

Your Success is Our Business!



Effective July 5th, 2011

E-Newsletter
June 5th, 2011

To our valued customer,

As you read this letter, meteorologists around the globe are tracking the first Atlantic storm systems of the season. News reporters continue to cover the extensive storm damage recently caused in several U.S. states. Officials in Texas, Alabama, Missouri and other hard-hit areas estimate it will be at least two years until the damage in some areas can be fully repaired. At the same time, we have witnessed a nearly 50-cent jump in gas prices following the recent holiday weekend and costs do not appear to be relenting any time soon.

All of these factors have increased the cost of residential roofing products, as well as increasing the demand for nearly all U.S. residential roofing markets. The manufacturing plants that service Michigan have been asked to "step up" production in an effort to supplement the unprecedented demands throughout the country. This has created a "planned availability" situation that is now having a direct impact on our market. Planned availability is the process in which manufacturers dictate the number of truckloads distributors are *allowed* to buy. Supply now joins price volatility as our enemy.

As we expected and discussed in our last letter, manufacturers of roofing materials continue to experience raw material and transportation cost escalations as they increase production and, in turn, must pass them along to distributors. We continue to work hard to circumvent these price increases and supply issues as we replenish our inventories. Unfortunately, we are forced to pass on another increase on July 5, 2011. We expect this increase to be around 10%, or \$8/sq. on standard laminates. All orders of in-stock material will be priced at the time of shipment. In addition, effective immediately, orders for any luxury shingle product (Landmark Premium/Duration Premium and higher) must be quoted at the time of order. Please see your Acme Territory Manager or your Inside Sales Associate for pricing.

We know these announcements are a concern to you, our valued customer. But, we believe that knowledge and information, along with quality products, is the most important thing we can provide to you during these difficult times. Again, please see our website for important contract information that you can include in your bids to protect your business and provide homeowners valuable information.

We recognize that this situation, as well as your increasing workload, can potentially make your business difficult to manage. Please remember that Acme Building Materials is here to help. You can sign up for our Rebate Processing Program so you don't forego the valuable rebates that are now even more important.

Please contact your Territory Manager for ideas and resources to help you close your current leads as these price increases may influence customers' decisions regarding needed home improvement. We have tools that may help you including homeowner project financing.

We value your business and stand with you as we manage this volatile market together. Henry Ford once said, "Coming together is a beginning. Keeping together is progress. Working together is success." Thank you for the opportunity to work together with you.

We value your business and appreciate your loyalty.

Sincerely,

Lori Tesner, Vice President

June Rebate Programs

- CertainTeed "No Limits" Rebate Program
- Owens Corning Roofing Essential Promotion
- Mastic Red, White & Home Rebate
- CertainTeed "On the Road Again" Contest
- Energy Star 5% Tax Rebate
- IKO Pro 4 Roofing System
\$4.00 Square on Cambridge shingles
(Qualifying purchases must be made,
see your nearest Acme Building Materials
location for additional details.)

Coming in July...

Airvent Contractor Promotion!
Shinglevent II Pallet Buys

June Specials

- Mastic or Plygem Windows - In only 5 Days!
\$245 - 5000 / Premium Series Triple Pane Low-E
\$165 - 4000 / Pro Series Double Pane Low-E
\$135 - 3000 / Contractor Series Low-E
(Up to 101 UI, Slider or Double Hung)
- Atlas Evolution Hidden Ridge Vent (4' Pcs) \$4.95

June Bulk Buys

With prices on the upswing, take advantage of our pallet bulk buys!!

- Felt Buys
\$16.95 / roll - BP #707 15# Felt (36 rl/plt)
\$17.95 / roll - Atlas 15# Felt (36 rl/plt)
- Alco Ice and Water Shield (25 rl/plt)
1 Pallet @ \$38.95 / roll.
2 Pallets @ \$36.95 / roll.

**In times like these, it is important to be aware of market and price changes.
We at Acme will continue to inform you of such changes as quickly as possible...
Via E-Newsletter!**

Watch your inbox for the latest pricing and market news in the building materials industry.



Flint

2097 Utley Rd.
Flint, MI 48532
800-921-2263
Fax: 810-235-5811

Brighton

8636 Whitmore Lk. Rd.
Brighton, MI 48116
888-511-2263
Fax: 810-231-2774

Rochester Hills

2230 Avon Industrial Dr.
Rochester Hills, MI 48309
877-320-2263
Fax: 248-537-3097

www.acmebuildingmaterials.com