

Your Success is Our Business!



Effective June 13th, 2011

E-Newsletter
May 16, 2011

To our valued customer,

Asphalt Roofing Products

The news has been inundated with substantial price increases in consumer goods over the past several months on items we purchase every day like fuel and groceries. Our industry is no exception. Over the past three months, we have received multiple price increases from roofing manufacturers and other suppliers totaling nearly 25%.

We have been able to combine our buying power as well as our industry knowledge to absorb the past two increases, but the most recent increase of 11-14% will result in it being necessary to adjust our pricing as we have reached the busy season in Michigan and are now replenishing the stock we have in our distribution centers.

Our goal when having to make these adjustments is to give you as much notice as possible so you can plan ahead in order to protect your business. Our increase will be in the neighborhood of 8% or \$6.00/square on June 13th. Unfortunately, all indications are that further increases may be coming and we may have to make additional adjustments as these are realized. Please consider this as you bid current jobs. We would also like to invite you to visit our website at AcmeBuildingMaterials.com for valuable information that you can use to explain these changes to your customers and to protect your pricing and profitability.

Vinyl Products

At Acme Building Materials we make it our business to know your business. This means working hard to understand the conditions that impact every aspect of this industry so that we can pass the important information on to you. From being active in industry groups that increase our buying power to staying in regular contact with our manufacturers, we consistently monitor the market conditions that effect product pricing, developments and availability.

Georgia Gulf Corp., North America's largest maker of vinyl construction products recently announced force majeure on shipments of PVC due to a shortage of raw materials according to Bloomberg News. Force majeure declarations are unprecedented and have not happened since Hurricane Katrina in 2005. Follow this link to [Georgia Gulf Corp News](#) to read the full article and learn more about the situation.

As you well know, PVC resin is the major component in vinyl products. This includes vinyl siding, vinyl windows, vinyl railing, PVC trim and PVC decking. This shortage of PVC supply has forced manufacturers of many of these products to announce double-digit (10-12%) price increases effective June 1st. This is the second vinyl price increase for 2011 and will force us to raise our prices effective June 13th.

New pricing will be available on June 1st and either your Acme Account Manager or local distribution center will supply you with that information.

Rest assured that we have your best interest in mind as we plan our buying strategies and try to hedge against these increases. We do our best to maintain the lowest price as long as we can. In these difficult times, communication with you is our top priority. If you have any questions, please don't hesitate to contact your Acme Account Manager or your local distribution center.

We value your business and appreciate your loyalty.

Regards,

Lori Tesner, Vice President

May 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.)

May Specials

- Mastic or Plygem Windows - White or Tan
5000 / Premium Series Triple Pane Low-E - \$245
4000 / Pro Series Double Pane Low-E - \$165
3000 / Contractor Series Low-E - \$135
(Up to 101 UI Slider or Double Hung)
- Structure Siding 4.5" Dutch Lap Wicker
(\$30 off per square while supplies last!)

May Bulk Buy

- Alco Ice and Water Shield (25 rl/plt)
1 Pallet @ \$38.95 / roll.
2 Pallets @ \$36.95 / roll.

***Tired of rebate paperwork??
Ask an Acme team member how to have your rebates processed for you!***



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