



Trend Report

Education & training: Now more than ever

It's an old business adage: If you take care of your employees, they'll take care of your customers. With the proper education and training, a knowledgeable employee will know the right answers to a customer's tough questions and can up-sell your services and products.

Nurture employees. Your staff knows that if you've taken the time to educate them, you value them and their role within the company. They are then in a supportive work environment that inspires them to value customers and do their bit to entice customer loyalty.

Head and shoulders above the crowd. Investing in education and training will differentiate you from your competitors. It's that differentiation that lures new customers – and keeps the existing ones.

Connect the dots. At Henkel, we understand the importance of education and training, plus we know you don't want to break the bank creating your own training program. That's why we offer a variety of educational options for you and your team.

- **The personal approach:** A Henkel rep can attend a company meeting to train your staff on Henkel's complete line of adhesives, caulks, and sealants.
- **Four certifications to choose from:** OSI® WINTeQ™ Window System classes are available for both installers and non-installers, such as dealers, distributors, and contractors.
- **Just launching:** AIA/HSW continuing education credits for architects on window installation ("Improve Sustainability and Efficiency by Specifying a Window Installation System") and green building products ("A New Approach to Green Building: Caulks, Sealants, and Adhesives") via online distance education.
- **Don't wait:** Contact your local sales rep to get more details and to schedule your training sessions.

Loctite® Power Grab® Construction Adhesive takes center stage

Expands product line and announces national advertising



This spring, Loctite® Power Grab® construction adhesive gets a high-visibility boost with a national advertising campaign and a new addition to the product line aimed specifically at builders and contractors. Also making its debut is a unique, low-investment merchandising opportunity, the Loctite® Power Grab® construction adhesive Hand Truck Pallet.

The newest addition to the Loctite® Power Grab® construction adhesive product line is Loctite® Power Grab® Heavy Duty, a special formulation that features the same Instant Grab™ technology Loctite® Power Grab® is known for, plus it boasts the more stringent requirements for outdoor application. Loctite® Power Grab® Heavy Duty construction adhesive complies with some of the builder specifications most commonly found on the job – ASTM D-3498, ASTM C-557, and APA AFG01 – and is available in a larger contractor size (27.9 oz./825 ml.)

"We've put fifty years of Loctite® brand innovation and experience into Loctite® Power

Grab® construction adhesive," says Scott Jackson, Senior Category Manager for Henkel Corporation. "Loctite® Power Grab® construction adhesive builds on the success of the Loctite® Power Grab® line and is a response to the growing market demand we see for high-performing, latex-based, super-strength adhesives."

With nine times higher tack than traditional adhesives, Loctite® Power Grab® Heavy Duty construction adhesive features Instant Grab™ technology, an initial tack so high it's like having an extra set of hands on the job.

The national advertising campaign this spring also builds on proven success, revolving around the award-winning television commercial "Noisy Neighbor" (go online to www.loctiteproducts.com to see the spot). Designed to increase awareness among professional users, the TV ad will run on targeted cable networks such as ESPN, TNT, FX, HGTV, SciFi, and more. First-time-ever radio ads running on national radio networks in the rock, sports, and news/talk formats will additionally boost the campaign's frequency and penetration.

With its growing product line, enhanced marketing efforts, and exciting merchandising opportunities, Loctite® Power Grab® construction adhesive is positioned for continued success in 2008.

THE LOCTITE® POWER GRAB® LINE

- NEW! Loctite® Power Grab® Heavy Duty Construction Adhesive
- Loctite® Power Grab® All-Purpose Construction Adhesive
- Loctite® Power Grab® Tub Surround Construction Adhesive
- Loctite® Power Grab® Paneling & Drywall Construction Adhesive
- Loctite® Power Grab® Foamboard & Ceiling Tile Construction Adhesive

Loctite®
Power Grab®
Construction Adhesive
Hand Truck Pallet
Promotion
SEE PAGE 2!



Ask Billy "VOC-compliant" and "low VOC" explained

Bill Longo is
Henkel's go-to guy
for caulks, sealants,
and adhesives. While
he's been cured many
times, he's never
tried evaporation.

Dear Billy,

I live in an area that has just adopted the new VOC regulations for adhesives and sealants. With all these new regulations – plus the growing popularity of "green building" – I'm seeing products that claim "VOC-compliant" and some labeled "low VOC." What is the difference, if any?

Signed: What The VOC?

Dear What The VOC,

Before I go into the difference between "VOC-compliant" and "low VOC" – and there most certainly is a difference – let's take a step back for those readers who are not very VOC-savvy.

"VOC" stands for Volatile Organic Compound, a necessary substance used in the manufacture of adhesives and sealants to make them flowable and workable. Once the adhesive or sealant is applied, it cures by the evaporation of the VOC. Some commonly used VOCs are the mineral spirits, toluene and xylene. Gasoline and alcohol are VOCs, too.

