

EDITORS' CHOICE

HOT PRODUCTS

2009 INTERNATIONAL BUILDERS' SHOW

Each year, manufacturers pull out the stops as they unveil innovative products and services at the International Builders Show. This year's event, held Jan. 19-23 in Las Vegas was no exception. Despite a decrease in floor traffic—attendance was down significantly from prior years—there was plenty to see and learn. As we do every year, our team scoured the aisles, in search of the hottest new products. This year, several common themes emerged. First, a big focus on **green** (energy-efficient, recycled and recycleable, sustainable) and

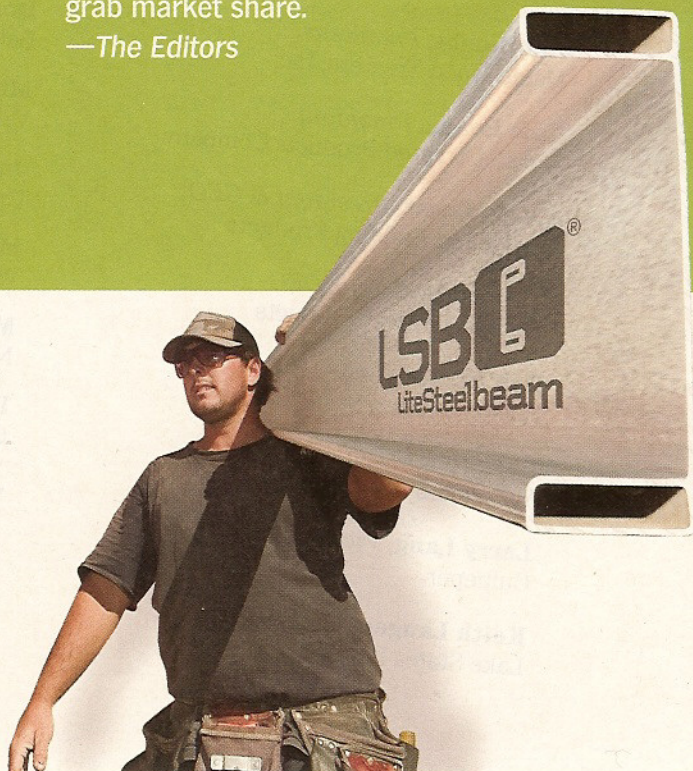
second, an emphasis on **value** (lower cost, higher performance). Space prevents us from printing an exhaustive list; instead, consider this a snapshot of products that may help you generate sales and grab market share.

—The Editors

LiteSteel beam from LiteSteel Technologies

Aiming to remove the phrase “steel beam by others” from lumber dealers' lexicon, the new LiteSteel beam (LSB) from LiteSteel Technologies will be distributed through full line lumberyards—not steel distributors. LSB averages 40% lighter than hot-rolled steel beams or engineered wood, but with the same load-bearing capacity. Plus, there are no special tool requirements to cut, drill or fasten LSB, which is ideal for basement beams, garage beams, structural beams, long span headers and more.

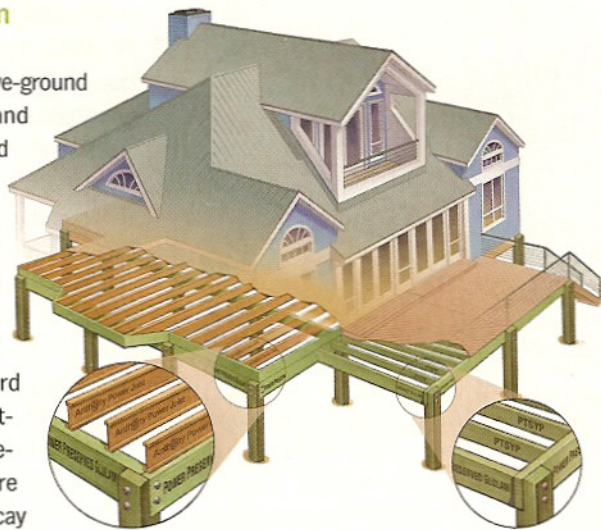
www.LiteSteelbeam.com/lumber; 877.285.2607



Power Preserved Glulam from Anthony

Especially well-suited for above-ground projects like decks, patios and porches—along with raised floor construction, Power Preserved Glulam products from Anthony were created to tackle the shortage of high-quality, high-strength solid southern pine treated timber. Utilizing Cop-Guard treatment from Hoover Treated Wood Products, Power Preserved Glulam products are warranted to resist fungal decay and wood-destroying insect attacks for 25 years.

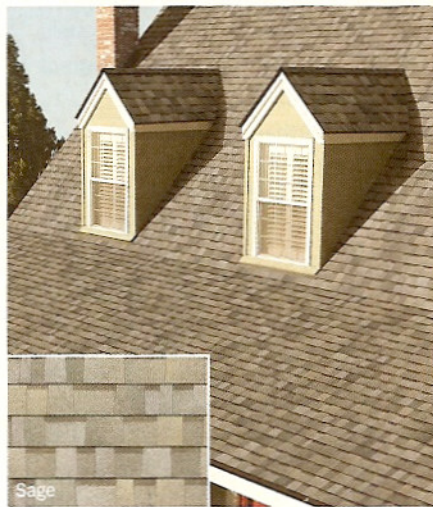
www.anthonystore.com; 800.221.2326



Duration Premium Cool Roof Shingles from Owens Corning

Owens-Corning's new Duration Premium Shingles with SureNail Technology are rated by the Cool Roof Rating Council, they meet the California Title 24 Cool Roof and initial Energy Star reflective requirements. The shingles are said to help reduce roof temperatures by up to 10 degrees in warm weather, lower energy bills and reduce wear and tear on air conditioners. Duration Premium Cool Roof Shingles—available in Sage, Sunrise, Harbor Fog and Frosted Oak—prove that roofing needn't be very light to be cool.

www.owenscorning.com; 800.GET-PINK



DeckLites from TimberTech

With post cap lights, baluster-mounted accent lights, post-mounted accent lights and stair riser lights, DeckLites from TimberTech is described as a completely customizable lighting solution for any type of application. The post cap lights and baluster-mounted accent lights are specifically designed to fit with TimberTech's RadianceRail and Ornamental Rail systems. The system offers many advantages: electrical connections are easy and do not require permits for installation; all components are sold individually for maximum design customization; uses minimal

electricity and provides a soft, ambient light that is as functional as it is stylish.

www.timbertech.com; 800.307.7780



Improved AdvanTech Flooring by Huber

The new version of AdvanTech flooring displayed at IBS boasts new panel graphics designed with the following improvements: **1)** new fastening guide for quicker installation; **2)** bi-lingual instructions to ensure 1/8-inch spacing gap; **3)** more open space to allow subcontractors to write on the panels to convey instructions for plumbing, electrical, HVAC and kitchen cabinet installation. Plus, the AdvanTech panels will have an improved tongue and groove design for a better fit along the edge, and the SFI (Sustainable Forestry Initiative) logo will appear on the surface to showcase the company's environmental commitment.

www.AdvanTechperforms.com;
800-933-9220



Gossen WeatherReady Passport

Aiming to set a higher standard in cellular vinyl decking, WeatherReady Passport features an exotic wood look based on advanced Gossen technology. Along with ultra-low maintenance, lasting beauty and durability, the shopping list of benefits includes: lightweight, just 1.5 lbs per foot; factory grooved for a hidden fastener; scratch- and stain-resistant; fastens to the edge without splitting or cracking; Class A fire-rated; and won't support mold growth.

www.getWeatherReady.com;
800.558.8984

