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## Newsletter – September 2007



Order Composite Decking

### **Distributors: Buy Decking In Autumn to Avoid Spring Rush.**

**While installation work is being completed this season, stock for next season is the next thing on the contractor's mind. Buy now from the experts and meet that need.**

For distributors looking to get the jump on the latest run of decking materials, discovering the advantages of purchasing decking in the autumn months provides a leg-up well before the spring rush. The best way to buy for spring is to buy early.

#### **Meet Demand for More Composite and Vinyl Decking.**

Composite and vinyl is not just for decking, but also for walkways, stairs, marina docks, and a number of other applications. As the applications for these materials become more diverse, demand increases and stocks are shipped earlier and earlier to meet it.

"Products like composite decking and vinyl decking are becoming the norm for major construction", says Rob Banks, Executive VP of Sales at BuildDirect. "Getting orders in early for next season as the current season ends is becoming a necessary practice as this trend grows."

#### **Secure Timeliness, Availability, and Consistent Quality with BuildDirect.**

Making sure that you're well stocked to meet increasing demand is vital to success. But so is getting quality materials that meet customer expectations. "We make sure that premium composite decking and vinyl decking is available to be shipped out on time", says Banks, "but we also make sure that all decking meet the standards of quality our customers in distribution expect.

#### **Explore Choices in Robust, Low-Maintenance Decking.**

BuildDirect offers robustly durable [Yakima composite decking \(\\$0.90/lin.ft.\)](#) in two colors; cottage grey and cedar brown. [Rever Composite decking \(\\$0.89/lin.ft.\)](#) presents a dual-surface, allowing for a more creative layout. [Quadra vinyl decking \(\\$1.54/lin.ft.\)](#) offers three colors - redwood, gray, and white - appealing to customers who value easy installation and easy maintenance.

Yakima and Rever composite decking from BuildDirect is protected by a 10-year limited warranty. Quadra vinyl decking is protected by a lifetime warranty.

[BACK TO TOP](#)

## NEWS



Tontu Stainless Steel Sinks

## Newly Expanded Kitchen & Bath Category Meets Growing Consumer Demand.

**New Corian® vanity tops, stone sinks, and stainless steel sinks from BuildDirect mean better pricing, consistent quality, and a greater potential for sales to benefit volume buyers.**

Along with an offering of patented granite countertop kits and granite vanity tops, BuildDirect has expanded the range of kitchen and bath building materials. Porcelain, travertine and stainless steel sinks and Corian® vanity tops from BuildDirect allow buyers in the distribution and retail sectors to meet increasing demand for a more varied selection of products for surfaces and fixtures.

### New range of Vanity Tops and Sinks Meet Consumer Demand.

"Demand for kitchen and bathroom surfaces and sinks is becoming more and more varied as consumers are introduced to the benefits of new materials," says Rob Banks, Executive VP of Sales for BuildDirect. "Our expanded range of products meets that demand and adds the benefit of consistency of supply as well."

The new range of [Kesir travertine sinks from \\$110.50/piece](#) by the container-load means an extension of natural stone materials that have been historically strong sellers for tile flooring and wall tile. Consumers looking for a total effect of stone tile in bathrooms for instance can get the complete effect with travertine sinks.

### New Surfaces For Kitchen & Bath.

[Tontu Stainless steel sinks from \\$28.01/piece](#) by the container and [porcelain sinks from \\$11.65/each](#) are staples in kitchen and bathrooms. Through BuildDirect, all of the functionality, visual effects, and long lasting durability which consumers expect are in place. All stainless steel sinks are CSA approved.

Tontu [Corian® vanity tops from \\$140.10/set](#) represents a durable, lightweight material which stands as an alternative to natural stone vanities. These vanities offer white porcelain undermount sinks, eased edges, and 4" backsplashes - a total package ready to appeal to the consumer.

[BACK TO TOP](#)

## CASE STUDY



Kesir Colliseo Travertine Tile

## BuildDirect Order Tracking and Logistics Gives Overseas Homebuilder Peace of Mind.

**Homebuilder Tom Langmacher found out first-hand about being able to track orders anywhere in the world by a few mouse-clicks through BuildDirect. And all this while saving 50% on travertine tile.**

Tom Langmacher's container-load of travertine traveled from Turkey to a remote area of Belize in Central America. Logistical expertise and getting premium products for less made the experience just as easy and enjoyable as a domestic delivery; visible and easy-to-use online tracking, and a 50% savings too.

Tom purchased [Kesir 24"x24" honed and filled Colliseo beige travertine tile \(\\$1.79/sq.ft.\)](#). In addition, he purchased accompanying [Kesir Ogee classic beige travertine moldings \(\\$3.50/piece\)](#).

**Ship Container Orders Anywhere Worry Free.** "It was a pretty interesting project", says Tom. "I had the tiles transported inland to a remote location. I was able to follow the progress online and always felt confident my order was on track."

What also contributed to the success of the project was attention to detail when it came to packaging and paperwork. "Customs was a breeze," says Tom, "since all the documents were in good order and the boxes were clearly and accurately labeled."

#### **Get Premium Travertine Tile At Half Price.**

The price of the tile itself was also a major advantage. "There isn't a comparison to the tile in the area", Tom states. "But, I'd say it's safe to say that the cost would have been double if that size tile were available based on (the price of available) 16" inch tile."

#### **BuildDirect – the Secret Weapon.**

Tom gained the confidence in knowing that low product pricing and smooth delivery doesn't have to involve paying a higher price on shipping, administration, or materials.

"I will definitely work with BuildDirect again, says Tom. "The travertine tile I ordered beat everyone's prices and it was high quality. I feel like I have a secret weapon with BuildDirect!"

[BACK TO TOP](#)

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