

upcoming events

The International Builders Show
Jan 13 -16 2005
Orange County Convention Center
Orlando, FL
www.buildersshow.com

2005 SBMA Building Product Buying Show
Feb 2-4
Showplace High Point
High Point, NC
www.southernbuilder.com

DeckExpo
Feb 2-4
Tampa Convention Center
Tampa, FL
www.deckexpo.com

IBSA Product Show
Feb 10-11
Myrtle Beach Convention Center
Myrtle Beach, SC
919-934-7616

National Green Building Conference
March 13-15, 2005
Americasmart
Atlanta, GA
www.nahb.org/greenbuilding.com

New River Valley Home Show "Home Expo 05"
March 18-20 2005
Christiansburg Recreation Center
Christiansburg, VA
www.nrvhba.org

BACV 2005 Home Show
March 18-20, 2005
Builders Meeting Centre
Forest, VA
Ph: 434-385-6018

The Home Show Better Living Expo
April 1-3, 2005
Salem Civic Center
Salem, VA
www.rrhba.com

2005 NAHB Multifamily Pillars of the Industry Conference and Award Gala
April 4-5, 2005
Doral Golf Resort & Spa
Miami, FL
www.pillarsconference.com

The Atlantic Builders Convention
April 6-8, 2005
Atlantic City Convention Center
Atlantic City, NJ
www.abconventions.com

welcome

New Metwood Dealers

Component Manufacturing
4101 N. 4th Ave.
Sioux Falls, SD 57104
Ph: 605-339-3647

Roberts & Dybdahl, Inc.
P.O. Box 1908
Des Moines, IA 50306
Ph: 515-283-7100

Roberts & Dybdahl, Inc.
122 East Chain Of Rocks Rd.
Granite City, IL 62040
Ph: 800-388-2889

next month

Dealer Action

Many Metwood products are available through our growing dealer network. If you're a supplier to the industry it could be time to get in on the action. Next month we discuss Metwood's Dealer Strategy and speak to several Metwood Dealers.

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METWOOD NEWS

December 2004
Issue 2

Metwood = Innovation

For several months now we have been using this expression in our ads. Some Metwood Innovations are simple, like the square column; it fits in a 2x4 wall, can be cut to fit on-site and is much stronger than its tubular counterpart. Not revolutionary, but very helpful if you happen to need it. Other innovations, like the Metwood Pourover Systems can add value and space to the right application at a very attractive price. Or how about girders with the strength of steel that can be screwed into place.

But that is just the tip of the iceberg; each Metwood product has its own story and place in a builder's arsenal of solutions. Sometimes one idea can mean the difference between profit and loss, so if this is your first introduction to Metwood innovation; read on and take a little time to check out the Metwood website. Then give us a call; we're ready to go.



Metwood Pourover System used to build an elevated Gazebo

PreFab Wall Production Gets a Boost

Metwood has been building PreFab wall panels for several years but with demand on the rise it was time to kick production into high gear. The recent installation of an automated panel line has increased production, lowered lead times, and improved quality.



"We're familiar with the struggles builders face to find and keep skilled labor", says Al Smith, Metwood's VP of Sales & Marketing. Before joining Metwood Al was VP of Construction Operations for a Design Build Firm in SW Virginia and a General Contractor in Tennessee. "We've been there. It's a challenge that the whole industry faces and this is one way that we can help. Our steel wall systems allow our

customers to speed up the construction process with steel wall panels that are pre-engineered and assembled by well trained, supervised employees, working in a controlled environment. And when push comes to shove, we stand behind them. The new panel line is allowing us to meet customer demand with shorter lead times and even better quality. Why struggle to build a stick wall when you can up-sell and purchase a pre-engineered steel system? And ditto on Metwood's beams and rafters". Thanks Al, we couldn't have said it any better!

Record First Quarter Sales Increase

Metwood posted a first quarter sales increase of 87% over last years first quarter. Metwood's VP and General Manager, Shawn Callahan states, "Although Sales were up across all Metwood's product offerings, Joist Reinforcers and Pourover Systems make up the largest percentage of the increase. The Joist Reinforcer is a unique product, invented and patented by Metwood, so we expect steady sales growth, but the real performers were the Pourovers. The Metwood Pourover offers many advantages over competitive products and our sales and marketing efforts are getting this story out and having a positive effect. Increased Pourover sales also had the effect of boosting installation revenues, which were up 70% over the previous year. We are still a regional business with growing sales in the Southeast, but we expect continued growth over the long term as we continue to strengthen and grow our regional home markets we will also be looking for opportunities to move North and West".

