~ SATISFYING YOUR
WINDOW & DOOR NEEDS
FOR OVER 45 YEARS!

International Window Corporation



International Window Corporation - Arizona
2500 East Chambers Street
Phoenix, Arizona 85040
Telephone 602.232.2500
www.WindowsForLife.com

For FREE information circle 22



A SUPPLEMENT TO REED PUBLICATIONS

coastal

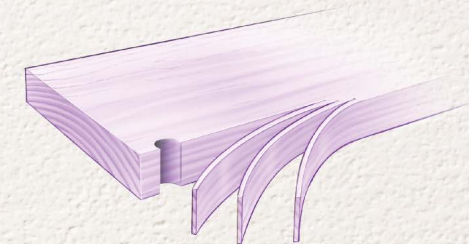
Professional
Remodeler

For more information and complete product warranties, see www.jeld-wen.com/auralast. ©2005 JELD-WEN, Inc. JELD-WEN, Auralast and Reliability for real life are trademarks or registered trademarks of JELD-WEN, Inc., Oregon, USA.



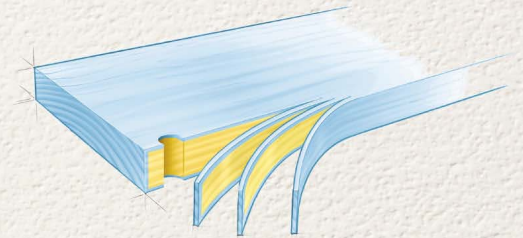
Throw everything you know about wood out the window.

Solid pine AuraLast™, the worry-free wood from JELD-WEN, is guaranteed to resist decay, water absorption and termite infestation for 20 years.



AuraLast™ Wood

A unique vacuum/pressure process provides virtually 100 percent penetration of the protective ingredients from the surface to the core.



Dip-Treated Wood

Dip-treated wood is only protected on the surface.

Colors are used for illustration purposes only; AuraLast wood has a clear pine color.



Exterior Premium Pine Door 1863AP



Wood Radius Casement Window



Exterior Premium Pine Door 1836AP



Wood Double-Hung Window



JELD-WEN® windows and doors with AuraLast™ wood will remain beautiful and worry-free for years. Unlike dip-treated wood, AuraLast wood is protected to the core to resist decay, water absorption and termite infestation for 20 years. That's added protection for any building project. To learn more about AuraLast wood and all our reliable windows and doors, call **1-800-877-9482 ext.1023**, or go to **www.jeld-wen.com/1023**.

RELIABILITY *for real life®*

JELD-WEN®
WINDOWS & DOORS
For FREE information circle 61



“We live in a wet, windy climate, so you have to be careful about what cladding you choose. We love our Dryvit EIFS home.”

Ira and Marie Lowe, Wilmington, North Carolina

Ira and Marie Lowe know what so many Dryvit homeowners in coastal communities have known for years. There is no better exterior cladding available today for coastal living: Dryvit EIFS offer superior energy efficiency, extraordinary design flexibility, and a lightweight, flexible system built to last.

“We are extremely happy with our Dryvit EIFS home. It is not only beautiful, but we have never had a single problem in this very wet climate,” says Ira Lowe.

For more information on how you can have the home of your dreams, call **1-800-4DRYVIT** or visit us on the web.



Structural Products

When the Winds Blow, a Home Is Only as Strong as its Structure

When hurricane force winds blow, a home needs “legs” to stand on. Those legs are the sum of its structural systems that hold the home together. With more and more emphasis on products and techniques to make the structure strong enough to withstand Mother Nature’s worst, manufacturers are developing super products for use in coastal areas.

They promise to do nearly everything but predict the weather!

Simpson Strong-Tie Introduces Steel Strong-Wall

A unique composite of steel and wood, Simpson’s latest addition to its Strong-Wall product line – the Steel Strong-Wall – features loads that are two to three times higher than the original Strong-Wall.

Simpson’s Strong-Walls are designed to resist the destructive forces of high winds and even seismic events. Quality-controlled, pre-manufactured shearwalls are substantially stronger than site-built walls, reducing the amount of wall length. The latter, in turn, allows for more windows and doors in residential designs.

Thanks to input from framers and installers, Simpson’s new Steel Strong-Wall offers several features to simplify installation:

- > pre-attached wood studs to connect interior and exterior finishes;
- > two easily accessible anchor bolts;
- > fewer top-of-wall screws; and
- > numerous pre-drilled holes for mechanical needs.

LP’s OSB Sheathing

As the world’s most popular structural panel, Oriented Strand Board (OSB) is an innovative, affordable and an environmentally smart, wood-based product. An alternative to plywood that is backed by a 20-year limited warranty, LP’s OSB sheathing offers excellent moisture tolerance and exhibits none of the stress characteristics of veneer-based boards, which can lead to distortion, splitting and delamination. Premarked nailing lines make installation fast and easy on walls or roofs.

AdvanTech Flooring and Sheathing Panels

AdvanTech flooring and sheathing panels from Huber Engineered Woods are specifically engineered to provide more water resistance and stability than plywood. Carrying a 50-year limited warranty, these high-performance structural panels are warranted not to require sanding due to moisture absorption during installation. Building code provisions establish minimum clearances from grade and ventilation requirements for crawl spaces and attics.

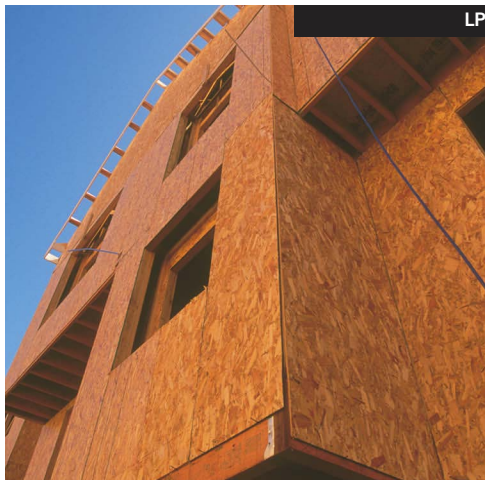
As with all wood-based products, properly installed AdvanTech panels will not decay in service, nor will they break down if subjected to short-term moisture exposure. Classified as Exposure 1 under PS-2, AdvanTech panels are intended to resist the effects of moisture due to normal construction delays or other conditions of similar severity, but they are not suitable for permanent exposure to the weather.



Simpson Strong-Tie



AdvanTech





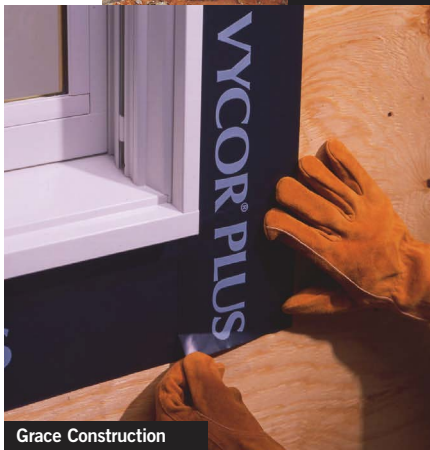
Norbord

Norbord's Windstorm OSB Sheathing

Norbord's new Windstorm OSB Sheathing delivers higher shear-load values and hurricane-code uplift performance in a single sill-to-top-plate structural panel. According to Norbord, Windstorm OSB can save builders more than \$1,000 per house by eliminating or reducing the need for extra wall-uplift hardware. Because Windstorm OSB covers from the top of the top plate to the bottom of the bottom plate in a single panel, there are no horizontal joints to block and no filler strips to cut and install.

Grace Vycor Plus

Grace Vycor Plus self-adhered flashing from Grace Construction Products provides superior protection against water, air and moisture infiltration in window and door openings, corner boards, under stucco finishes, masonry walls and other flashing areas. It is ideal for sealing joints, seams, holes and other unwanted openings in wall sheathing systems. Vycor Plus is compatible with wood, plywood, oriented strand board, concrete and masonry, and fully adheres to the substrate to prevent water from passing through and into the structure.



Grace Construction



Protecto Wrap



Fypon

Protecto Wrap

Protecto Wrap has introduced a 9-inch, window and door flashing tape with custom serration, allowing builders to cut wherever and whenever they want. The newly serrated BT20XL sealing tape, which can be installed and left exposed for 180 days without any UV degradation, includes a built-in serration at the 4-inch mark. When sealing the bottom sill of a window, installers can peel and stick the 4-inch portion of the 9-inch tape so that it covers the sill, as well as the exterior substrate material. This helps prevent water intrusion, offering the ultimate in water-damage protection. With the bottom five inches of the BT20XL tape not yet adhered, installers can tuck the housewrap underneath and then finally seal the remaining tape to the wall ensuring a tight seal.

Fypon Urethane and PVC Products

Coastal residents concerned about moisture in their homes are turning to moisture-resistant Fypon urethane and PVC products. The durable millwork, board and trim pieces are ideal for both interior and exterior coastal environments because they resist humidity, sea spray, salt air, mildew, warping and insects.

Custom Building Products' MoldGard Protection System

Custom Building Products has developed MoldGard Technology and the MoldGard Protection System to ensure that the company's comprehensive line of tile and stone installation products offers the highest level of protection against mold and mildew.

"Mold and mildew grow and thrive in environments where moisture and a food source are present, causing stains, odors and even toxic emissions," says Steve Taylor, director of technology for Custom Building Products. "Custom's new MoldGard Technology is an effective, environmentally sound approach that is based on a complete system of products designed to inhibit moisture intrusion and neutralize the food source. As a result, tile and stone installations become a hostile environment for mold growth." ■



Custom Building Products

A thousand bucks says Windstorm houses are better.

Hurricane-code uplift performance in a single sill-to-top-plate structural panel?

The end of blocking, filler strips and stud-straps or bolt systems? Savings of a thousand or more bucks a house? Are we pulling your tape measure?

Nope, but we did stretch your OSB. Norbord's new Windstorm is available in three standard wall heights 97½", 109½" and 121½", with a width of 48", offering builders a fast and easy, simple and reliable one-step process to lock the top and bottom plates together (or the top plates to the joist area). Installed according to your engineer's specified nailing pattern, Windstorm delivers on several fronts. Especially the hurricane variety – meeting code for uplift resistance to 140 m.p.h.

A typical 2,500 sq. ft. bungalow with 9 ft. ceilings requires 57 sheets of 4x8' wall sheathing. Using Windstorm it needs only fifty 48 x 109½" sheets.

Jeff Koellman of Hogan Homes, Corpus Christi, Texas says, "The horizontal joints with 4 x 8' panels must be blocked and flashed, adding labor, and conflict with electrical and plumbing lines. Stud straps and clips take added time to install. Installed vertically, the Windstorm panels save on material, labor, and reduce job build time and eliminate horizontally blocked joints and strapping studs to plates. We use the Windstorm 97½" and 109½" panels nailed for shear and uplift to comply with IRC 2003..."

