

Trade Talk

A Quarterly Review of
Tips, Techniques, and
News for Contractors

[Twice the Praise
for the D9](#)

[Tipsters Rule](#)

[Good News for the
Future](#)

[Panel Temperature
the Key to Accurate
Installation](#)

[Follow-up](#)

[InvisiVent™ vs
Aluminum Soffit](#)

[The Winner Is...](#)

[Previous Issues](#)

Summer 2005

Twice the Praise for the Double 9"

Installers and homeowners alike are delighted with the Cedar Impressions® Double 9 in. Rough-Split Shakes. Read what just two of our contractors have to say.



CertainTeed has hit a home run with the new Cedar Impressions D9 panel. It looks great and is easier to install than competitive Rough-Split Shakes. My customers love it because Cedar Impressions looks just like cedar shake—without the maintenance hassles of real cedar. *Tommy Nelson, The Nelson Group, Shark River Hills, NJ*



This is probably the best panel introduced into the vinyl siding industry since the Cedar Impressions Perfection Shingle. Homeowners are awed by its authenticity—they touch the grain and can't believe the panel is not real cedar. *Rick Auffant, HomeCraft Exteriors Plus, Center Moriches, NY*

D9" on the job, [click here](#).

For more information on the

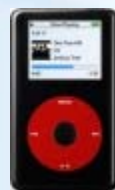


Subscribe Today

Did you just learn about the Trade Talk newsletter? Did a friend or colleague forward it to you? [Click here](#) for your FREE subscription to Trade Talk.

Win a Apple 20GB Special Edition U2 Color iPod

[Click here](#) and tell us about your selling tip or installation shortcut. If your tip is published, you'll win an Apple 20GB Special Edition Color iPod. The Special Edition iPod, with signature black façade and engraved autographs of U2.



Watch This Space

Every quarter you'll have an opportunity to win a different award for sharing your tip or shortcut.

Change Your Subscription

Click an option if you'd prefer to [unsubscribe](#) from this newsletter or [update your email address](#).

Send this Newsletter to a friend: [Click here](#)

Tipsters Rule

Every issue of Trade Talk features a winning tip from one of our readers. Space prevents us from sharing every tip we receive, so we're dedicating this issue of Trade Talk to the Tipsters—the hardworking contractors and distributors who generously share their experience and wisdom with us. And to thank them for their valuable advice, each tipster will receive a Coleman Extreme 55qt. wheeled cooler. Thanks, guys.

Here's a sampling of their great advice.

I'm always ready for the sale! I present my quotes to perspective clients in a folder complete with: my written labor warranty; the applicable product warranties; a customer survey; two referral letters the customer can pass on to the neighbors; a payment schedule, including a receipt sheet for the first payment; the "before" photos I snapped during the measure call; my card, and a company magnet. *Dale Shoemaker of Ray Saint Clair Roofing in Cincinnati, OH*

To allow water to run out and not behind the siding, put a piece of aluminum behind the step flashing at the roof line. Bend it over the top course of siding and drill 1/8 in. weep holes in the bottom of the siding. *James Edwards of JB Trades in Highland, MI*

If you can't shim J-channel around the little pop-up doors over the crawl space so it sits flat, use a snap lock tool just under the center rib of the panel and push the J-channel over until it locks in place. The J-channel will now sit nice and plumb. *Paul Hegji of DLH Distributing in Rancho Cordova, CA*

An anonymous tipster from Independence, MO, offers this advice for keeping caulk pliable in cold Missouri winters: keep the caulk in a towel bag with a heating pad.

Rusty and Tim Smith of Rusty Smith and Son Windows and Siding, Charlotte, North Carolina, always show potential customers their top-of-the line products. "Most customers want to see the highest quality products long before price becomes an issue because they are looking for siding that will last and add to the value of their homes. It's a lot harder to sell up than it is to offer "best," and then "better" options, so start with the best."

Have an IronMan demonstration with IronMax™ Double 5 in. soffit. Hand any other brand of vinyl soffit to a customer and ask him to bend it along its length. Then ask him to do the same thing with a piece of IronMax. Even if he can bend the IronMax, you will have effectively demonstrated the added rigidity offered by IronMax's steep, angular I-beam. *Keith Corner of Spec Roofing Contractors Supply in Oklahoma City, OK 73108*

When I have to cut a piece of siding to fit under the eaves or a wide window, I use an electric shear. It rips right through the siding and leaves a clean edge, even when I make radial cuts. *Jim Staelens, JRS Construction in Solon Springs, WI*

When you do an estimate or take-off for siding, save time by not calculating a reduction for windows and doors. Leave the reduction in for estimated waste, but don't forget to account for J-channel and undersill trim. *John Barlick, Barlick Builders in Laurel, Maryland*

When selling Millennium® siding, I nail some competitive siding to a piece of wood and ask the homeowner to pull on it—it pulls right off the wall. Then I do the same thing with Millennium. When the homeowner can't pull the Millennium off the wood, I point out the strength and durability of Millennium and explain the "Won't Blow Off" warranty. *Kasey Klein, of K & K Exteriors in Burton, MI.*

[▲ BACK TO TOP](#)

Good Remodeling News for the Future

The remodeling industry has been growing for the past 35 years, and business continues to look good for the future.

