



TREND REPORT

Get ready for the recovery

On the cusp of demand

According to the Joint Center for Housing Studies at Harvard University, the echo baby boom will be driving demand for starter homes and the baby boom will power demand for homes where they can age-in-place. Now factor in the popular energy-efficiency \$1,500 tax incentive, plus the likelihood the government extending the first-time homebuyer tax credit, and you've got the makings of a slow and steady recovery.

Position your company

If this was your first deep recession, you may have spent it hunkered down trying to survive. Now it's time to thrive - deploy new technologies, learn designs that meet new tastes and needs, and grab market share.

Henkel can help

OSI™ WINTeQ® Window Installation System is the first and only complete system for replacement window installation - ideal for all the baby boomers either aging-in-place or not ready to sell. For the homeowner, it meets the stringent new energy standards. For you, it removes the guesswork and employs best practices. It's a win/win!

Get instant sealant color matches on your phone OSI™ QUAD® goes mobile

Henkel is leveraging the latest mobile technology to help contractors wherever and whenever they need it with the debut of the industry's first sealant color-matching mobile phone application.

The OSI® QUAD® color cross-reference application lets users access the OSI® QUAD® sealant color online database from their iPhone, Blackberry, or smart phone. It makes it easy to search by manufacturer color, OSI® QUAD® color number, or by the OSI® QUAD® IDH ordering number.

"This is all about convenience. We're helping busy people get the information they need anytime and anyplace using the one piece of technology they rely upon the most - their phone," said Bill Sobonya, Senior Category Manager of Professional Adhesives for Henkel.

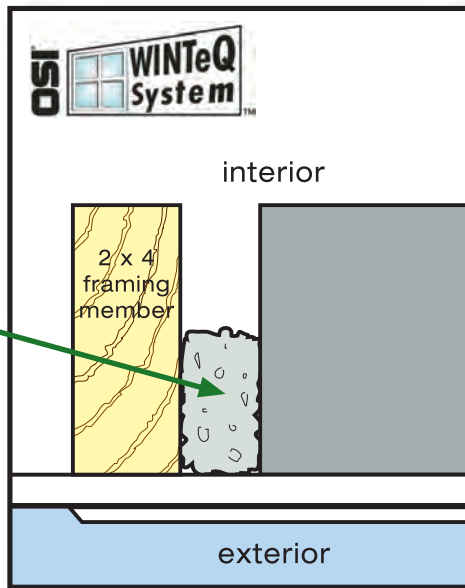
OSI® QUAD®'s reputation as the industry's color leader continues with the debut of this mobile application, which is also a component of a new online marketing initiative for Henkel that includes a revamped OSI® website. The new OSI® website (www.osipro.com) features more detailed product information pages, more robust search results, and improved navigation for easier access to the essentials.



Where to download for free:

- The App Store at apple.com
- Or access it at the OSI® brand website at www.mobile.osipro.com

Getting the most out of low-pressure window foam



Job: WINTeQ™ TeQ::Foam™ is an ideal product for providing a final air and moisture barrier when installing new and replacement windows and doors.

Application: Sealing between the window frame and the rough opening is more important than filling the entire void, so only fill one-half to one-third of the depth of the gap. WINTeQ™ TeQ::Foam™ has the added attribute of an R value of 5 for every inch. If foam gets on the window face or frame, allow it to cure before removing it. (Wiping foam with cleaning solvent may result in a yellow stain after exposure to UV light.) Once it cures within 10-15 minutes, cut away the excess foam.

Storage: Always store foam canisters in an upright position. Don't remove the gun unless you are ready to change canisters -- foam will stay fresh in the can for several weeks if you leave it on the gun. To prevent the discharge of foam during storage, lock the trigger down by turning the knob on the handle side of the gun clockwise until it stops.

Cleaning: Use foam cleaner such as OSI® ProClean™ Foam Cleaner to clean your applicator gun between foam canister changes or storage for an extended time. It's a simple step that will prolong the life of the gun.

For more information, go to www.osipro.com.

ASK BILLY

Don't just say "silicone it" when selecting a sealant

Dear Billy,

The other day I was asked to quote a customer on a sealant which meets ASTM-C920. When I started to look into it, I found that there were several sealants that claimed to meet this specification, yet they were all different types of sealant. Some were silicone and some were polyurethane. Another was solvent elastomeric and yet another was a high performance latex product. Can I just quote him on the cheapest one, hope it works for the application, and call it a day?

Signed: Stumped About Sealants

Dear Stumped,

Unfortunately, you cannot. It would be great to have an all-inclusive sealant that could do everything, but that just isn't the case. The reality is that sealants are designed for specific applications and even when they meet the same spec, they are not interchangeable. That's the danger when people say "silicone it" as a generic term for applying caulk. "Silicone" is not a verb or a universal product.

To solve your problem, Stumped, you must get application-specific. For example, there are two different types of silicone that we use on most jobs - high-modulus (or acetox) and low-modulus (or oxime). Both of these sealants meet ASTM C920, but they do not have the

same performance characteristics. High-modulus silicones do not adhere to porous substrates, they have lower joint movement capability and they cost less than low-modulus silicone sealants. Low-modulus sealants adhere to most surfaces, have higher joint movement, and cost more. If the application was mortar-to-vinyl, would you offer the least expensive silicone sealant? No, because that's a high-modulus product that won't adhere porous substrates.

Now, let's say a customer also requires a sealant that is paintable. Silicones are not. You will need to consider another type of sealant that meets ASTM C920 and is also paintable. You have three choices here: Polyurethane, solvent elastomeric, and high-performance latex. That now leads you to other considerations: Is the application interior or exterior? If the latter, what type of weather conditions will the sealant have to be applied in and endure?