Windstorm is the smarter way to build. Use it on your next project and watch the savings roll in and the hassles just blow away. For more details please call 1 416 365 0700 ext. 261

WINDSTORM

OSB Wall Sheathing

www.norbord.com

For FREE information circle 63



No U-straps
over the
top plate



No blocking



No U-straps
under the
bottom plate

They devised the perfect hurricane tests.
And bounced them off us.



For most glass, being hit with a 2 x 4 traveling 34 MPH is a shattering experience. But when Hurricane Impact Tests required by coastal states were run on Pittsburgh Corning's THICKSET® 90 Glass Block and the KWiK'N EZ® Installation System, the breaking news was that – it didn't break. The system meets the ASTM E1886 & 1996 test recognized by the I.B.C. in Coastal areas.* So if you want glass that's hurricane tested and code approved, you want THICKSET® 90 Glass Block and the exclusive KWiK'N EZ® Installation System from Pittsburgh Corning.



Think again.

WWW.PITTSBURGHCORNING.COM/HURRICANE

1.800.624.2120 ext. 900

For FREE information circle 64

*Pittsburgh Corning THICKSET® 90 glass block products, installed with the KWiK'N EZ® Silicone System, have been tested and meet the impact test procedures of Protocol TAS 201, as required by the Florida Building Code for the High Velocity Hurricane Zone defined as Dade and Broward Counties. This system also meets the requirements of the Large Missile Impact Tests of ASTM E 1996 and E 1886 as required in the current I.B.C. (International Building Code). This system is also listed under Texas Department of Insurance Product Evaluation Report, WIN-62. This product is acceptable in designated catastrophe areas along the Texas Gulf Coast when installed in accordance with the manufacturer's installation instructions and the product evaluation.

Impact Resistant Windows Minimize Hurricane Damage

With every hurricane warning, residents rush to their local building supply stores to purchase enough plywood to board up their windows. The idea is to prevent those windows from breaking from wind-borne debris and letting in the torrential rains, which can gut a home all by themselves. In some instances, boarding up windows works. However, it carries a hefty price tag.

Beyond the heavy expense, boarding up windows requires time-consuming installation before each threat, plus additional time to remove the panels after the storm has passed. In the interim, residents who choose to ride out the storm inside their homes must languish in dark interiors, utterly clueless as to what is raging all around them.

Storm shutters are another option, but they, too, are expensive, sometimes costing more than windows. That's why many builders insist from the get-go that all residents — inland or coastal — opt for impact-resistant glass because it provides a clear alternative and 24/7 protection.

With impact-resistant glass windows and doors, residents can be assured of a barrier against not just high winds up to 150 miles per hour, but also moisture 100 percent of the time — all for an investment of \$100 to \$150 per new window. Several window manufacturers offer such products, which are specially designed for homes in hurricane zones. Whatever brand or model is ultimately chosen, it will provide the kind of around-the-clock protection and peace of mind that homeowners are demanding to ensure their tranquil seaside homes remain just that.

Andersen® Windows Stormwatch™

Andersen Windows, Inc. offers windows and doors with Stormwatch™ protection, using advanced glass as well as sash and jamb technologies to resist wind-borne debris, while also meeting the product performance and energy requirements in New York, Florida, Texas and other coastal states.

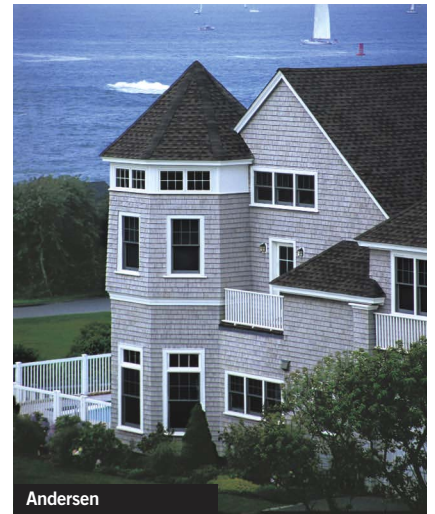
Stormwatch products feature:

- > impact-resistant glass;
- > performance ratings that meet or exceed most local code requirements;
- > the Andersen Perma-Shield® exterior cladding system, which resists the effects of salt water and sea air without chipping, peeling or corroding;
- > optional corrosion-resistant hardware;
- > sash, lock and hinge reinforcements for added strength and security.

Weather Shield LifeGuard®

Weather Shield offers LifeGuard® products in both its Legacy Series® and Weather Shield® lines. These attractive, energy-efficient windows are designed to reduce the likelihood of an impact fracture caused by windborne debris.

LifeGuard products combine a robust design, durable components and KeepSafe Maximum® laminated glass made by Solutia Inc. This glass features a tough layer of polyvinyl butyral (PVB). If the glass is broke, the laminated interlayer is designed to remain intact, reducing the risk of object penetration during a high-wind storm and the resultant pressure changes that are capable of destroying a home.



Andersen



Weather Shield



Simonton



PGT

Simonton Windows StormBreaker™

Simonton Windows invests considerable time testing its products in its own certified test laboratories, located at the company's product development center in West Virginia. Replicating rigorous hurricane-force weather conditions found only in severe, real-life applications, this testing helps Simonton create windows and doors that are ideally suited for coastal environments.

Simonton's StormBreaker™ Plus windows and doors feature double-strength tempered and laminated glass that is adhered to a multi-chambered, steel-reinforced vinyl profile. This construction also acts as an effective barrier against sound, while providing an added level of protection against accidents and intruders.

Windsor SeaStorm Glass Windows and Doors

Windsor's new impact-resistant windows and doors are armed with powerful SeaStorm glass, which is strong enough to withstand gale-force winds and smart enough to handle the everyday nuisances. Available in both Pinnacle and Legend window and door lines, SeaStorm impact-resistant glass offers a combination of power, stability and innovation.

Superseal Windows and Patio Doors

Hurricane-force winds keep builders busy trying to find a window line that can meet the stringent DP-50 rating required in coastal areas, while also satisfying all the relevant energy codes. All Superseal windows and doors meet or exceed both DP (design pressure) standards, as set by the Window and Door Manufacturers Association (WDMA), and state energy codes. Superseal has a DP-50-rated window or patio door product to fit any need

PGT Industries WinGuard®

PGT Industries started developing impact-resistant windows and doors after Hurricane Andrew in 1992 and introduced its WinGuard® Impact Resistant Windows and Doors in 1996. PGT now offers a complete line of impact-resistant products, including both aluminum- and vinyl-framed windows and doors.

With WinGuard windows and doors, builders maintain design flexibility, while avoiding the need for separate subcontractors for windows and shutters. When the windows are in, the job is done. Plus, the cost of installing

WinGuard products is competitive with that of regular windows and doors plus code-approved shutters.

Marvin StormPlus™

Don't think that these highly utilitarian, impact-resistant products have to be dull and boring. Marvin Windows and Doors recently added new swinging French doors to its high-performance StormPlus™ line of impact-resistant products. The doors will be offered in three shapes—rectangles, eyebrows and half rounds—to fit a new, standard, 10-foot rough opening height.

Noteworthy features on the new StormPlus doors include: 2-1/4-inch panels for superior structural strength and resistance to pressure; 6-inch stiles and top rails that offer a substantial, traditional wood appearance; 8-1/8-inch bottom rails that create consistent sight lines with other Marvin doors; and 4.5-inch x 4.5-inch ball bearing hinges that enable smooth operation in large, heavy doors.



Superseal



Windsor



Marvin



Andrew, Charley & Ivan, we'd like you to meet Simonton.



Simonton StormBreaker® and StormBreaker Plus™ windows and doors meet the demands of coastal applications with dependable, proven protection. Available in both aluminum and vinyl, for use with an approved shutter system or with impact-resistant glass, StormBreaker® and StormBreaker Plus™ products combine legendary Simonton quality with the ultimate in coastal protection. So, whether your project calls for aluminum or vinyl, the forecast calls for Simonton. For more information or to locate a distributor, call or click. 1-800-SIMONTON www.simonton.com

*Aluminum products available in Florida only. Vinyl products available in all states.

For FREE information circle 65



JELD-WEN



Bilco



Great Lakes



LLumar

JELD-WEN Vinyl and Aluminum Windows

JELD-WEN currently has more than 200 coastal certifications for entry doors and windows. JELD-WEN is now introducing a new series of vinyl and aluminum windows with specific benefits for coastal regions that experience extreme weather. This new series includes a vinyl window line with insulated, impact-resistant glass; and aluminum windows with impact-resistant glass.

JELD-WEN offers protective laminate glass options that are engineered and tested to stand up to strong impacts, meeting the strictest building codes in hurricane-prone areas. This glass can withstand a nine-pound piece of wood striking it at a speed of 50 feet per second, while blocking up to 95 percent of harmful UV rays. Impact-resistant glass may still break upon tremendous impact, but the glass holds together in place, which help protect the air-pressure envelope inside the home.

Great Lakes Window Safe Haven™

Great Lakes Window's Safe Haven™ impact-resistant windows adhere to the rigorous impact and pressure-cycling test requirements of most coastal-state building codes. Available in a variety of styles, including double-hung, casement, picture, awning and slider, maintenance-free Safe Haven windows are equipped with a sill dam extender that provides extra height to increase water resistance and ensure outstanding performance. Quality materials are used to reduce the chance of impact fracture and protect from severe wind loads, windborne debris, hurricane-force winds and outside hazards.