A study recently issued by the Joint Center for Housing Studies of Harvard University reports that home remodeling expenditures tripled



from 1970 to 1980 and then jumped another 250 percent between 1980 and 1990. In 2003, \$233 billion was spent on remodeling. Homeowners and landlords spent more than \$4 billion on siding.

More importantly, the Joint Center projects that from 2005 to 2015, the number of households will increase by at least 11 million, almost 10 percent more than in the 1990s. And, since each generation of homeowners has spent more on home improvements than the preceding generation, the outlook for remodelers is brighter than ever.

The full report, *The Changing Structure of the Home Remodeling Industry (2003)* is available on line at www.jchs.harvard.edu or by contacting the Joint Center for Housing Studies, Harvard University, 1033 Massachusetts Avenue, 5th Floor, Cambridge, MA 02138, 617-495-7908.

▲ [BACK TO TOP](#)

Panel Temperature the Key to Accurate Installations

Bob Werner is CertainTeed's in-house application specialist. A former owner of his own contracting business, Bob has over 30 years of experience in the industry.

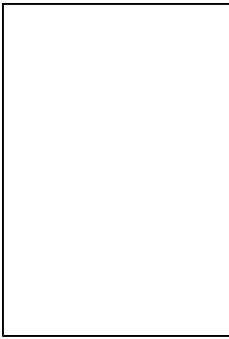
Installers are quickly discovering that the key to a trouble-free installation of the new Cedar Impressions® Double 9" Rough-Split Shake is properly spaced panels. Rough-Split Shakes should be spaced according to the panel's temperature at the time of installation. To make this easier, the panels feature CertainTeed's exclusive PanelThermometer™ and temperature indicator lines. The cells on the PanelThermometer change color as the temperature changes during the day, and the indicator lines serve as an easy-to-see guide to the placement of the panels.



Remember: Always install 1" accessories with Cedar Impressions Rough-Split Shakes.

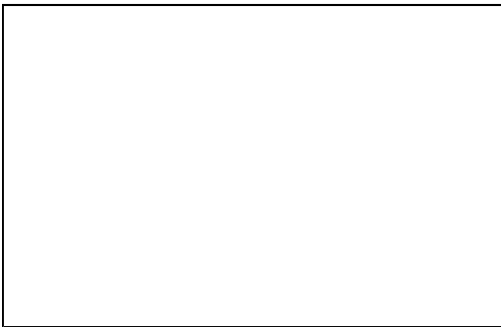
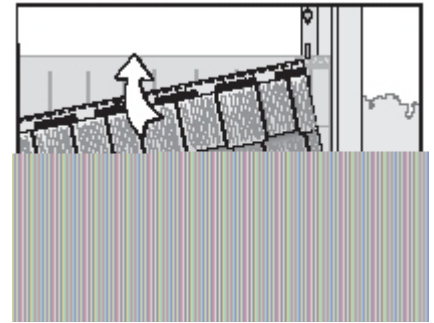
The first step is to install the Rough-Split Shakes starter strip. If you are planning to install CertainTeed's Mitered Cornerpost, make sure the starter strip is installed to the edge of the corner.

Mitered Cornerpost creates a seamless, finished look that replicates the profile of Rough-Split Shakes.



Create a straight edge on the right side of the panel by cutting the top two shingles so they are flush with the bottom shingle. Cut 2" off the top course of the panel at indicator "A," which is located above the nail slots.

Starting on the right side of the wall, hook the bottom locking leg of the panel into the starter strip. If you plan to install Mitered Cornerpost, space the panel 3" from the corner. If you are installing standard corners, slide the panel into the cornerpost or receiving channel. Leave 1/4" space between the panel and the corner for expansion.

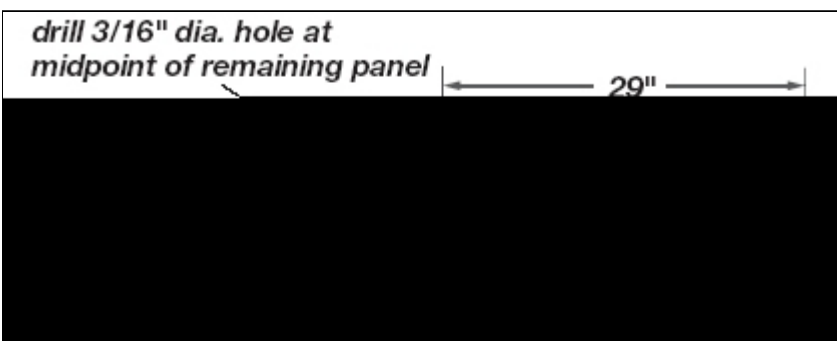


Fasten the panel to the wall by first nailing through the round center hole in the nailing hem at the top of the panel. Continue nailing the D9 panel with 5 nails: one in the right-end nail slot and one at each of the QuickReference™ Nail Mark Indicators. Be certain to leave 1/8" to 1/16" between the nail heads and the panel.

