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Newsletter – April 2007

TREND SETTERS



Rever Composite Decking — Redwood

Composite and vinyl decking — stay on top of fast-growing demand.

The great outdoors, and our ability to enjoy it, is part of the reason why outdoor decking is among the fastest growing segments of the outdoor landscaping market.

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NEW PRODUCTS



Noce Travertine Pavers

Featured products this month.

- Kesir Beige and Noce Tumbled Travertine Pavers – from \$1.60/sq.ft.
- Cedar West R+R Primed and Bleached Oil Resawn & Rebutted Red Cedar Siding – from \$122.69/box
- Burlington Vanilla White Washed Oak Hardwood Flooring – \$2.99/sq.ft.
- Medley Granite Tile, Peach Flower – \$0.99/sq.ft.
- Dante Classico Cream 12"x12" Marble Tile – \$1.45/sq.ft.
- Vanier French Bleed Maple Engineered Hardwood Flooring – \$3.02/sq.ft.

HOW MUCH DO YOU PAY FOR 12'-16' COMPOSITE DECKING PER LINEAL FOOT?



● \$1.80 /lin.ft. ● \$2.50 /lin.ft. ● \$2.75 /lin.ft.

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NEWS



Website improvements coming soon!

BuildDirect's New Look will be more than Just a Pretty *Inter* face.

New changes to BuildDirect's website will make it easier than ever for customers to find the building materials they want even faster. With time being the business world's most precious commodity, customers are sure to appreciate the new site in no time at all.

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Whether it's full luxury outdoor kitchens, dining areas and hot tubs for the home or enclosures and meeting areas for the office, outdoor landscaping is attracting more and more discerning buyers looking for quality products and smart pricing.

So it's no surprise that BuildDirect is leading the way with great names and uniquely innovative products in outdoor decking like Rever, a composite made from wood fiber and plastic. Rever is hard and strong and an outstanding quality product that offers years of trouble-free performance. It's made to resist sun, rain and snow and comes with a 10-year limited warranty.

For distributors, carrying this product is like carrying two products in one. That's because it's fully reversible, offering the builder or end-user a choice between 2 distinct finishes — a slip-resistant, beaded surface or a distinctive wood-grain pattern. Rever decking allows for a tailored, uniform appearance thanks to a stainless steel hidden clip system, making it ideal for both residential and commercial projects.

"Whatever the final plan, volume buyers can look forward to increasing demand for composite decking in the future," explains Rob Banks, Senior Vice-President of Sales for BuildDirect. "Deck plans are becoming a primary consideration in the building industry. Decks are not just nice-to-have features for summer use anymore. More and more, they're becoming integrated with the whole property all year round."

Rever is low-maintenance and easy to install. "Now more than ever, easy installation and maintenance are vital to consumers," says Rob Banks. "Choosing decking materials that meet growing consumer expectations for a more integrated approach is the key to success in the decking market. It makes even more sense when buying for retail sales." Rever is a natural choice for building large, integrated outdoor spaces for large-scale building projects.

BuildDirect plans to continue to add to their outdoor landscaping and decking lines by bringing the highest quality products to the market at unbeatable prices.

Rever composite decks are currently offered in two styles — dark grey and redwood. Considering the choice of two distinct finishes, consumers have a range of choice when building with Rever. It can be ordered by the container load in **12' or 16' lengths (\$0.85/lineal foot)**. Each 12' lift requires approximately 10 bags of clips (**\$59.68 a bag**) and each 16' lift requires 13 bags. Rever is the way to go whether you are just entering the outdoor decking market or looking to add innovation, quality and price to your established choices.

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When the new BuildDirect website is up and running, customers will find more than just a new look — the site's vastly improved search capabilities and enhanced functionality will make it easier for customers to find more comprehensive information in less time. For instance, if you're looking for a specific product for a specific project, say wood flooring, you'll be able to get search results that show you species, size and finish all displayed on the same page.

"Our customers are busy people and their time is valuable", says Jeff Booth, President and CEO of BuildDirect. "With this new version of our site, we'll be able to vastly improve the search functionality and the way our products are presented on a page. It will be exciting to see how this new technology will enhance the usability of the site for our customers."

With a new way of managing customer search queries and presenting the results in a more targeted and meaningful way, customers looking for flooring, decking, tile, countertops, and roofing, will be saving more than just their money — they'll be saving time as well. "Customers can narrow down the searches for whatever they're looking for both quickly and accurately," continues Booth. "And this makes it easier for them to buy, which benefits everyone."

BuildDirect is a pioneer in the building materials industry. Continuing to lead is a core focus of our business strategy. "It used to be that buying online was unexplored territory for a lot of people who buy building materials in volume," says Jeff Booth. "But in making these improvements to our site, we've made buying building materials online an even more convenient and efficient option for all of our customers."

The new site will be coming soon. Keep an eye out for it.

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