Bilco Ultra Series Basement Door

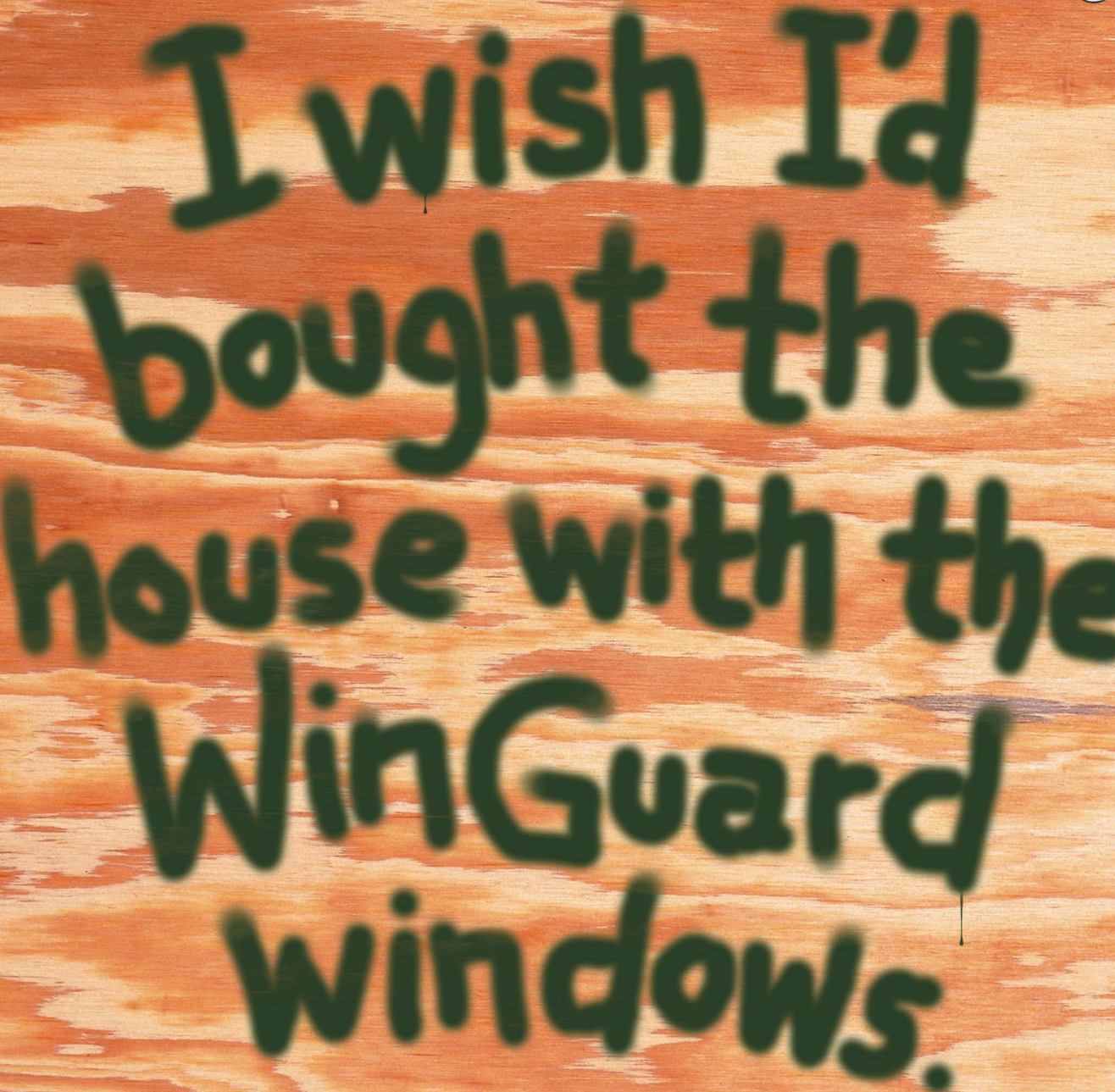
The Bilco Company, manufacturer of specialty access products for residential and architectural applications, recommends its new Ultra Series Basement Door for shoreline communities. Manufactured of advanced materials, the virtually maintenance-free door is both attractive and highly durable. According to the company, it represents the most significant innovation in basement doors since Bilco first introduced the steel basement door more than 75 years ago.

The Ultra Series Basement Door was developed using 3-D computer modeling and stress analysis to ensure product strength. The door features powder-coated steel hardware and low-maintenance, high-density polyethylene (HDPE) construction that never needs painting. Because HDPE is impervious to weather damage, rust or corrosion, the door is especially well-suited to coastal areas. For ease of installation, molded panels are designed and shaped to mate easily and accept hardware components.

CPFilms LLumar Magnum

Commercial buildings can benefit from LLumar Magnum® safety and security film from CPFilms Inc.. This heavy-duty polyester film is bonded by special adhesives. When applied to the interior of new or existing glass, it provides a virtually invisible protective force that helps to hold glass in place when it shatters. This will dramatically reduce damage or injury from flying glass, keeping people and premises safer and more secure.

LLumar Magnum also allows for excellent optical clarity – no shadowing or yellowing of the glass. LLumar Magnum is also durable, featuring a patented, scratch-resistant coating that ensures easy maintenance with conventional window-cleaning methods. ■



I wish I'd
bought the
house with the
WinGuard
windows.

In a competitive market, WinGuard® Impact-Resistant Windows and Doors give your homes an edge. Buyers like WinGuard because of its effortless protection from strong winds, flying debris, vandals, UV rays, and outside noise. And builders like WinGuard because, well, buyers like it. Also because it meets the nation's strictest hurricane codes, comes in a wide variety of custom shapes and sizes, and is delivered on time and as promised. No wonder more than 1,000,000 WinGuard units have been installed (with 0 reported impact failures, by the way).

EFFORTLESS HURRICANE PROTECTION



Call 1-877-WINGUARD or visit www.NoMorePlywood.com

For FREE information circle 66



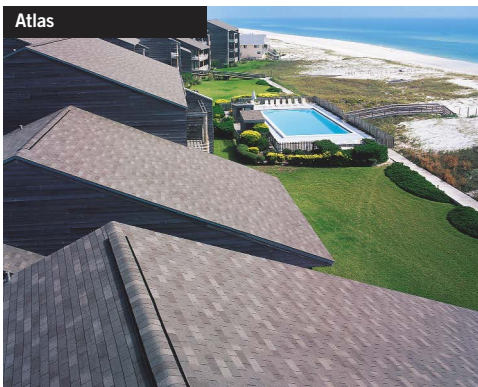
Up On the Roof: Shopping For Shingles that Stay Put

Shop around for roofing materials and you'll find the options are numerous – everything from concrete tiles, asphalt shingles, fiber cement and metal roofing materials, to name a few. With so many choices, each claiming to have its strengths, does one type really perform any better than another in coastal areas that must brace for the annual hurricane season?

The choice of roofing material may come down to individual taste and aesthetics. There are those who swear by fiber-cement roofs, while others prefer tile or insist that asphalt shingles are the only way to go. Regardless of the individual choice, proper installation is the key, it seems, to getting a roof to perform well in coastal climates.

Representatives from the Tile Roofing Institute (TRI) and the Florida Roofing, Sheet Metal and Air Conditioning Contractors Association (FRSA) recently submitted new tile roof installation guidelines to the Florida Building Commission, based on research they performed following last year's rash of hurricanes. The particular focus of this research was on tiles that line the edges of roofs: hip and ridge tiles. The committee found that in some areas, roofs remained completely intact except for these edge tiles. Poor installation was to blame. The committee has recommended installation guidelines that they hope will be adopted statewide.

With proper installation, tile-roofing systems remain one of the most durable and cost-effective options in high-wind climates around the world. After Hurricane Charley last year, TRI found that despite sustained wind speeds of 145 miles per hour and peak gusts reaching 173 miles per hour, the majority of tile-roof homes in compliance with current building codes – and using improved fastening systems – experienced relatively minor damage.



StormMaster Shingles from Atlas Roofing

Atlas Roofing Corporation's StormMaster asphalt shingles have passed independent Impact Resistance and High Wind tests. As a result, property owners stand to gain significant discounts on their insurance premiums, especially in storm-prone states. The StormMaster has earned a Class IV rating from the Underwriters Laboratory (UL) and is backed with a 50-Year 102-mph Limited Warranty. The StormMaster shingle also passed the harshest 110 mph wind test and the 120 mph wind-driven rain test. Ron Bacon, a loss mitigation administrator for State Farm Insurance, recommends Class IV rated shingles, especially in the hail-prone states "The Class IV shingles have performed extremely well," Bacon says. "We have had them go through three or four storms with baseball-sized hail and still they hold up. Atlas has a successful product, and it has performed well."



CertainTeed's New Landmark TL IR

The new Landmark TL IR, the third impact-resistant shingle CertainTeed Corporation has brought to market in one year, is a tri-laminate asphalt roofing shingle that meets the highest test rating for impact resistance: the UL 2218 Class 4 Impact Resistance of Prepared Roof Covering Materials. In addition, the Landmark TL IR

- > features 10-year coverage against winds up to 110 mph;
- > meets UL Class A fire resistance;
- > is certified by UL to meet ASTM D3462, a tough shingle-performance standard required in many of today's building codes.

Engineered with a tough fiberglass scrim on its back surface for increased durability, the Landmark TL IR is tested to withstand the impact of a two-inch steel ball dropped from a height of 20 feet, without cracking. Because of this durability, homeowners who have Landmark TL IR installed may be eligible for insurance-premium reductions.



Cyclone System

HEAT & GLO™

Fire that inspires.

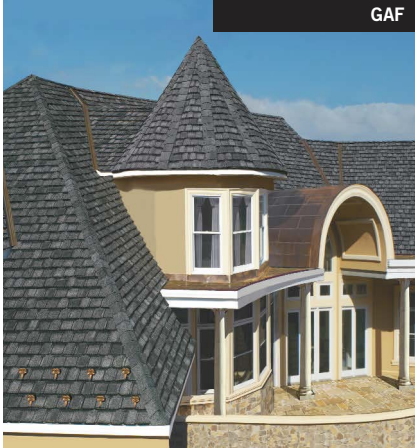
Nothing sets apart a fire like a Heat & Glo fireplace. Offering the broadest product line in the hearth industry, Heat & Glo helps you create distinct homes with fireplaces that can inspire a moment. An evening. A lifetime.

888.427.3973 • heatnglo.com

For FREE information circle 72



MonierLifetile



GAF



Protecto-Wrap



Grace

MonierLifetile Concrete Roof Tile System

A new line of concrete roof-tile system components from MonierLifetile is designed to enhance the integrity, durability and aesthetic appeal of its installations. The new line includes an elevated batten system, universal ridge vent and weather block, as well as vented eave risers. Quick installation of the elevated batten system raises the tile and batten off the deck and can prevent wind-driven rain from damming and pooling behind traditional battens. Water is free to flow off the deck, which assists in preventing damage to the underlayment. Enhanced airflow helps minimize heat transfer into the attic, thus reducing cooling costs. Requiring fewer nail penetrations, the elevated batten system can provide a watertight installation and increase the life span of the roof.

GAF Architectural Shingles

GAF Materials Corporation offers a variety of premium architectural shingles that are warranted to withstand winds of up to 110 miles per hour. These include:

- >Grand Timberline shingles, which are 33 percent thicker and up to 50 percent bigger than standard architectural shingles, replicate the natural beauty of traditional “sawn” wood shakes.
- >Slateline, a fiberglass-asphalt shingle, replicates the look of real slate at a fraction of the cost.
- >Camelot is a designer shingle with two ultra-thick layers, combined with intricately crafted color blending for dimensionality and good looks.
- >Grand Slate fiberglass asphalt shingles simulate the look of expensive slate.
- >Country Estates offers sculpted tabs that combine with the richer, refined outline for a bold design.
- >Country Mansion shingles have ultra-thick tabs that give the shingles a look of elegance and warmth.
- >Timberline Ultra shingles feature a super heavyweight design including GAF’s strongest Micro Weave Core, making it the longest lasting shingle in the Timberline Series.
- >Marquis WeatherMax is warranted to withstand winds up to 80 mph.

Protecto Wrap Company

With Protecto Wrap’s Rain-Proof 60 Plus waterproof underlayment, roofs can be professionally covered to bring damage under control and eliminate any potential threats down the road – for up to six months. Other roofing underlayments offer only 60 to 90 days of day UV exposure time before the roof must be covered. The Rain-Proof 60 Plus — a lightweight, rubberized asphalt sheet — affords roofers and building professionals up to 180 days exposure before a roof must be put down.