When an adhesive or sealant cures, the evaporation process releases substances into the air, which is why you smell an odor as the curing happens. Many states have implemented laws that restrict the use of certain VOCs, which are believed to contribute to low-level smog and deplete the ozone. Adhesives and sealants labeled "VOC-compliant" have been reformulated to comply with these laws. That can mean two things: The product is made with exempt VOCs, and it is made with a lower total volume of VOCs altogether. VOC-compliant products have less of an impact upon the

environment and exactly meet the requirements of these laws that are on the books in nine states and pending in 10 others.

Sounds good, right? It is, unless your customer wants a green product or you're striving to conform to the latest green building standards. If that's the case, you need to use "low VOC" adhesives and sealants, which will have the least impact on indoor air quality. These products – such as OSI® GreenSeries™ adhesives, sealants, and caulks – strive to reduce the total VOC content. They are even better for the environment and are good for environmentally-sensitive people (such as those with asthma). Low VOC products cost more, but they also conform to more stringent standards while maintaining high performance.

Another tip: Look for third-party testing to make sure the manufacturer's claims have been independently verified. For example, OSI® GreenSeries™ adhesives and sealants are GREENGUARD-certified for indoor air quality, the only adhesives and sealants on the market with that designation. I advise you, What The VOC, to consult closely with your customers about which product is right for them. If they are concerned about their budget, then VOC-compliant adhesives and sealants will comply with the laws and reduce environmental impact. If indoor air quality and "going green" is a more important issue for them, stock up on low VOC products. In either case, you are now ready to knowledgeably discuss both options with your customers.

Stickin' with you on the job,

Billy

Got a question for Billy?
Email him at Bill.Longo@us.henkel.com.

Tools of the Trade

Loctite® Power Grab® Construction Adhesive Hand Truck Pallet:

Low investment, big payoff

It doesn't get any easier than this! Purchase just nine cases of Loctite® Power Grab® construction adhesive and receive the Loctite® Power Grab® Construction Adhesive Hand Truck Pallet. Simply remove the shroud and roll into place. It includes nine cases of Loctite® Power Grab® construction adhesive, hand truck (a \$50 value, yours to keep), and a header. This offer is available while supplies last at participating shows and markets, or call your local Henkel representative.



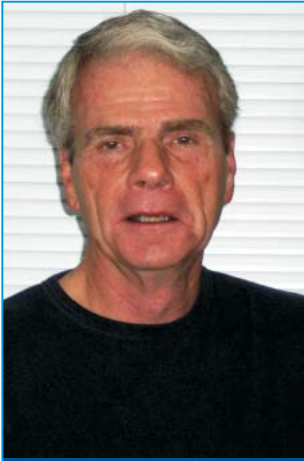
The Color Leader

OSI® QUAD™ sealant matches the latest siding and window colors

As a close partner with the siding, window, and door manufacturing industries, Henkel continually monitors their newest color offerings and then precisely color-matches our OSI® QUAD™ sealants with them. With over 230 in-stock QUAD™ sealant colors (and growing!), we help you get the job done right the first time with professional results.

Need a sealant color match anytime, day or night? Our Color Cross Reference database is always at your fingertips at www.osiproseries.com/osiccr/

James Hardie Fiber Cement Siding	
Siding Color	Quad™ Color No.
Aquamarine	769
Cool Breeze	851
Coral Coast	957
Pink Sand	959
Terra Cotta	961
CertainTeed Cedar Impressions® Vinyl Siding	
Siding Color	Quad™ Color No.
Hearthstone	279
Suede	453
Mint	771
Sea Breeze	853
Coral	963
Crain Performance Vinyl Siding	
Siding Color	Quad™ Color No.
Harbor Blue	844
Cypress	750
Wheat	616



5 Questions... for Michael Flanagan

12345

Michael Flanagan got his start as a teenager in the mail room of Alcoa Building Products. Today, he is the owner and president of Advantage Building Products in Rancho Cordova, California, just outside Sacramento. When we caught up with him one recent morning, he was already at his desk at 6:45 a.m.

1. Do you always get such an early start to the day?

I am usually in by 6:30 a.m. and work 12-plus hours most days – and even more so in a down economy. You have to be willing to put in the hours in this business, and you may have to forfeit things like kids' soccer games. The boss is always the one working the longest hours.

2. What inspired you to open your own business?

It was mostly fueled by the great education I got during 22 years at Alcoa, plus northern California seemed like a fertile market for vinyl siding and windows, which we specialize in. It was a marketplace that offered a lot of opportunity.

3. What's your approach to selling vinyl siding?

Back east, vinyl siding is standard in new construction. Here in California, where stucco is king, we work hard to raise awareness and promote acceptance of vinyl siding by new home builders and remodelers, focusing on the features

and benefits it offers. It's an equal good value for both homeowner and builder. Unfortunately, prices for it are skyrocketing because it's oil-based. We really need to control costs before vinyl prices itself out of the market. It's a cloud on the horizon.

