



# Filling the Market Gap

## Remodeling Offers Opportunities for Distributors and Dealers

**M**ore and more distributors are starting installation programs that tap into commercial as well as residential construction. At the Remodeling Show, September 9-12 in Baltimore, distributors and dealers can preview innovative products, share information, build relationships with manufacturers and suppliers, network with peers and get educated.

### Increase Your Remodeling IQ

The Remodeling Show offers more than 80 sessions in nine unique tracks. Attendees can earn industry designations for the American Institute of Architects, National Kitchen and Bath Association, American Institute of Building Design and American Society of Interior Designers. Pre-event Certified Aging in Place, Certified Graduate Remodeler and Certified Green Professional

designations are also available.

Here are some seminars that might be of interest to **SHELTER** readers:

### Green Building for Building Professionals

Sept. 7 and 8, 9 a.m. – 5 p.m.

*Speaker: William Owens, owner of Owens Construction in Powell, Ohio.*

Learn how green homes provide buyers with lower energy costs and higher value. This course for building professionals discusses strategies for incorporating green-building principles into homes without driving up the cost of construction. You will learn how green homes provide buyers lower maintenance, better indoor air quality and better long-term value. Techniques are also discussed for competitively differentiating your home products with increased indoor



by Samantha  
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environmental quality as well as energy and resource efficiency.

## Marketing and Communications Strategies for Aging and Accessibility

September 7, 9 a.m. – 5 p.m.

*Speaker: Brindley Byrd, founder of QX2 Contracting in Lansing, Mich.*

Millions of Americans are living longer and more active lives. And with their changing lifestyles, maturing Americans are also looking to revitalize their home environments. Identifying these opportunities and developing the skills to interact with 50+ customers can help you grow your business dramatically. Learn best practices in communicating and interacting with this exciting and evolving population, and take advantage of one of the fastest growing market segments in remodeling and related industries.

## Design/Build Solutions for Aging and Accessibility

Sept. 8, 9 a.m. – 5 p.m.

*Speaker: Vince Butler, president of Butler Brothers Corp. in Clifton, Va.*

The maturing of the U.S. baby boomer population is a huge opportunity for remodelers. As this consumer group expands, more and more are interested in remodeling their home to fit their new lifestyle and abilities. This Certified Aging-in-Place Specialist (CAPS) course will help you understand the guidelines and requirements of accessibility, the importance of doing an assessment with input from occupational and physical therapists as well as qualified health care professionals, and the significance of good design in making modifications that can transform a house into a safe, attractive and comfortable home for life.

## Marketing to the Green Generation

Sept. 9, 10 a.m. – Noon

*Speaker: Steven Kebler, founder of Kleber & Associates in Atlanta.*

Upon completion of this course, attendees will be able to: successfully understand the DNA make-up of Generation Green, includ-

## Remodeling Show 2008 Schedule-At-A-Glance

### Sunday, September 7

9:00 a.m. – 5:00 p.m. ....CAPS/CGP Seminars

### Monday, September 8

9:00 a.m. – 5:00 p.m. ....CAPS/CGR Seminars

Noon – 5:00 p.m. ....Exhibitor Registration Open

### Tuesday, September 9

8:00 a.m. – 5:00 p.m. ....Registration Open

9:00 a.m. – 5:00 p.m. ....CGR Seminars

10:00 a.m. – Noon .....Seminars

1:00 p.m. – 3:00 p.m. ....Seminars

1:00 p.m. – 4:30 p.m. ....CGR Prep

3:30 p.m. – 5:30 p.m. ....Seminars

### Wednesday, September 10

7:00 a.m. – 5:00 p.m. ....Registration Open

8:00 a.m. – 11:30 a.m. ....Seminars

11:00 a.m. – 5:00 p.m. ....Exhibits Open

3:30 p.m. – 5:00 p.m. ....Seminars

### Thursday, September 11

7:00 a.m. – 5:00 p.m. ....Registration Open

8:00 a.m. – 9:30 a.m. ....Seminars

10:00 a.m. – 11:00 a.m. ....Town Hall Meeting

10:00 a.m. – 11:30 a.m. ....Seminars

11:00 a.m. – 5:00 p.m. ....Exhibits Open

3:30 p.m. – 5:00 p.m. ....Seminars

### Friday, September 12

7:00 a.m. – 3:00 p.m. ....Registration Open

8:00 a.m. – 9:30 a.m. ....Seminars

9:00 a.m. – 12:30 p.m. ....CGR Prep

9:30 a.m. – 3:00 p.m. ....Exhibits Open

10:00 a.m. – 11:30 a.m. ....Seminars



The Remodeling Show will feature a number of courses and demonstrations that will be of interest to dealers and distributors.