Grace Construction Products’ Underlayments

Grace Ice & Water Shield is a hurricane-proven, self-adhered roofing underlayment membrane, designed to prevent roof leaks caused by ice dams in winter and hail and wind-driven rain year-round. Grace Ice & Water Shield is the premium roof underlayment on the market because of its strong bond to the roof deck, its watertight overlaps and its ability to seal around roofing fasteners and nails. It is enhanced with a unique RIPCORDER feature that enables the installer to split the release paper when needed, making the product dramatically easier to apply. Grace Ice & Water Shield utilizes foldless paper that makes the product roll out straighter and apply faster.

Grace Tri-Flex 30 is an innovative, spun-bonded polypropylene roofing underlayment, coated on both sides with a layer of UV-stabilized polypropylene. This technology, available only from Grace, creates an extremely durable and weather-resistant fabric. It has excellent tear resistance and is designed to withstand even the strongest wind conditions. Additionally, Grace TRI-FLEX 30 can be used as a temporary roof covering for up to six months.

To ensure maximum waterproofing protection, Grace Tri-Flex 30 can be combined with Grace Ice & Water Shield self-adhered roofing underlayment. In most geographic regions, the Grace Ice & Water Shield is applied directly to the roof deck in critical flashing areas. Grace Tri-Flex 30 is then applied over the entire deck, including the areas protected by Grace Ice & Water Shield, to create a barrier offering premium leak protection. ■

Siding Products

High-Performance Siding Products That Really Stand Up When Rain Comes Down

Which is more important in weatherproofing a home: the siding or what goes under it? The truthful answer to this industry debate might be – both. Some builders wisely caution their customers that siding isn't a weatherproofing product, but only a cosmetic one. Siding that is blown off is relatively inexpensive to replace; what's more expensive to repair is the damage done behind the siding by water intrusion.

Today, manufacturers are making stronger siding that doesn't blow off. And if water does manage to get in, a wealth of materials now on the market are designed to protect the house itself.



U.S. Gypsum Company's Fiberock Brand Sheathing

Fiberock Brand Aqua-Tough Sheathing, a core-reinforced gypsum/celulose sheathing from United States Gypsum Company, delivers increased strength, superior moisture resistance and a flatter, smoother surface than conventional paper-faced and glass-mat-faced gypsum sheathings. The panel's patented Aqua-Tough formulation, made from cellulose (wood) fibers, gypsum and water-resistant additives, eliminates the need for surface-reinforcement. Because no face layer is required, the panels will not lose strength or moisture resistance when cut or when fasteners are overdriven. Fiberock Brand Sheathing is also stiffer than other gypsum-based sheathings, providing a flatter, smoother surface, even under high wind-load conditions.



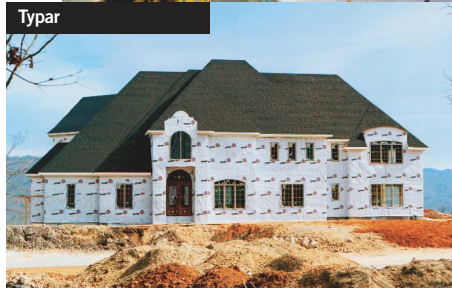
Valéron Strength Films

Valéron Strength Films offers WeatherTrek housewrap, whose unique three-dimensional engineered surface allows for non-directional installation and drainage of water and moisture. "The active hurricane season in 2004 could explain new homeowners' increased awareness of protecting their homes against water and moisture, helping to increase demand for a high-quality housewrap that promotes drainage," says Valéron marketing communications manager Rich Witmer.

Typar HouseWrap

Typar HouseWrap offers excellent air and water holdout, tear strength, moisture-vapor transmission, ultraviolet performance and surfactant resistance. Used as a sheathing membrane to cover the cracks and gaps that are a normal part of any building, Typar is equivalent to 5/8-inch particleboard in stopping air leakage into the wall cavity that would undermine the comfort and energy efficiency of the building.

A microporous membrane, Typar HouseWrap is also designed to serve as a weather barrier to prevent water intrusion. As a result, Typar may also help protect wall cavities from water damage.



Heartland CedarMAX Thermal Siding

Heartland Building Products has announced the availability of a new-home exterior system that stands up to high windloads. Windload tested to ASTM 5206, CedarMAX Thermal Siding provides increased energy efficiency, impact resistance and strength, with the appearance, performance and value of premium siding.

A special Thermal Siding Energy-Savings Warranty guarantees the homeowner a 20 percent savings (up to \$500) in energy-related costs during the first year CedarMAX Thermal Siding is installed. The product is intended for both new construction and replacement projects.



**Why do Drywood Termites
live in coastal regions?
They like the food.**

Bora-Care, BoraShield and Nisus are trademarks or registered trademarks of the
Nisus Corporation. ©2005 Nisus Corp.

For FREE information circle 67



They're called drywood termites, and you only find them in the coastal areas of places like the Carolinas, Florida, Texas and Southern California. They don't invade through ground contact. Instead, they fly into your attic or through a window to set up house. Then they eat the house. There has been no way to prevent them. Until now. Bora-Care allows you to protect all structural wood in the homes you build. Not only does Bora-Care replace soil treatments, Nisus even provides your pest company with the 12-year BoraShield™ Warranty that covers subterranean termites, drywood termites, wood boring beetles, carpenter ants and decay fungi for 12 years on all treated wood. To find out more call 800-264-0870 or visit www.nisuscorp.com.



The World's Leader in Borate Technology

Heartland Cedar Peaks Siding

Heartland Building Products also offers a super polymer siding system, called Cedar Peaks, that has been wind-load tested to 187 mph. The wind-defying secret to Cedar Peaks is in the sturdy panel-locking mechanism and the unique attachment design, which features a double-ply, fold-over, "windload" nailing hem. As a result, Cedar Peaks delivers double the material thickness at the point of attachment to the wall where siding is most vulnerable to high winds.

The Cedar Peaks system also features a "Hook and Hold" dead-bolt panel locking design that helps keep siding panels firmly interlocked on the wall.

Pactiv GreenGuard RainDrop Housewrap

Pactiv Corporation's GreenGuard RainDrop housewrap uses woven, vertical cords every few centimeters along its face to create drainage channels that divert the water straight down to the base of the exterior wall. Even a hard-backed siding fastened over the wall of the housewrap will not crush these channels.

Alside Siding

Alside's durable, weather-resistant vinyl siding won't warp, split, rot or dent, so there are no costly repairs. Color goes clear through the panel, so it never needs to be scraped, sanded or painted. To maintain its like-new appearance, just rinse the siding with a garden hose. Alside offers a broad choice of siding styles, each in a variety of colors and textures to complement any home.

LP SmartSide Siding

LP SmartSide lap-and-panel products have been wind-tested up to 130 mph. For use in all wind zones, including U.S. coastal areas, LP SmartSide products exceed the American Plywood Association standard for exterior siding. Approved by Florida's building code, LP SmartSide also meets the standards set forth in National Evaluation Report 124 (NER-124), issued by ICC-ES, a nonprofit, public-benefit corporation that does technical evaluations of building products, components, methods and materials. NER-124 provides test results for wind-load, span and other specific applications.

Sto Powerwall Stucco System

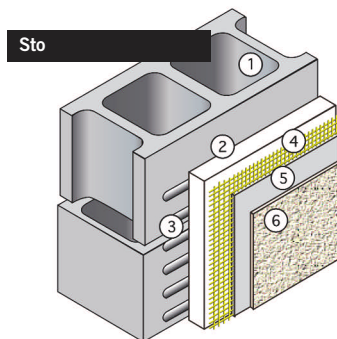
Sto has developed a full range of exterior or wall cladding systems designed to meet stringent Dade County criteria for impact resistance, air and water infiltration resistance, and wind load resistance. One of these systems, the Powerwall Stucco System, combines the best of engineered fiber-reinforced cement stucco with technologically advanced elastomeric finishes to create a stucco-type system that provides a superior cladding over traditional, field-mixed sand, lime and cement. The Sto Powerwall Stucco Systems create a more durable, impact-resistant, colorfast exterior wall cladding.

DuPont Tyvek Weatherization System

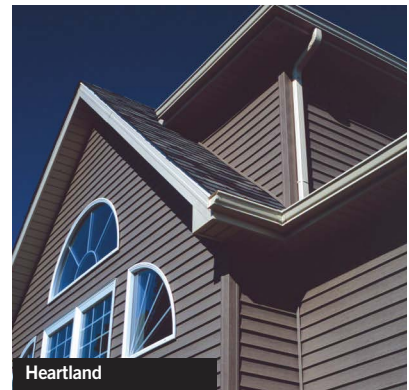
DuPont has made a weatherization system that creates a comfortable, energy-efficient environment, using four key elements:

- > DuPont Tyvek HomeWrap, a breathable weather-resistant barrier;
- > DuPont Flashing Systems, a sealant for windows and door operations;
- > DuPont Tyvek Wrap Cap Fasteners, to secure the wrap to vertical surfaces; and
- > DuPont Tyvek Tape, the final step in creating a protective weather envelope.

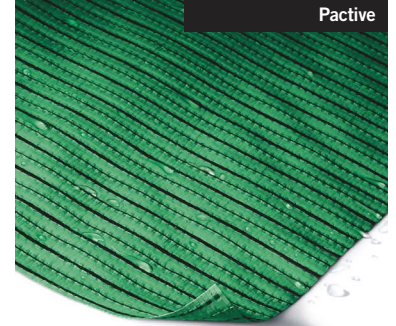
DuPont also offers its Tyvek Stucco Wrap that helps reduce susceptibility to cracking, improves curing of stucco and better manages water and moisture that gets behind stucco facades.



1. Nominal 8" hollow core concrete blocks
2. Minimum 1" thick EPS insulation
3. Sto Primer/Adhesive-B adhesive
4. Sto mesh
5. Sto Primer/Adhesive-B adhesive
6. Sto Textured Finish



Heartland



Pactiv



LP SmartSide



Alside

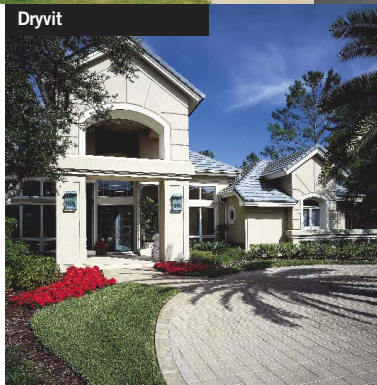


DuPont

James Hardie



Dryvit



DuPont



DuPont

DuPont Tyvek DrainWrap

The makers of Tyvek construction products have added DuPont Tyvek DrainWrap to the company's barrier-wrap product family. Offering the unique combination of a water-drainage system and a weather barrier, Tyvek DrainWrap is specifically designed to combat moisture and prevent air infiltration, creating a more comfortable and energy-efficient home.

"Tyvek DrainWrap provides builders with a weather barrier best suited for areas that require maximum water drainage," says Scott Gettelfinger, business manager for DuPont Building Innovations in North America. "The wrap does not support the growth of mold or mildew and helps keep heating and cooling costs down by stopping the infiltration of outside air."