4. Is price the most important factor to your customers?

We did a survey recently and learned that the most important factor to them was adequate inventory on hand. Price came in second. That told us they will pay a little more if you have the product on hand when they need it.

5. With all those long hours you put in, is it hard to break away for vacation?

With 12-hour days, it's even more important to get away. I take advantage of going to Arizona for long weekends, and I like Hawaii for longer breaks. It clears my head and I come up with better ideas for the business. But I never really shut off – my cell phone is always on and I'm always within reach, even on vacation.

Tips & Tricks

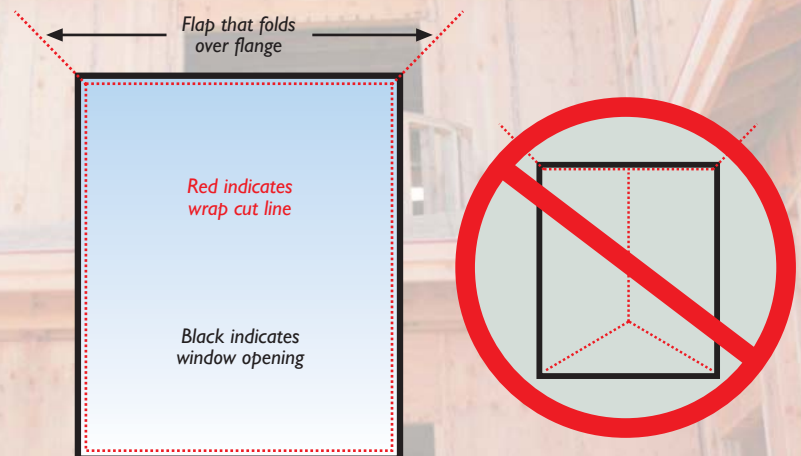
A weather-tight seal: Integrating the weather-resistant barrier during window installation

When installing windows in new construction or replacement windows, pay special attention to the weather-resistant barrier (WRB). It is important to properly integrate the WRB into the installation to make sure outside moisture and air are not channeled into the home. A common error is to fold the WRB into the house. If you do that, it's like tucking your rain coat in your pants. If the WRB is folded into the structure, use the modified "O" Cut instead. Here's how:

1. First, cut the WRB around the opening, staying even with the rough frame.

2. At the header corners, make 45° cuts up and away from the window to create a flap. Tape the flap out of the way while you install the window using the OSI® WINTeQ™ System installation method or follow the window manufacturer's instructions.

3. Once the window is installed, pull the flap down over the nailing flange and tape in place. This allows for proper water-shedding.



Modified "O"

Modified "I"



32150 Just Imagine Drive
Avon, Ohio 44011

Presorted Standard
U.S. Postage
PAID
Avon, OH
Permit No. 77

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Off the Clock

Fishing with Frank



The right equipment can make or break your fishing

I just got a new Legend bass boat and let me tell you – it is an impressive piece of machinery. This boat has got me thinking that we’ve been talking a lot about fishing technique these past few issues, but we haven’t touched on another very key factor for fishing success and that is the right equipment.

The Right Boat

Every bass boat out there claims to be the best. The reality is that each brand handles and runs differently. I have three pieces of advice when it comes to buying a boat. First, really think about the kind of fishing you’re going to do and find a boat that meets those needs. Second, you absolutely have to test drive it. And third, make sure you get the engine in the size the boat is rated for. If you buy a boat rated for a 250 horsepower engine, don’t try to save money with a 200 horsepower engine. If you do, the boat will be underpowered, sacrificing performance, handling, and, yes, even safety.

Sponsored by OSI since 2003, pro angler Frank Scalish relies on this new rig as he competes this year on the Bassmaster Southern Opens and the FLW BP Eastern Series tournament tours.

The Right Fish Locator

Here the key word is “detail.” Purchase a fish locator that provides the most detail and you’ll find the most fishing success. Put simply, fish locators are depth finders that show the fish you’re running over. If you try to skimp here, you will lose resolution and power, which translates into “no details.” My Lowrance fish locator shows so much detail, I can see a fish three inches off the bottom eating the bait I just dropped. And that’s what helps me catch them.

The Right Sunglasses

Quit being a tough guy and wear sunglasses, for Pete’s sake. A few fishing buddies of mine now struggle with cataracts, guys who were lax about protecting their eyes from harmful UV rays. Sunglasses can also be like safety goggles, protecting your eyes from errant hooks. Take an afternoon to try on a variety of frame styles to find the best fit. My Solar Bat sunglasses really fit well and are comfortable to wear on a long fishing day. Again, don’t skimp: Make sure they have UV protection and polarization to cut glare.

Good Fishing!

Frank



For more information, visit www.osiproseries.com/frank-scalish.