Dear SBC e-newsletter friends:

Welcome to the second issue of the Expert. Since spring, we have witnessed an overwhelming increase in our subscribers. We are happy to hear from you. All the feedback we gather helps us to maintain our position as quality leader in the industry. Keep them coming! Please feel free to forward this newsletter to your business partners who could be interested in knowing more about our cedar shingles.

As a result of your help, 2010 has been a great year so far. Thank you for your business!

Francis Bélanger, CA
V.P. Sales & Administration

The Expert by SBC is published three or four times a year. We welcome all reader relevant suggestions, comments and articles.

For more information or if you have any questions, please call (418) 594-6201 or email us at: info@sbc cedar.com.

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The Expert is Growing in Popularity

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A NEW WIND FOR OUR FAN DECKS

We are proud to introduce our new shingle fan decks. The sleek new design features specific details on the SBC advantages, Easy Nailing System details and also offers all of the warranty program information at a glance. With these new covers, our customers will have all the information they need on hand when it is time to make their final decision about our shingles.
CRESWELL CONSTRUCTION:  
CEDAR SHINGLES EXPERT

Nothing says “Cape Cod” more than white sand beaches, clam chowda and white cedar shingles. All have their distinct places in our minds eye when thinking of The Cape.

Steve Creswell, owner of Creswell Construction has been installing white cedar shingles as long as he can remember. Steve started his business, specializing in sideward installations 26 years ago, the day after his daughter was born. Steve and his team install about 3000 square per year and focus mainly on custom homes and large commercial projects. But, as Steve admits in this economy, “any work is good work”. Steve is also quite proud of the fact that some of his crew have been with him for over 20 years. This fact has led Creswell Construction to be known as one of the best, high quality sideward installers on Cape Cod.

Steve first started using SBC white cedar shingles about 12 years ago. He has experienced all of the innovative changes that SBC has gone through over that time period. His crew really likes the “easy nail system” as it gives them a quick visual guide and takes the guess work out of installing. Creswell mentioned that he has been very happy with the SBC quality and the fact that load after load, year after year, SBC delivers the highest quality and consistency. His crew says that SBC shingles “just seam to go up nicer”, certainly a huge complement coming from guys that install shingles everyday.

Steve has seen the industry change over the years. He remembers the days before resquared and rebutted shingles. Steve also has seen the rise of pre-finished white cedars. Whenever Steve has the opportunity, he enjoys selling the features and quality of SBC white cedar shingles. He also is sure to point out the warranty advantages SBC provides when sitting with a homeowner or general contractor. Creswell admits that thankfully, the Cape has remained quite traditional and wood siding is still the product of choice.

SBC thanks Steve and his crew for using and specifying SBC cedar shingles. If you would like to contact Steve about any up coming projects please find his information below.

Steve Creswell  
Creswell Construction  
Centerville, Ma.  
508-775-4285  
swcreswell@comcast.net

As part of our green involvement SBC now offers pre-finished shingles with Enviro Bleach stain, EXCLUSIVE to SBC.

Enviro Bleach is a unique formulation that replicates the look and performance of comparable oil based stains with the features and benefits of an ENVIRONMENTALLY FRIENDLY finish. Our Enviro Bleach cedar shingles are kiln-dried and individually coated for maximum stain penetration and protection. Not only do Enviro Bleach SBC cedar shingles save time and money, but also give instant curb appeal to any project.

ENVIRO BLEACH PROPERTIES

•Excellent protection for wood while producing uniform natural gray appearance at application  
•Specially formulated to provide natural weathered look after only a few months of exposure  
•Wide-spectrum fungicide/mildewcide solution that protects against wood destroying fungi, mildew, and blue tain  
•Meet’s the most strict VOC rules (under 50g/L).

Request your free samples today

DID YOU KNOW?

Eastern White Cedar (Thuja Occidentalis) is a slow-growing conifer, native to northeastern North America. Averaging a height of 49’ to 66’ (15 to 20 m) and a diameter ranging from 1.3’ to 3’ (40 to 90 cm), it can reach over 66’ (20 m) at maturity with a diameter of 3.9’ to 4.9’ (120 to 150 cm). Its wood is stable, finely textured and extremely long lasting. It offers exceptional natural resistance to insects and decay, resulting in excellent durability. Its structure makes it a very good insulating material when it comes to sound and heat. Cedar does not require any preservatives or special maintenance. White cedar wood is mainly used in appearance products and is perfectly suited for both exterior and interior applications, shingles being the most common use.