DuPont StormRoom with Kevlar

Available in a number of pre-built configurations, the DuPont StormRoom with Kevlar can be easily added to an existing home or incorporated into any building plan. Engineered with the same materials used in bullet-resistant vests, it can withstand wind speeds of up to 250 miles per hour, helping to safeguard families from the destructive impact of hurricanes and tornados.

Looking like a small room inside a home or garage, the StormRoom can be furnished to match the rest

of the house. It allows for electricity and plumbing, as well as cell phone and radio reception, so that occupants can stay on top of the latest news and weather information. When not in use, StormRoom doubles as an extra closet or powder room, providing home owners with year-round utility.

James Hardie Fiber-Cement Siding

James Hardie is a low maintenance product that, unlike vinyl, doesn't sacrifice the beauty and character of wood. James Hardie fiber-cement siding resists rotting or cracking as well as damage from rain, hail and flying debris. Available pre-finished with a 15-year paint warranty, James Hardie siding is noncombustible, with a limited, transferable warranty for up to 50 years.

Dryvit Systems, Inc.

Dryvit Systems now offers two exterior insulation and finish systems with the latest in moisture-drainage technology: Residential MD System and Sprint MD System. Designed specifically for the residential construction market, both systems incorporate a built-in moisture-drainage plane, which is installed between the secondary weather-resistant barrier and the insulation board to direct incidental moisture away from the wall. ■

Smart Vent. The Force Against Nature

Certified Automatic Foundation Flood Vents

- Save up to 400% on annual flood insurance premiums
- Preserves aesthetic beauty of your home by requiring 2/3 less vents
- Each SMART VENT protects 200 sq.ft. of a home vs. 60 sq. ft per each non-compliant vent used
- Code Compliant, FEMA accepted, ICC Certified
- All Stainless Steel construction meets or exceeds flood and corrosion resistance code requirements
- Patented automatic float release vent and bi-directional flood door
- Temperature controlled louvers automatically open in warm weather and close in cold weather



Homes can be devastated due to non-compliant flood vents



MADE IN THE U.S.A.

SMART VENT
www.smartvent.com • 877-441-8368



Continuous hot water from Rheem

TANKLESS *Pronto!*[™]

*A tankless water heater
from a company you trust*

The number one name in water heaters is proud to introduce *Pronto!*

- Continuous hot water
- Energy efficient
- Space saving

...and it's about the size of a medicine cabinet.

For product and installation information, please call 800-432-8373.
To locate a local Rheem distributor, call 800-621-5622.

Rheem Water Heating

101 Bell Road, Montgomery, AL 36117-4305
sales@rheem.com • www.rheem.com



NEW!
Rheem-Ruud Commercial Tankless
manifolds up to 20 units
for easy installation

RELAX. IT'S RHEEM.[®]



CONTINUOUS HOT WATER | ENERGY EFFICIENT | SPACE SAVING

Don't Get Wet: Products That Keep the Moisture Out

Water and moisture: Both can trigger a moldy or musty event that needs to be corrected. Fortunately, certain products can be built into the home from the outset to help combat mold and mildew problems before they start. The key, say experts, is to keep water out of walls and from wicking upwards, so that it causes problems with cabinetry and everything else in the home.

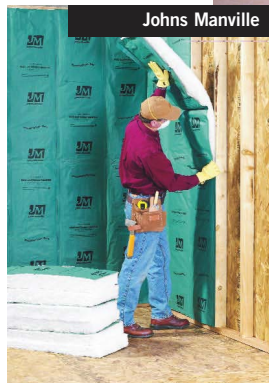


Georgia-Pacific

Georgia-Pacific DensShield Tile Backer

Georgia-Pacific's DensGuard products are ideal anywhere resistance to moisture damage and mold growth is important, or where fire safety and strength matter. There are DensGuard products for use underneath tile installations, as well as for protecting interior walls and ceilings, exterior walls and roofs, and shafts and area divider walls.

One such example is Georgia-Pacific's DensShield Tile Backer, a tile-backer board with glass-mat facings and a unique acrylic coating that blocks moisture from entering the wall cavity. DensShield Tile Backer dramatically outperforms heavy, hard-to-install cement board and fiber cement board products in moisture protection, strength, and ease of installation.



Johns Manville

Johns Manville MR Faced Fiberglass Insulation

Johns Manville is now offering formaldehyde-free, MR Faced Batts of fiberglass insulation to meet builder concerns over the reduction in long-term durability and odor that can result from mold and mildew growth on insulation. Fiberglass insulation is naturally mold-resistant. Treating it with an EPA-registered preservative — the same product used in food — provides the added assurance of mold and mildew protection.



DPI

DPI's AquaTile

AquaTile from DPI, Inc. is the answer to bathroom budget woes, delivering the authentic look and feel of tile or stone for hundreds of dollars less in material and installation costs. AquaTile tileboard keeps

its upscale appearance over time because it is specially coated and sealed to resist mold, mildew, buckling, and warping. Grout lines on conventional stone- or tile-style wallcoverings are cut into the panel, allowing moisture to creep in over time. AquaTile grout lines are embossed, thus preventing moisture buildup.

Unlike tile or stone, AquaTile is much easier to install and maintain. All that is required are basic do-it-yourself skills and a few ordinary tools. "By using DPI AquaTile tileboard panels, you can give your walls a fresh new look and have money left over to splurge on a bigger shower or whirlpool tub," says Angela Preston, director of marketing for DPI, Inc.

Zinsser Perma-White Mold & Mildew-Proof Paint

For more than a decade, Perma-White Mold & Mildew-Proof Interior Paint has proven effective in preventing mold and mildew in a variety of residential and commercial structures. Traditionally, the satin and semi-gloss sheens have been used in bathrooms, pool areas and basements. Now, Perma-White is available in a new eggshell sheen.

Developed specifically for high-humidity areas requiring a lower-sheen paint that offers protection against mold and mildew growth, the antimicrobial Perma-White outperformed other paints in an independent lab test when subjected to a combined inoculum of three of the most common mold spores found in today's environment. Perma-White is also ideal for remediation projects, and it contains a mildewcide to prevent the growth of mold and mildew on the paint film only. ■



Zinsser

weather the storm



For structural strength and durability in stormy weather, use closed-cell spray foam insulation. When strong storms hit, be confident that closed-cell spray foam insulation with Honeywell Enovate® is on your side.

Products such as InsulStar® insulation by NCFI Polyurethanes are designed to provide peace of mind in all types of weather. Studies show that using closed-cell spray foam to insulate your home creates a structure 2 to 3 times stronger than those that use traditional insulation methods. InsulStar® creates a tight seal - blocking the penetration of air and water brought on by hurricanes and other strong storms. FEMA reports that closed-cell spray foam is resistant to floodwater damage and is the only insulation product approved for use below the base flood elevation plane in special flood hazard areas. Choose the best to weather the storm.

Honeywell

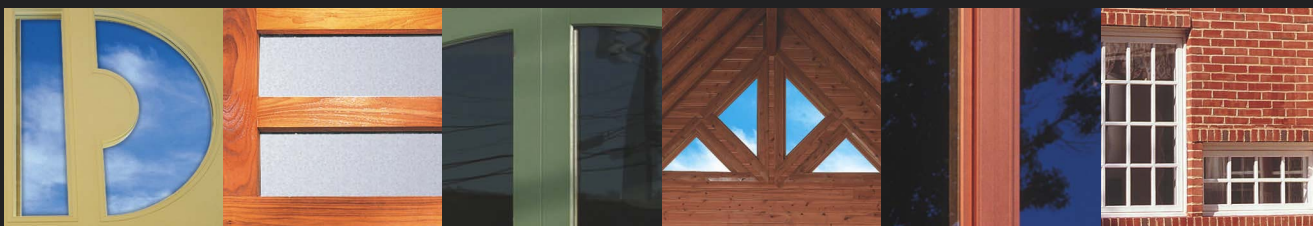


A product of NCFI Polyurethanes

For FREE information circle 70

For more information visit www.honeywell.com/coastal.

©2005, Honeywell International Inc. All Rights Reserved.



Kolbe Windows & Doors in one word – **DETAIL**. Detail makes the difference.

For more information visit www.kolbe-kolbe.com or call 715.842.5666.

KOLBE
■ WINDOWS & DOORS ■

See the Difference Quality Makes

For **FREE** information circle **71**



AS WE *grow*, WE NEED A *partner* WHO CAN CHANGE WITH
OUR *demanding needs*. THAT'S WHY WE *partner* WITH REICO.

As purchaser of labor and materials, Paul Heverly has helped TH Properties become one of the largest privately owned home builders throughout South Jersey and Central Pennsylvania. A few years ago, Paul needed a supplier that could handle their increased demand and tight delivery schedules. After extensive research and recommendations from other builders, one name stood out as the most respected supplier in the industry. Reico. Maybe that's why more professional contractors and builders choose to partner with Reico than anyone else.

Reico
KITCHEN & BATH

20 Locations serving DE, MD, VA and PA
1-800-REICO-11 (1-800-734-2611) ~ www.reico.com

For FREE information circle 24

The chill stops at the door.

That's the comfort of choosing DuPont™ Tyvek® HomeWrap when you remodel or re-side.



Nothing helps stop drafts like DuPont™ Tyvek® HomeWrap®. A home wrapped in Tyvek® maintains the R-Value of a wall system four times better than foam sheathing alone. Wherever you remodel, whatever the season, Tyvek® HomeWrap® can help make your homeowners more comfortable and your finished projects more energy efficient.

Build in greater comfort and satisfaction when you re-side. Choose Tyvek®. Find out more at **1-800-44-TYVEK** or **www.TYVEK.com**.

For FREE information circle 26

DuPont™
Tyvek®

The forecast calls for Tyvek®.



The miracles of science™

Copyright© 1995-2004 DuPont or its affiliates. All rights reserved. The DuPont Oval logo, DuPont™ The miracles of science™ and all products denoted with ™ and ® are trademarks or registered trademarks of DuPont or its affiliates.

Low-Maintenance Materials

With more double-income families and increased drive times, consumers have less time than ever to spend on maintaining their residences. Older homeowners hoping to age in place may be less able to do work around the house. Whatever the individual situation, remodeling clients are leaning toward products that are not only functional and beautiful but also easy to clean and in need of little upkeep.

Consequently, many building product manufacturers are introducing both interior and exterior products that require little or no maintenance. These products range from vinyl siding with the look of real wood to decking material created from pressure-treated wood to flooring with the appearance of natural wood and the durability of laminate.

Offering these choices to your clients shows them you've got their best interests in mind, builds value into your

projects and differentiates you from the competition. It also shows prospects that you've done your homework and are up on the latest and greatest materials in the marketplace. Considering the fact that homeowners are more savvy than ever about what's out there, it makes good business sense to stay up on what's new for the offering.