A line up of industry-specific speakers will offer seminars and courses, many involving certifications.

ing being able to define this group's attitudinal traits, purchasing habits and motivating factors driving their spending behavior; identify remodeling, building and product

attributes that entice these individuals; and reach the green generation with effective sales and marketing tactics.



The show will feature its usual line up of remodeling-specific products and services.

### Energy Code Basics

Sept. 9, 10 a.m. – Noon

*Speaker: Glenn Mathewson, general building inspector for City of Westminster, Colo.*

Attendees who complete this course will be able to: understand common terms, systems and concepts of energy codes; translate the energy provisions of the International Residential Code into construction projects; and use air barriers to get the maximum R-value from the thermal building envelope.

### Diversify Your Business

Sept. 10, 8 a.m. – 9:30 a.m.

*Speaker: Mark Richardson, president of Case Design/Remodeling Inc. in Bethesda, Md.*

This course will enable attendees to: add new avenues of growth to their businesses through a handyman division and light commercial projects, among others; distinguish when their companies are ready and able to diversify and gauge the right time; and cal-



Several companies choose to provide live, in-booth product demonstrations.

culate the cost and resources required to make new ventures viable.

### Common Sense in Green Remodeling

Sept. 10, 3:30 p.m. – 5 p.m.

*Speaker: Stephen Robinson, R.E. Construction & Maintenance Services Inc. in New Castle, Ind.*

If you attend this session you will learn to incorporate easy to use, readily available systems to reduce energy consumption; review products on the market that support resource conservation; and determine how much and which products are truly green.

### Specifying Green Building Projects

Sept. 10, 3:30 p.m. – 5 p.m.

*Speaker: Jamie Gibbs, owner of Jamie Gibbs & Associates in New York.*

Attendees of this course will: cut through the greenwash and properly evaluate sustainable/efficient products and technology; review independent, third-party resources to help identify products and material that are truly “green”; and learn how to communicate coherently back to the client the benefits of the products specified.

### Building in Energy Performance

Sept. 12, 10 a.m. – 11:30 a.m.

*Speaker: Ryan Taylor, president of Taylor28design LLC in Atlanta.*

Attendees will learn the design considerations and solutions available by exploring integration among building components; how to exceed the mandatory minimum standards set by the building code(s) while making the most of the project budget; and how to realize and convey the importance of energy efficiency to clients, subcontractors, inspectors and others.



Many of this year's sessions will focus on green trends and remodeling spending.

### Fundamentals of Green

Friday, Sept. 12, 10 a.m. – 11:30 a.m.

*Speaker: TBD.*

Upon completion of this course attendees will be able to: identify a green program that's right for them; build their own green team; source green products; and market their green program.

For more information on seminars available at the Remodeling Show, visit [www.theremodelingshow.com](http://www.theremodelingshow.com).

# Cool Remodeling Products at the Show

The Remodeling Show Floor is where the remodeling community comes together, face-to-face, to preview innovative products and tools, to perfect their craftsmanship and expand their skill set in order to build business.

## Booth #821: Stain Your Door in Less Time

Do your remodeling customers want to enhance curb appeal with the authentic look of real wood in a fraction of the time? Then Therma-Tru's newly developed Same-Day Stain might be the answer.

The stain allows users the ability to stain their fiberglass door in six hours compared to the recommended 48-hour drying time of traditional stains. For trade professionals, this translates into less time on the jobsite and a more productive schedule, according to a company release.

Therma-Tru's Same-Day Stain can be rubbed on and blended with a cloth to achieve the desired shade to bring out the rich, woodgrain and texture. The company offers its stain in a complete finishing kit available in seven popular colors to match a home's décor and architecture: mahogany, light oak, cherry, English walnut, natural oak, cedar and walnut. It will resist fading, bleaching and chalking and is backed by a five-year satisfaction warranty.