Install the next panel by positioning it below the starter strip and next to the first panel. Push in and up to lock the panel into the starter strip and the side tabs of the first panel. Remember to space the second panel according to the panel temperature at the corresponding temperature indicator lines.

Nail the panel into position starting with the round center hole. Place the next nail in the right-end nail slot (which overlaps the previous panel's left-end slot) so that the nail goes through both panels' nail slots simultaneously. Continue nailing the rest of the panel.

Additional Courses

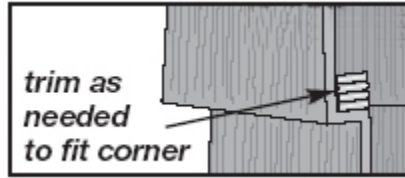


To install the second course, cut 29" off of the right side of the D9 panel at indicator "B," which is located above the nail slots, Cut straight through the panel. Drill a 3/16" hole in the center of the nail hem, and nail the siding through this hole.

Set the spacing of the panels using the PanelThermometer and the temperature indicator lines, and hang the second course of siding as described earlier.

Continue to stagger the panel courses, alternating each time to ensure a random shingle pattern up the wall.

Mitered Cornerpost Courses



The corners are designed to fit over the D9 panels that are used to start a new course. Install the siding on both sides of the wall before you install the cornerpost.

Lock the first corner over the siding, making sure it also locks into the starter strip. The top of the corner must be in line with the top of the panel. Nail the corner through the top two nail slots.

The right-side corner gap has cut marks at 1/8" increments. They allow you to fit the corner to the different panel heights you may encounter as you finish a course. Trim the corner gap as much or as little as you need to fit the panel.

Complete instructions for installing Cedar Impressions Double 9" Rough-Split Shakes are available by calling our Fax-on-Demand service, 800-947-0057; press 13 and order #229. You can also download the instructions from www.certainteed.com/

[Click here](#) to send a question to Bob Werner

[▲ BACK TO TOP](#)

Follow-up

By Doug Nyberg, Director of Sales Productivity, CertainTeed

Talk the talk, and walk the walk. One of the most important things we can do as sales people is to do what we say.



[Doug Nyberg](#)

Think about it: Has this ever happened to you? You are discussing a potential purchase with a sales person, and you ask him or her a question about the product or service. The sales person responds with an answer that clinches the sale, and you make the purchase. Then you find out that what the sales person promised was not correct or didn't happen. You were not happy, right?

This is why it is important to not over-promise and to follow-up on what we promise a customer. To accomplish this, it is important that you have excellent communication within your organization.

If your company is like most businesses, there are several functions within the company. Yes, there is a sales organization (which may be only one person), but you also have either a department or person that handles deliveries, accounting, credit, installation, production, etc. In many cases, the information that is communicated from one department to the sales function is all the information that the sales person has to pass along to the customer. If this information is inaccurate, it not only reflects negatively on the sales person but on the company as a whole. Most of the time, the sales person is only face of the company to the customer, and his or her follow-up is a reflection of the company.

It boils down to this: we must provide the goods and services to our customers in the manner in which we have represented them. We must ensure that we have excellent communication within our organizations so that the information we provide to our customers is accurate. By simply doing what you say, you reduce the possibility of unwelcome surprises and deliver your quality product to a happy customer who is sure to tell colleagues and friends of your excellent service.

I leave you with a piece of advice my father told me many times: "If you said you will do it, you *will* do it!"

What do you think? Good luck and good selling.

[Click here](#) to send a question to Doug Nyberg

InvisiVent® vs Aluminum Soffit...

In selected areas of the country, many contractors prefer to use aluminum soffit instead of vinyl. This is primarily because traditionally, they've viewed aluminum as more rigid than vinyl. To a contractor, this translates to "easier to work with". But CertainTeed's InvisiVent® vinyl soffit has proven that concept to be a thing of the past. Here's a quick exercise that will help change your mind.



Simply, cut 3-foot lengths of InvisiVent and aluminum soffit and suspend them between two objects such as the back of two chairs.

It will be immediately apparent that the aluminum sags more than the InvisiVent. That's because, in addition to concealing the double rows of ventilating slots, InvisiVent's deep, 3/4" dovetails provide superior structural strength to the panels. Remember, too that because it bends so easily, aluminum creates far more waste than InvisiVent, and typically it's priced higher. Best of all, InvisiVent provides a full 10.1" of net free ventilating area, and it has a clean, sharp, unperforated surface.

Stronger and more rigid than aluminum. Less waste. Greater ventilation. Less expensive. Great looks. All in all, a pretty strong case for InvisiVent!

[▲ BACK TO TOP](#)

The Winner is...



Jason Thomas of Wayne Homes in Uniontown, OH, is the winner of the TaylorMade r7Quad Driver. His advice is a must-read for new and experienced installers alike.

You can improve the overall appearance of a home by overlapping siding joints so that they provide the best overall appearance:

- Away from the entry in both directions
- Away from the street
- Away from the rear patio door in both directions

Also, except for over the garage door, never lap siding immediately on the top or bottom of any opening.

Thanks, Jason, for driving home the point about looking our best at all times.

[▲ BACK TO TOP](#)