

TRENDSETTERS

Alder hardwood that speaks for itself.

At BuildDirect, our goal is informed and satisfied customers. That's why our website is full of detail photos, information and standing offers of free samples. Yet if we could wish for one more thing this New Year, it would be flooring that speaks for itself...we think we may have just cracked that one.

Take our rustic, hand-scraped alder hardwood available in a choice of 3 deep and penetrating stains from [\\$2.93-\\$3.39 sq.ft](#) . With its rich textural touches and exotic colors, our brand of Alder has lent warmth and classic good looks to quite a few homes across the country. Although the wood itself can't talk, customers who have chosen to [rate their experience](#) after installing this floor *can* talk to us.

What did they say? Were they satisfied with the quality of the wood? What did others think of the price once they saw it from our customers directly? Direct reviews are what you get at [BuildDirect](#). Uncensored and unbiased, we print all the reviews, word for word, both good and bad.

Read about what real people have to say about our Jasper line of [Kempas](#), [Merbau](#) and [Amber](#) stained alders. Then imagine what they'd look like in your home.

In This Issue

Trendsetters

Alder hardwood that speaks of itself.

News

An insider's look at how top quality flooring is made.

Learning Center

Laminates got you all wound up?

 [Check out our blog](#)

Order Free Samples*

Choose From Over 800 Styles



[ORDER SAMPLES](#)

Learn how to earn cash
by referring your
friends.
-> [CLICK HERE](#)



REFER A
FRIEND
PROGRAM

NEWS



An insider's look at how top quality flooring is made.

Shot in our manufacturing plant in Ontario, our on line video gives you an insider's look at our factory to see how top quality Alton Bay wood flooring is actually made.

Alton Bay

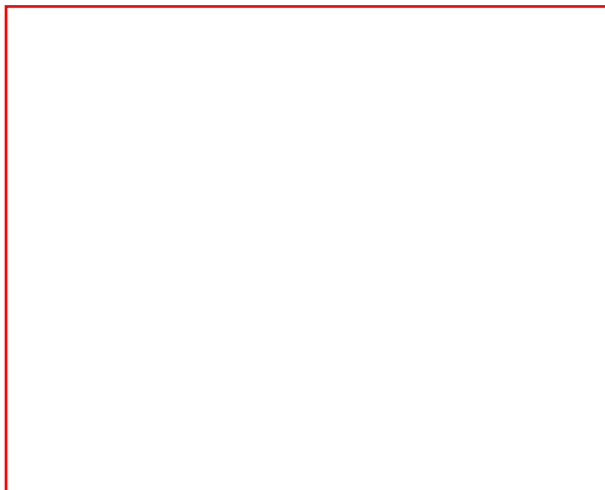
Hardwood

Flooring Video

Watch as each plank of wood is hand selected, sanded and sealed, as well as all the steps in between that make Alton Bay one of the finest floors in the world.

See fascinating high tech machines in action as they masterfully sand each plank, apply precision coats of stain set to match a master color board, cure the wood with ultra violet light and apply layer after layer of rock-hard sealant and polish away any and all imperfections. With all this technology, it's no wonder our Alton Bay flooring carries a trademark 25-year finish warranty.

But the Alton Bay story doesn't stop there. Our Alton Bay floors come in at some of the lowest prices for top quality tongue and groove hardwood flooring. You have to see it for yourself to believe it, and now you can. A no-compromise, no-shortcut manufacturing process that sets the standard with prices that can't be beat.



Simply [click here](#) to view our Alton Bay collection.

NEW! **30-Day**
Money Back Guarantee
 Returns are easy and FREE!
[Learn More](#)

Payment options:

VISA **MasterCard** **Discover**

Wire Transfer **BillMeLater**

Green Building Products

[View our Green Products](#)

BDU
BuildDirect University

[Enter](#)

BuildDirect presents articles about flooring, roofing, tile, and more.

ROOMDESIGNER
[View >](#)

NEW!

Rate this newsletter

BuildDirect values your input. If there is something you would like to see in upcoming issues of our newsletter, [please let us know.](#)

LEARNING CENTER



Laminates got you all wound up?

Relax and watch a video that shows you exactly how laminates are made.

From our mill in China, BuildDirect's co-founder Rob Banks lets his camera

roll as the laminate spool unrolls to create the floor we've all become so familiar with. [Tune in](#) for a visual explanation that's worth a thousand words. (At least that's what it would take to explain it in print!)

Part I gets into the beginning of the process as the laminate roll is glued and cut into smaller pieces for manufacturing and assembly. Part II (at the bottom of the blog page) takes you into mysterious process of beveling edges. [Check it out](#) and don't hesitate to post your comments.

*Lamton Laminate
Flooring*



[Order Samples](#)

[About BuildDirect](#)

[Update Your Profile](#)

[Contact Us](#)

Call Toll Free 1-866-483-2194 sales@builddirect.com

BuildDirect is sending you this communication in response to your previous inquiries at www.builddirect.com.

Your privacy is important to us (see [Privacy Policy](#)).

If you do not wish to receive future emails from us, you can unsubscribe by sending an email to enews@builddirect.com with the subject line 'Unsubscribe'.

*** Shipping and handling not included.**

*All prices F.O.B. factory.

**\$250 minimum. Bill Me Later® subject to credit approval as determined by the lender, CIT Bank, Salt Lake City, UT and is available to US customers who are of legal age in their state of residence.

BuildDirect 1900-570 Granville Street Vancouver, British Columbia Canada V6C 3P1

@@ContentArea