These are the types of questions that need to be asked to ensure that the right sealant is selected for the job. If you need help answering these questions, make a call to the Henkel's technical department at 800-624-7767 and they will be happy to help.

Stickin' with you on the job,

Billy



Bill Longo is

Henkel's go-to guy for

caulks, sealants and

adhesives. Email him at

Bill.Longo@us.henkel.com

with your questions - they

just may become the next

"Ask Billy!"

FIVE QUESTIONS...

for True Carr



When public companies like the homebuilders Pulte and Centex opened their own lumberyards in Phoenix, Arizona, True Carr knew he needed to diversify. In 1984 he was the co-founder of Alliance Lumber. Today he is Managing Partner of ALC Holding, which includes the five locations of Alliance Lumber, as well as Alliance Components (which manufactures residential trusses), Alliance TruTrus (a commercial truss plant), Arizona Structural Laminators (a glu-laminated wood truss manufacturer), and a lumber wholesaler, among other entities.

1. What inspired your diversification?

Those big competitors coming into our market was a sign that we needed other ways to survive. We looked at Home Depot, at the way they operate trucking separately, which is now what we do. There is a lot of overhead and risk in transportation, so we can keep that a separate entity with a dedicated manager who has a real eye for safety. By diversifying, we can sell to each other and to our competitors. It's what has kept us going as building permits in the Phoenix area have dropped to 6,000 per year, from a high of 60,000 per year just a few years ago. Diversity gives us staying power.

2. What have you done to respond to the economic crisis?

With the slowdown in business, we had to cut staff. We're down from about 400 employees to 160 now. They are all our top performers. We retain people who can teach others and adapt quickly. With a team of strong and experienced industry leaders, I'm proud to say we've grown in every downturn.

3. How did you get your start?

I'm probably the only lumberyard owner with a degree from the school of home economics! I studied food service and hotel/restaurant management at the University of Wisconsin-Stout, where I met my wife of 37 years, Liane. After college, I went to work for Walgreens Drug, managing their lunch counters, which at the time were the third-largest chain of restaurants in the country. Walgreens transferred me to Arizona to manage a Humpty Dumpty Restaurant. One of my customers there was Charlie Ray, a lumber dealer who kept saying "come work for me." Ray Lumber Company was one of the largest dealers west of the Mississippi and one day I took him up on it.

4. What trend do you see transforming the industry?

The trend is that the market always needs to adapt. I think the strong independent dealers who are creative and keep overhead low are the ones who are nimble and quick to adapt. The big guys can mandate it but don't always have people to implement it.

5. Do you vacation much?

Not really. I live in Arizona! I wouldn't trade that for anything. I like to visit my grandson in San Diego, though. George is four years old and calls me "TruePa."

THE COLOR LEADER

OSI
QUAD[®]
ADVANCED FORMULA SEALANT

We make it easy for you!

Finding the right color of OSI[®] QUAD[®] Window, Door and Siding Sealant you need is easy:

- Over 300 colors to choose from, with new colors being added each month.
- A mobile application for on-the-job ease (see cover story).
- A complete online database just a click away at <http://2009.osipro.com/quad-color-cross-reference.pl>.
- Custom colors in minimums as low as five cases.

OSI[®] QUAD[®] sealant colors now match all Pella[®] windows and doors.

Pella[®] Windows and Doors

Manufacturer Color No.	QUAD [®] Color
Auburn Brown	284
Brick Red	932
Cranberry	966
Deep Olive	764
Eldridge Gray	595
Fossil	423
French Roast	287
Hartford Green	736
Hemlock	725
Honeysuckle	606
Hunter Green	711
Iron Ore	545
Morning Sky Gray	517
Naval	843
Poplar White	424
Portobello	219
Real Red	956
Sand Dune	465
Stormy Blue	833
Summer Sage	762

For more information, call your Henkel rep or contact Henkel Contractor Relations at 800-624-7767.



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INSIDE THIS ISSUE OF
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- New OSI® QUAD® mobile phone app!
- Ask Billy: Job-specific sealants
- Tips & Tricks: WINTeQ™ TeQ::Foam™

FISHING WITH FRANK

Staring down a slump

As a professional fisherman, I've been affected by the financial crisis, too. It was made worse by the fact that my fishing was in a downturn as well. Here's how I got out of my slump and back on track.

Catch one fish at a time. I stopped fishing for the win. Instead, I fish one bass at a time - and gain a slow and steady advantage over my competitors. It's about getting the basics right to land every fish that hits, big or small.

Learn the animal. In my business, it's the bass. In your business, it's the customer. If you become a student of the animal and what makes them behave as they do, you'll catch more of them - guaranteed. Doing something you love is a lot more fun when you're successful at it.

Stay committed. Go full-bore and make your own luck. If you give up, you don't succeed. Find a goal and repeat it like a mantra. My mantra is "I want to fish the Bassmaster Classic."

Good Fishing! *Frank*

Last month, Frank earned a spot in the prestigious 2010 Bassmaster Classic tournament with a third-place finish in the Bassmaster Northern Open on Lake Erie, his hometown lake. He has been sponsored by OSI® since 2003.

For more information, visit <http://2009.osipro.com/spotlight.shtml>.

TOOLS OF THE TRADE

WINTeQ™ TeQ::Foam™ Window & Door Foam Countertop Display



Polyurethane foam gets the spotlight in this efficient countertop display. It includes a case of OSI® WINTeQ™ TeQ::Foam™ Window and Door Foam, four cans of foam cleaner, and two guns. Available while supplies last from your local Henkel representative.