Whatever the project, low-maintenance materials offer clients something everyone can use more of. Time. **PR**



Congoleum

Xclusive resilient sheet flooring features a Scotchgard Protector that is built into the wear surface. The flooring is constructed to withstand day-to-day traffic, and the easy-to-clean surface repels tough spills and stains. Xclusive comes in 12' widths and includes a patented nylon and aluminum oxide reinforced surface and extra thick construction that is wear and scratch resistant. It comes with a limited Five-Star Lifelong Warranty.

Available in: 10 new patterns (solitaire shown above) and 46 colors

800/274-3266
www.congoleum.com
Circle 125



CorrectDeck

CorrectDeck CX with SafeGuard is a composite decking with an antimicrobial coating that resists mold, mildew, staining and color fading, and enhances traction. The CX (co-extrusion) process applies the SafeGuard coating to each plank. The company says the coating resists mold and mildew by preventing colonization of bacteria that causes black spots. SafeGuard also coats wood fibers with plastic, reducing their exposure to stains. The addition of concentrated UV inhibitors enables the decking to resist color fading.

Available colors: Coastal grey, mahogany, cottage green, merlot, cedar

877/DECK-877
www.correctdeck.com
Circle 126



BlueLinX

Reinforced with aluminum for strength, Savannah vinyl railing for decks and porches is designed to outlast traditional wood products and other vinyl railing products. It cuts, drills and fastens without special tools. Application kits come with all components for successful installation – brackets, trim, hardware, balusters and rails. Top rail choices include standard and T-rail, baluster choices include picket and spindle. Available in white.

Rail height: 42" commercial, 36" standard

Rail length: 6', 8' or 10'

888/502-BLUE
www.bluelinxco.com
Circle 127



Crane

Portsmouth Shake low-maintenance vinyl siding features the deep-grain appearance of cedar shakes in traditional and half-round shake options. The newest offerings are the hand-split style shake and corner posts in both the traditional and hand-split shake look. The new shake offers a double 9-inch profile with a rustic split cedar look. The authentic cedar wood-grain pattern covers not only the face of the panel but also the area under the profile edge. Made of durable injection-molded polypropylene, the Portsmouth Shake line can be used alone or as a complementary accent with other sidings and exterior surfaces.

Available in: Nine colors

800/366-8472
www.cranesiding.com
Circle 128

Exactly what
our doors expect
and deserve.



Marvin introduces
Marvin Architectural Hardware:
An exclusive selection
of designer handle sets
to complement our
factory-prepped French Doors
with no need for additional
custom modifications.
Please call 1-800-321-0039
or go to www.marvin.com
for a brochure or
to find the dealer nearest you.



©2005 Marvin Windows and Doors. All rights reserved.
®Registered trademark of Marvin Windows and Doors.

For FREE information circle 27

Professional Remodeler PRODUCTS



LP

LP Moulding offers a complete line of wood-grain moldings in a variety of styles, colors and grain patterns. All styles come prefinished and ready to install – no sanding, prepping or staining needed. Made of strong, lightweight polystyrene with the look of hand-finished wood, they resist splitting and warping. The Affinity collection (shown) is available in 11 profiles and three colors.

Available styles: Ultra, Affinity, PinePlus, Cameo and OakTrim

888/820-0325
www.lpcorp.com
Circle 129



FrameSaver

FrameSaver has added to its line of door systems by introducing rot-resistant frames for garage doors. The patented FrameSaver technology protects the base of the frame with a wood composite material that resists rot and insect damage and is guaranteed for life. The frames machine, sand and finish like wood and have a factory-applied primer.

Lengths: 8' and 10'

Dimensions of: 2"x 6", 2"x 8", 2"x 10"

Primer: White, gray, tan

800/599-9349
www.framesaver.com
Circle 130



Dixie-Pacific

The QuickRail synthetic railing system uses multi-layered composite technology that provides greater strength and a lighter weight than standard PVC systems, the company says. The thicker walls' greater rigidity increases impact resistance and helps the product stand up to harsh weather. QuickRail does not need painting and won't decay, warp, fade, chip, splinter or rust. Rail kits include the top rail, bottom rail, spindles, crush block, brackets and coated screws.

Colors: White, desert tan

800/468-5993
www.dixie-pacific.com
Circle 131



Wilsonart Flooring

The Red Label Hand Scraped collection of high-pressure laminate flooring has the appearance of handcrafted, hand-scraped hardwood flooring. The only required maintenance is damp mopping. The collection has a lifetime wear, fade, stain and topical moisture residential warranty and uses Wilsonart's Tap-N-Lock technology. Eight options of matching laminate trim are available.

Available designs: Spanish maple, Olde oak, hickory plank, burnished maple and aged timberwood (shown)

800/710-8846
www.wilsonartflooring.com
Circle 132

IT'S NOT A SCRATCH; IT'S A SCAR.



MEN LOVE SCARS. Why? [LONG LIVE THE TRUCK]

Because scars are part of you.

Simply put, scars are stories. No, more than stories. Legends. The same goes for your

truck. After all, do you want to see your face in the finish or a lifetime of adventure?

MEN LOVE OFF-ROADING. The 2006 Chevy™ Silverado® with available Z71® Off-Road Package is legendary. It's designed to take you through the kind of terrain that would swallow other trucks whole. Unlike Ford or Dodge, Z71 has an automatic locking rear differential. So when only one of your rear wheels has traction, the rear axle locks automatically,



sending power to the wheel with grip to keep you moving. And,

for good measure, Z71 gives you 46mm high-pressure gas-charged shocks, heavy-duty skid

plates, off-road jounce bumpers and stabilizer bars — in case things get a little dicey out there.

LET THERE BE IMITATORS. Let there be pretenders. There's only one Silverado with the legendary Z71 Off-Road Package. From Chevy. The most dependable, longest-lasting trucks on the road.*

CHEVY  **SILVERADO**

AN AMERICAN R=EVOLUTION™

*Dependability based on longevity: 1981–July 2004 full-line light-duty truck company registrations. Excludes other GM divisions. ©2005 GM Corp. Buckle up, America!

Travel Effortlessly from Floor to Floor



A residential elevator adds convenience and easy access to all levels of your client's home.

Our professionally installed and serviced hydraulic or winding drum elevators are available in a wide variety of car styles, or we can customize it to enhance your client's home.

1-800-238-8739

www.waupacaelevator.com



WAUPACA ELEVATOR COMPANY, INC.
Specify the Specialists®

RESIDENTIAL ELEVATORS & DUMBWAITERS

For FREE information circle 28

Professional Remodeler PRODUCTS



Royal Building Products

DuraPlank insulated vinyl siding has an extra thick .054" gauge that increases strength. Additional rigidity comes from its ribbed extruded foam backing. The Energy Star rated free-floating backing locks into the panel and has a drainage system that protects against moisture damage. The panels have a low-gloss cedar wood-grain surface that never needs painting.

Profile: Single 7"

Length: 12'3"

Accessories: 5" outside corner post, aluminum starter strip, 3 1/2" window casing, 3 1/2" designer window casing starter strip

800/387-2789

www.royalbuildingproducts.com

Circle 133



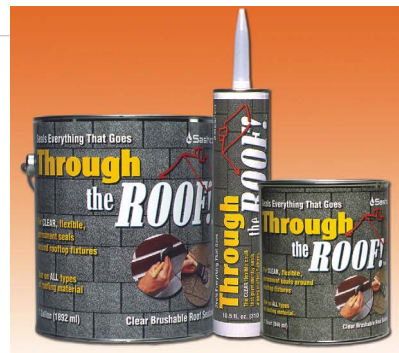
Arch Wood Protection

Wolmanized Outdoor wood – formerly known as Wolmanized Natural Select wood – is pressure-treated with a copper azole preservative composed of recycled copper (primary protection against termites and decay) and an organic fungicide (for resistance to copper-tolerant fungi). The clean, odorless wood can be painted or stained like ordinary wood and is available with built-in water repellent to minimize moisture damage. Ideal for decks, fences, outdoor furniture, walkways and landscape projects.

866/789-4567

www.wolmanizedwood.com

Circle 135



Sashco

Through the Roof is a clear, flexible caulk roof sealant that permanently seals around all rooftop fixtures. This sealant stays clear, repels water immediately after application and can be applied directly to wet or dry surfaces. It maintains its elasticity, which allows it to absorb significant degrees of movement. Can be applied to custom tile, brick, wood, shingles, metal downspouts and vents, PVC and ABS vent pipes, and a host of other roofing materials.

800/289-7290

www.sashco.com

Circle 134



Wayne-Dalton

The 9800 Series fiberglass-clad steel garage doors by Wayne-Dalton combine the maintenance and insulation benefits of steel with the look of wood. The fiberglass provides increased energy efficiency and a resistance to warping, splintering or denting. The doors are easy to paint or stain and maintain a natural-looking grain finish. Doors can be enhanced with 3M Accentrim products. All doors feature the iDrive wall-mounted opener that requires less space and is quieter than traditional openers.

888/827-DOOR

www.wayne-dalton.com

Circle 136



Fiber-Classic® Patio Door System

Picture sliding patio doors made truly better.



Get the same superior design plus the smooth look of painted wood with our new Smooth-Star® Sliding Patio Door System.

Introducing our all-fiberglass Fiber-Classic® Sliding Patio Door System.

Now, the legendary quality and reliability of Therma-Tru entry doors comes to patio door systems. Our new Fiber-Classic® Sliding Patio Door System has all-fiberglass construction. It also features our new multi-point lock for truly better security, stylish handlesets, and Low-E insulated glass for increased energy efficiency.



Fiber-Classic® offers a rich, real wood look, but won't split, crack or rot like wood. Its system components are trouble-free and backed by a lifetime limited warranty. Design one of our truly better sliding patio door systems yourself, visit: www.thermatru.com/patioconfig

THERMA-TRU®
PATIO DOOR SYSTEMS

©2005 Therma-Tru Corp. is a Fortune Brands Company.

For FREE information circle 29

SafeGuard™

Your Home Against the Elements...



...and Remain Calm BEFORE and AFTER the Storm



Impact Resistant Windows



When everything is chaotic outside, you can stay calm knowing the homes you've built are protected with **SafeGuard™** windows from Silver Line®. Our line of Impact Resistant windows meet both the ASTM and Miami-Dade test standards for impact resistance. Our extensive manufacturing, distribution and transportation network ensures you'll get your windows on-time, keeping you calm before the storm, while proven, dependable protection for your coastal homes will help keep you calm after the storm. For more information call 800.234.4228 or visit www.silverlinewindows.com.

SafeGuard™ - Protecting Homes From Nature's Fury.

For FREE information circle 30

**Come See Us at the Remodeling Show
Baltimore Convention Center
Booth #713 October 13-15, 2005**

Silver Line Windows
AT WORK IN MILLIONS OF HOMES
800-234-4228 | www.silverlinewindows.com



Professional Remodeler

PRODUCT & LITERATURE DIGEST


Soap Dishes
Shampoo Shelves
Toiletry Shelves
Shaving Steps

DÜK LINER™
The Custom Niche In 20 Minutes

888.821.2545
Dukliner.com

Effortless Installation ■ Increased Profitability ■ No Leak Callbacks
For FREE information circle **200**

COLUMNS BY OUTWATER



Wood • Fiberglass • Aluminum • Polyurethane

FREE MASTER CATALOG!