✓ [www.thermatru.com](http://www.thermatru.com)

## Booth #5417: Looking for a Wood Alternative?

Are you looking to distribute a door to your remodeling customers that is an alternative to wood or vinyl? Pella® Impervia®

fiberglass composite windows and patio doors provide that alternative. Available in factory prefinished brown, white or tan options, Pella says Impervia can withstand the forces of nature without cracking, crumbling, caving or warping in extreme weather conditions. These products, made from Duracast®, are low-maintenance and energy-efficient.

✓ [www.pella.com](http://www.pella.com)

## Booth #5811: A Hi Transparency Screen

Marvin Windows and Doors is letting homeowners see the world outside their windows even more clearly thanks to the new Hi Transparency screen.

The Hi Transparency screen is made from a durable fiberglass material that is tear- and dent-resistant. The fiberglass mesh will not corrode, according to a company release. The screen's mesh has 0.008 of an inch fibers to prevent insects from entering while providing a clear view.

Offered on both door and window screens, the Hi Transparency screen is standard on the company's interior wood surround window screens. It will be available as an option on all other door and window screens. It is offered in a charcoal color.

✓ [www.marvin.com](http://www.marvin.com)

## Booth #4903: A Hassle-Free Door Replacement

Fixing a broken sliding or folding door is a relatively easy task when you have the right tools. The difficulty comes in finding the right replacement parts. This is precisely why Johnson Hardware offers a complete line of universal repair parts for bi-fold and sliding doors.

The line includes a replacement hanger you can use to keep sliding doors functioning without having to tear out and replace an entire track and the hardware that goes with it. Another example is Johnson's universal replacement snubber, which will quickly





solve the common problem of bi-fold doors that won't stay securely flush because the original spring snubber is broken or missing.

Johnson sliding and folding door hardware can also be used for new installations or to replace double swinging doors in closets and storage areas to save space.

✓ [www.johnsonhardware.com](http://www.johnsonhardware.com)

### Booth #5607: Bringing the Country-Style Home

If your customers want to match and coordinate the outside appearance of their country-style homes better with existing interior décor, then Plastpro Inc. has a new Cottage-style door that might work for them.

"Cottage and country designs are currently very popular in terms of interior decorating styles," says Franco An, president of Plastpro Inc. "Now homeowners can complement that design with exterior doors that are tailored to match the warmth and feeling of comfort that this style communicates."

In addition to their attractive style, the insulated fiberglass makes Plastpro's Cottage doors extremely energy efficient, and the composite materials give them added strength and durability. Each door also features Plastpro's Hydrosield Technology™ which seals and protects the door on all six sides to ensure they'll never rot, crack or split.

Available with four half-lite glass options,

the Cottage Door is currently offered in a 6-foot 8-inch version but will also be available in additional custom sizes.

✓ [www.plastproinc.com](http://www.plastproinc.com)

### Booth #3012: A Fresh Approach to Decking

Most homeowners want real wood for their deck. But some dealers want to offer an alternative that they believe won't require continual upkeep or extreme measures to combat.

PureWood offers an alternative with its PureWood™ thermally modified wood decking.

PureWood is natural wood that undergoes a process that uses a combination of heat, moisture and time to "temper" the wood at a cellular level. The process converts wood sugars into a natural substance that its maker says cannot be metabolized by insects and doesn't support fungus or mold.

While PureWood has shown remarkable resistance to rot and decay, it can be cut, sanded, painted and handled as any other natural wood product. It is available in standard-style Sahara™ boards or the unique Linea™ Eurostyle board, featuring a linear groove pattern.

✓ [www.purewoodproducts.com](http://www.purewoodproducts.com)



### Booth #1217: Looking for Energy Efficiency?

Great Lakes Window will demonstrate the energy cost-cutting impact of its Maxuus™ 10 glass system, at the Remodeling Show. This system is a triple-pane glass option combining two panes of vacuum-deposition low-E glass with an interior glass substrate and two insulation chambers of krypton gas.

With the Maxuus 10 insulated glass system, company officials say Great Lakes Window has brought to market an insulating glass unit that is five times more energy efficient than clear insulating glass and almost 10 times more efficient than typical single-glazed windows that remain in so many homes today. All Great Lakes Window products also include patented Warm-edge Intercept® insulated glass to achieve maximum insulating properties.