LOWEST PRICES...WIDEST SELECTION... ALL FROM STOCK!

ARCHITECTURAL PRODUCTS BY OUTWATER
Call 1-888-772-1400 (Catalog Requests)
1-800-835-4400 (Sales) • Fax 1-800-835-4403
www.outwater.com
New Jersey • Arizona • Canada

For FREE information circle **203**

UDA ConstructionOffice™
Construction Productivity Software

Remodeler starting at **\$299**
Professional starting at **\$499**

Designed For Remodelers.

- Estimating
- Mobile Integration
- Contracts & Specs
- Scheduling
- QuickBooks Integration
- Document Management

UDA ConstructionOffice™
Download a **FREE TRIAL** at www.udatechnologies.com or call 1.800.700.8321

For FREE information circle **201**

Quickly build a freestanding OSHA compliant guardrail that provides fall protection throughout construction, including drywall.

Safety Boots anchor effectively into most surfaces including concrete and use construction grade 2x4's for toeboards, rails and posts. Tested and certified to exceed OSHA fall protection requirements.

Safety Boot
SAFETY MAKER

The Low Cost FREESTANDING FALL PROTECTION

www.safetyboot.com

For FREE information circle **204**

Weather Shield Legacy Series Windows & Doors



Engineered with unique features and built for unparalleled performance, the Weather Shield Legacy Series is simply one of the best window and door lines available for custom and luxury homes. Available in tilt double-hung, casement, awning, and direct-set windows and French doors. The premium windows feature elegant wood interiors in a variety of wood species from Weather Shield's Custom Wood Interiors Collection™. The exterior is made using extruded aluminum frame and sash members that are available in a variety of colors and are nearly maintenance free.

Weather Shield Windows & Doors

For FREE information circle **202**www.HousingZone.com

ZIPWALL™

Save cleanup time and money. ZIPWALL™ is a unique system for constructing a temporary wall for superior job site dust and dirt control.

Protective Products International Inc.
Surface Protection Solutions
www.protectiveproducts.com

Call 24 hours
1-800-789-6633
for a FREE Surface Protection Guide

For FREE information circle **205**

Professional Remodeler

PRODUCT & LITERATURE DIGEST

NEW from the manufacturers of BETTER-BENCH™

RECESS-IT™



Products shown are produced of a corrosion resistant alloyed aluminum with an elastomeric-water-proofing and anti-fracture coating combined with an aggregate bonding base. Finished materials, ceramic tile, marble, granite, etc. can be applied immediately after product installation utilizing **standard** mastics or thin-set. No additional additives are required. Listed products are supplied with multi-purpose wall fasteners which may be used with/without pre-installed wood blocking. **Floating Shelf™**, a tile ready shelf support, for use with any Recess-It™ units.



The Shower Bench Solution

An easy to install bench-forming system that replaces the complex methods currently in use. Patented

BETTER-BENCH™



For more information or a distributor near you, call

1-800-382-9653

INNOVIS CORPORATION
www.innoviscorp.com



For FREE information circle **206**



SEAGULL® IV
Drinking Water Purifiers

PURE WATER

Right at Your Kitchen Sink

- No more bottled water
- Great-tasting purified water for drinking, cooking & ice-cubes
- Unique "Structured Matrix™" purification technology
- Removes odor, foul taste, pesticides such as chlorine, bacteria, cysts and viruses*
- No chemicals, hold-time or electricity needed
- Compact, easy installation in choice of 3 convenient sizes

*Independently certified to meet
USEPA Purification Standards

800-441-8166
www.generalecology.com

All health claims not in accordance with local or state laws are hereby withdrawn.



© 2005 SE,™ are registered trademarks of General Ecology, Inc.

For FREE information circle **207**

COMMERCIAL CASEWORK

CabParts produces easily assembled, frameless, modular cabinet boxes, custom-sized casework, drawer boxes, adjustable shelves, slab-type doors and drawer fronts plus a modular, wall-hung closet/storage/organizer system. Service nationwide has been provided since 1987.

The CabParts product line is specifically suited for use by Cabinet and Millwork Shops, General and Remodeling Contractors, Building Maintenance Departments, Design/Build Firms, Architects and Project Managers.

Outsourcing your casework requirements from CabParts means:

- **increased profitability**
- **higher productivity**
- **better cost control**
- **consistent quality**

www.cabparts.com

Confirmat Joinery



Dowel Joinery



When properly assembled & installed
CabParts meets or exceeds AWI custom grade

RESIDENTIAL CASEWORK

CabParts®

Your Case Work Made Easy



For the full story on CabParts
or to download a **FREE** digital catalog
please visit our website
www.cabparts.com
or give us a call at 970.241.7682



For FREE information circle **208**

Weyerhaeuser ChoiceDek®



A low maintenance decking and railing product that combines the classic appearance of wood with the durability of modern engineering. ChoiceDek® requires no additional sealing, staining or painting. Its resistance to moisture, insects and splinters makes it ideal for decks, docks, walkways, ramps and other outdoor applications. ChoiceDek® comes with a fully transferable, limited lifetime manufacturer's warranty and is available through Lowes Home Improvement stores nationwide. 877-235-6873 or **www.choicedek.com**. **Weyerhaeuser Company**

For FREE information circle **209**

YOUR TICKET TO MUST-HAVE, HARD TO FIND INFORMATION



Visit the **Research Store**
on **HousingZone.com**
to purchase
proprietary data
you need to run
your business:

Professional Builders' Annual Giants Reports (99-03)
Professional Builders' Customer Satisfaction Survey
Professional Remodelers' Home Remodeling Study
Professional Builders' Internet Usage Study

**Housing
Zone**

www.housingzone.com/research

Consumers **RECOGNIZE** NARI members as
THE BEST

BE
RECOGNIZED.

Join NARI Today.

www.nari.org

800-611-NARI

For FREE information circle 31



National Association of the Remodeling Industry
The Voice of the Remodeling Industry™

Join the ONLY national trade association that is exclusively dedicated to the remodeling industry. To learn more about NARI, fax or mail the following info:

YOUR NAME

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

Fax to: (847)298-9225 **Mail to:** NARI National, 780 Lee Street, Ste. 200
Des Plaines, IL 60016 **For more information, call:** 800-611-NARI (6274), or
E-Mail: info@nari.org



www.RemodelToday.com

PR05-1

2005 MASTER CATALOG BY OUTWATER

40,000+ DECORATIVE BUILDING PRODUCTS



Architectural Mouldings & Millwork • Columns
& Capitals • Balustrading • Wrought Iron
Components • Lighting • Stamped Steel & Polymer
Ceiling Tiles • Brass Tubing & Fittings • Period
& Contemporary Hardware • Kitchen & Bathroom
Accessories • Cabinetry • Cabinet & Furniture
Components • Knobs & Pulls • Surfacing Materials
Wainscoting • Wall Coverings • Plaster Architectural
Elements • Fireplace Surrounds • Plenty of Other
Stocked Items

FREE MASTER CATALOG!

LOWEST PRICES... WIDEST SELECTION... ALL FROM STOCK!

ARCHITECTURAL PRODUCTS BY OUTWATER

Call 1-888-772-1400 (Catalog Requests)

1-800-835-4400 (Sales) • Fax 1-800-835-4403

New Jersey • Arizona • Canada

www.outwater.com



For FREE information circle 251

JOB SITE SIGNS

HIGH QUALITY ★ LOW COST ★ SLIP OVER & CORRUGATED

SINCE 1954

South Bend **Screen Process**
INC.

800-222-4115 www.southbendscreen.com

For FREE information circle 253

BALUSTRADES



complete balustrade systems
TRUE ARCHITECTURAL™
curved rail & balusters

FEDERAL
CABINET COMPANY, INC.

1-800-342-1514

For FREE information circle 254

Wholesale
Door Source



Order Your Door
Online Today!

Double 3/0 8'0" Pre-Hung
Unfinished Mahogany

\$2,299

DELIVERED
In Contiguous U.S.

Double 3/0
6'8"

\$1,999

Available In Several Glass & Door Styles

Quantities are limited to
stock on hand.

Wholesale Door Source (888) 651-1950

SAVE 15%-50%

1000's of top quality entry, interior & patio
doors. Shipped directly to your jobsite.

WholesaleDoorSource.com



For FREE information circle 252

Professional Remodeler

For information on
advertising in the
Product and Literature
Showcase

Contact: Dan Dunleavy

Ph.: 630-288-8028

Fax: 630-288-8465

E-mail:

dan.dunleavy@reedbusiness.com

Advertiser Index

Advertiser	Page No.	Circle No.	Phone No.	Web Site
American Express Co.	13	6	866/805-1239	www.nowopen.com
American Express Co.	17-20		866/805-1239	
AZEK Trimboards	6	4	866/549-6900	www.azek.com
CertainTeed Vinyl Siding Collection	8,9	5	800/233-8990	www.certainteed.com
Chevrolet Truck	83		800/950-2438	www.chevrolet.com
CPI Plastics	2	2	416/798-9333	www.cpiplastics.com
DaimlerChrysler Corp.	49	20	248/576-5741	www.daimlerchrysler.com
Delta Faucet Company	47	19	800/345-DELTA	www.deltafaucet.com
Dryvit System Inc.	58	62	401/822-4100	www.dryvit.com
DuPont Tyvek	80	26	800/44-TYVEK	www.tyvek.com
Ford Motor Company	28,29	13	800/258-FORD	www.ford.com
GMC Commercial Vehicles	52,53		800/GMC-8782	www.gmc.com
Heat & Glo Fireplace Products	69	72	888/743-2887	www.fireplaces.com
Honeywell	77	70	973/455-3265	www.410A.com
Icynene	14	7	800/758-7325	www.icynene.com
+ IWC - International Window Corp.	54	22	562/928-6411	www.WindowsForLife.com
JELD-WEN	56,57	61	800/535-3462	www.jeld-wen.com
JELD-WEN	C-4	33	800/535-3462	www.jeld-wen.com
Klein Tools	45	18	800/553-4676	www.kleintools.com
Kolbe & Kolbe Millwork	78	71	800/955-8177	www.kolbe-kolbe.com
LG HI-MACS/LG Solid Source	51	21	866/LG-HIMACS	www.lgcountertops.com
Marvin Windows & Doors	32,33	15	800/435-0013	www.marvin.com
Marvin Windows & Doors	82	27	800/435-0013	www.marvin.com
Masonite International Corporation	25	11	800/663-DOOR (663-3667)	www.masonite.com
Moen Inc.	34	16	800/BUY-MOEN	www.moen.com
NARI	89	31	877/685-NARI	www remodeltoday.com
Nisus Corp.	72	67	800/264-0870	www.nisuscorp.com
Norbord Industries Inc.	61	63	416/365-0700	www.norbord.com
Owens Corning	43	17	800/GET-PINK	www.owenscorning.com
PGT Industries	67	66	877/550-6006	www.pgtindustries.com
Pittsburgh Corning Corp.	62	64	724/327-6100	www.pittsburghcorning.com
+ Reico Kitchen & Bath	79	24	800/REICO-11	www.reico.com
Rheem Manufacturing Co.	75	69	800/548-RHEEM	www.rheem.com
SBR/Simonton Windows	26	12	800/542-9118	www.simonton.com
+ SBR/Simonton Windows	54	23	800/542-9118	www.simonton.com
SBR/Simonton Windows	65	65	800/542-9118	www.simonton.com
ShowHouse by Moen	C-3	32	800/BUY-MOEN	www.showhouse.moen.com
Silver Line Windows	86	30	800/234-4228	www.silverlinewindows.com
Smart Vent	74	68	877/441-8368	www.smartvent.com
Therma-Tru Residential Entry Systems	4,5	3	800/THERMA-TRU	www.thermatru.com
Therma-Tru Patio Door Systems	85	29	800/THERMA-TRU	www.thermatru.com
Trex	23	10	800/BUY-TREX ext. 620	www.trex.com
US Cellular	30	14	866/872-4249	www.uscc.com
Vent-A-Hood	16	8	800/331-2492	www.ventahood.com
Waupaca Elevator Company Inc.	84	28	800/238-8739	www.waupacaelevator.com
Weather Shield Windows & Doors	C2-1	1	800/477-6808	www.weathershield.com/pr
+ Regional				

Professional Remodeler (ISSN 1521-9135) (GST #123397457) Vol. 9, No. 10 is published monthly by Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80129-2345. Reed Business Information, a division of Reed Elsevier, is located at 360 Park Avenue South, New York, NY 10010. Jim Casella, CEO; John Poulin, Chief Financial Officer; Jeff Greisch, President, Chicago Division; Circulation records are maintained at Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80129-2345. Phone 303/470-4445. Periodicals Postage Paid at Littleton, CO 80126 and at additional mailing offices. POSTMASTER: Send address changes to Professional Remodeler, P.O. Box 7500, Highlands Ranch, CO 80163-7500. Rates for nonqualified subscriptions: U.S.A., \$77.90 1-year; Canada, \$97.00 1-year; Foreign surface, \$128.50 1-year. Single copies are available for \$10 US and \$15 foreign. Please address all subscription mail to Professional Remodeler, 8878 S. Barrons Blvd., Highlands Ranch, CO 80129-2345. Professional Remodeler® is a registered trademark of Reed Elsevier Properties Inc., used under license. Printed in U.S.A. Reed Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

CONTACT INFO:

AK, AZ, CA, CO, HI, IA, ID, IL, IN, MI, MN, MT, ND, NM, NV, OH, OR, SD, UT, WA, WI, WY, Canada

Jeff Elliott
P 616/846-4633, F 616/846-4802
E jelliott@reedbusiness.com

AL, AR, CT, DC, DE, FL, GA, KS, KY, LA, MA, MD, ME, MO, MS, NC, NE, NH, NJ, NY, OK, PA, SC, RI, TN, TX, VA, VT, WV
Sandra Goldi
P 404/876-6865, F 404/876-6504
E sgoldi@reedbusiness.com

Strategic Account Manager

Craig Coale
P 630/288-8182, F 630/288-8145
E ccoale@reedbusiness.com
Colleen McNamara, Publisher's Assistant
P 630/288-8181
E cmcnamara@reedbusiness.com

Inside Sales

Dan Dunleavy
P 630/288-8028, F 630/288-8145
E dan.dunleavy@reedbusiness.com

Publishing Director

Niles D. Crum
P 630/288-8160, F 630/288-8145
E ncrum@reedbusiness.com

Associate Publisher

Tony Mancini
P 610/205-1180, F 610/205-1183
E armancini@reedbusiness.com

Advertising Production Manager

Carl Johnson
P 630/288-8078

Advertising Contracts

Jerilyn Schmitz
P 630/288-8072

Director, Electronic Media

Karthi Gandhi
P 630/288-8172, F 630/288-8145
E karthi.gandhi@reedbusiness.com

Editorial & Publishing Office

Professional Remodeler
2000 Clearwater Drive,
Oak Brook, IL 60523
P 630/288-8000, F 630/288-8145

To Advertise: See above for the office closest to you, or write to the Publisher. **For subscriptions, inquiries and change of address:** Customer Service, Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80126-2345; phone: 303/470-4445; fax: 303/470-4280; e-mail: subsmail@reedbusiness.com



By Jena Peterson
Editorial Intern

Time Management

Meet work and personal goals by prioritizing and planning

Balancing Act

Clay Nelson, a remodeling industry consultant and president of Clay Nelson Life Balance, suggests four short-term practices and four long-range tasks that will help you get the most out of your 24 hours and your business.

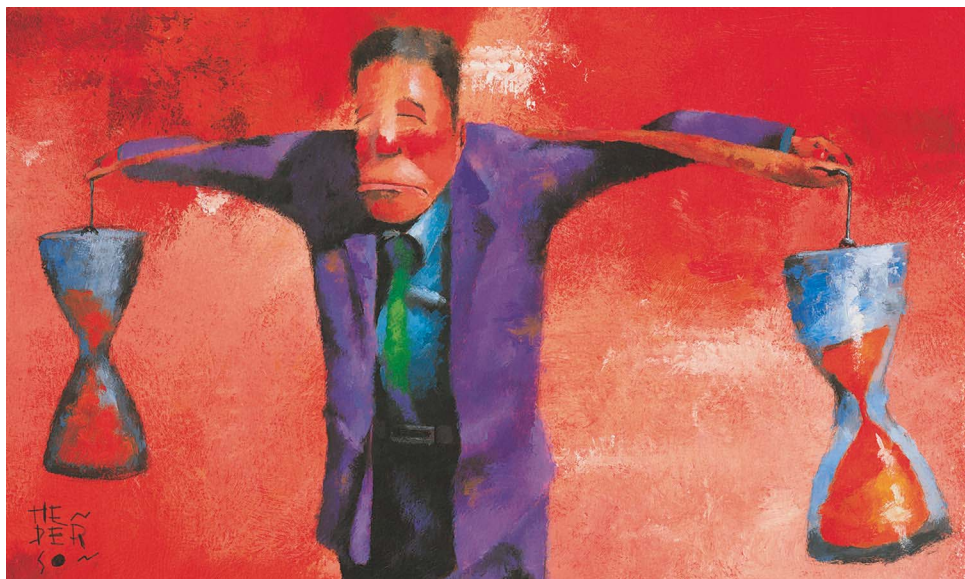
To do today

1. Commit to having balance between work time, personal time and family time.
2. Write down everything you do for three days. Look carefully, and see what doesn't need to be done at all and what someone else could do.
3. Give up doing all the work yourself and start delegating to your team. "If you could get what you want by yourself," says Nelson, "you'd already have it."

4. Encourage employees to think for themselves. "Be the question instead of the answer," says Nelson. "If you don't start asking your team what they think, they won't think. If you are the answer all the time, you are always the one depended upon."

To do in the next year

1. Have a long-term plan in writing. "If you can't write down what you want, you can't speak it," says Nelson. "If you can't speak it, you can't tell anybody what it is and they can't help you get what you want."



"The best executive is the one who has sense enough to pick good men to do what he wants done and self-restraint enough to keep from meddling with them while they do it."

—Theodore Roosevelt on delegation

2. Communicate with your team to make it happen. "Learn to write plans, speak them, hold people accountable for them and graciously accept them," says Nelson.

3. Learn about new technologies and make them serve you. "At the pace we're going, any remodeler who doesn't have technology serving them isn't going to make it," says Nelson.

4. Get on top of your finances and stay there. "You've got to have a kick-butt accounting system that you understand," says Nelson.

"Remodelers are great people who hope they make their margin in the end. You can't afford to not have control over your margin anymore."

For more information, visit www.claynelsonlifebalance.com.

Did You Know?

Managers spend an average of 30 percent of their time on administrative activities and only 9 percent on planning.

Source: Pace Productivity Research

THE LIST

Top 10 Time Wasters

Pace Productivity, a time management consulting and research firm, surveyed 690 employees and entrepreneurs across North America to find out what factors impede their productivity the most.

1. No response; nothing
2. Paperwork; administrative tasks
3. Interruptions by phone or in person
4. Time management
5. No focus; doing too many things; not prioritizing
6. Procrastination
7. Poor planning
8. Socializing; gossip; breaks; calls to friends
9. Customer requests, situations, complaints
10. Lack of knowledge and training on products, duties

For more information and ideas, go to Pace's Web site, www.getmoredone.com.



*She's in
L-O-V-E.*

*She wants it
installed
A-S-A-P.*

You need a brand backed by Moen®.

When exclusive design requires impeccable service, where do you turn? Discover ShowHouse™ by Moen, where every style is backed by one-of-a-kind customer assistance. Like the ShowHouse Product Locator Service, giving you the ability to arrange for quicker turnaround, should you need it.

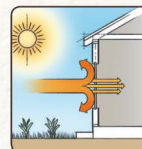
To find out more, visit ShowHouse.Moen.com or call 1.877.663.6741.

SHOW *SH* HOUSE™
by **MOEN**®



Premium Vinyl Single-Hung
Windows With Premium
Wood French Door

JELD-WEN offers a wide range
of windows and doors
that include Low-E glass.

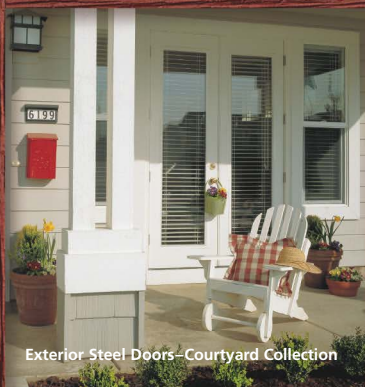


In warm weather, Low-E glass reflects
the sun's energy and prevents
it from entering the home.



In cold weather, Low-E glass
reduces the amount of heat loss
by reflecting it back inside.

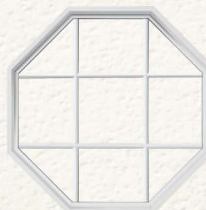
We were energy efficient before it was cool. Or hot.



Exterior Steel Doors—Courtyard Collection



Wood Casement Window



Vinyl Geometric Window



Premium Wood French Door

For years, homeowners have relied on JELD-WEN for energy efficient windows and doors. Now Low-E glass comes standard in our wood windows and patio doors, and in our Courtyard Collection steel doors. It's also an option in our vinyl or aluminum windows, and in our Premium Wood doors. Low-E is just one of a variety of energy-saving choices you can offer, from a company that's been an ENERGY STAR® Partner since 1998. To learn more about any of our reliable windows and doors, call 1.800.877.9482 ext. 4015, or go to www.jeld-wen.com/4015.



RELIABILITY *for real life®*

For FREE information circle 33

JELD-WEN®
WINDOWS & DOORS