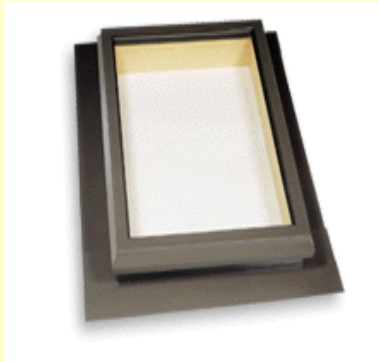


Starlight Skylights Industry News

July 1, 2008
Volume 1, Issue 1

Ray Hollowell, President of ORCA Manufacturing Inc.
Keith Walsh, National Sales Manager



President's Note:

I am extremely excited about new developments at Starlight Skylights and where we are headed in the future. For those of you that have purchased from us in the past you know that we have always prided ourselves on the "quality and service" we have provided our customers. We have many new programs and developments in the works which I believe will continue to enhance our mission and continue to help you grow your business.

The articles found below in our first edition of the Starlight Skylights Industry Update will touch upon some of the new and exciting products (Multi-Link), programs (Certified Installer Program), and developments (website) that will be available to you in the coming weeks/months. It will also offer education articles that will help stress the importance of diversifying product offerings during a down market.

I am pleased to announce the addition

of Keith Walsh as our newly appointed National Sales Manager. Keith has a wide array of industry experience and brings an enthusiastic and aggressive outlook for growth to our company. Keith will be in charge of managing our sales personnel, marketing initiatives, and national sales programs.

While many have looked at our current market conditions as if a dark cloud is hanging above us, we at Starlight Skylights believe there is a "new light." There are multiple opportunities to increase skylight sales as remodeling begins to rise and consumers, builders, and architects become more "green" conscious. I look forward to working with you during this time to grow our businesses together.

"Quality and Service...What Else Is There?"

Ray Hollowell - President

To Our Valued Customers:

Welcome to Starlight Skylights Industry Update newsletter! Each quarter Starlight Skylights will publish a newsletter which will contain articles benefiting distributors, contractors, builders, and architects.

As the housing and financial markets continue to be unpredictable, it is now more than ever, that our customers turn to us for valuable information that can help grow their business. Our quarterly newsletter will contain articles discussing industry trends, the housing market, contractor math, how to's, and additional news and notes.

Starlight Skylights' mission has always centered around providing "quality and service" to our customers at the highest level. We believe that this newsletter will enhance our mission and furthermore enhance our opportunity to help our customers grow.

We look forward to continuing to develop our relationship with you and sharing a very successful 2008 and beyond. HAPPY SELLING!

Keith Walsh - National Sales Manager

Contents

President's Note	1
Valued Customers	1
Upcoming Certified Installer	
Classes	1
Industry Trends	2
The Housing Market	2
Contractor Math	3
How to	3
News and Notes	4

Upcoming Certified Installer Classes:

- ◆ To schedule a class please contact your Starlight Skylight Sales Representative

Industry Trends: Go Green

Designing buildings that maximize sunlight for illumination is an efficient and effective way to lower your energy bills, reduce your carbon footprint, and protect the environment. In addition, it's important to note that we humans are phototropic beings, meaning that we are drawn to and thrive in environments infused with natural light.

Studies show that shoppers buy more, students get better grades, and office workers are more productive when bathed in sunlight.

Millions of people live in expansive, energy-inefficient homes that are cold and dark in the winter, hot and glaring in the summer, and have no pleasant pools of Natural Sunlight in any part of the house. These common design deficits are compensated for by fossil fuel expenditures in the form of heating, air conditioning, and electric lights. This dependence upon fossil fuels is not a condition of living comfortably in a house—it's just a very common bad habit resulting from inefficient design and a lack of widespread awareness about healthier design principles.

Beautiful, sunlit interior spaces that gracefully and naturally reduce our impact on the planet remind us what designing with climate in mind is all about.

Myths about Skylights:

1. Skylights cause overheating.

Fact: Indirect sunlight is far cooler than electric light. Properly designed skylights will

screen out the sun's heat when not needed.

2. Skylights cause glare.

Fact: Glare is caused by poorly positioned home windows, such as windows on only one side of a room, windows that are not properly shaded in the summer, or windows on the "wrong" sides of the house. Good design eliminates glare.

3. For skylight efficiency you need a climate with clear sunny days in the winter.

Fact: Skylight design improves the energy efficiency of houses in virtually all climates.

4. There are only a few standard skylight designs for homes.

Fact: Starlight Skylights are custom designed and manufactured to fit any architectural requirement.

5. Skylights are poorly made overseas and often leak.

Fact: Starlight Skylights are all manufactured and designed in Hurlock, Maryland to the highest specifications and meet the requirements of the architect to guarantee compatibility to each project.

The new generation of **Starlight Skylights** conform to and take advantage of all the benefits of **green home** concepts and construction...energy efficiency, saving natural resources, lower energy costs, and providing benefits to homeowners of natural lighting, heating, and yet preserving insulation properties of the home.

Article submitted by: Donna Franklin, Architectural Sales Specialist for Starlight Skylights and Starlight Glazing Systems.

The Market: A New Light

Our weak economy and sagging housing starts isn't all bad news. With the nation's conservative spending on new building starts the opportunity to renovate and refresh our current living situations is flourishing.

The building industry hasn't been this hard hit since 1991 and unfortunately housing starts were at their lowest points in years this past May. The good news is you can't keep a determined homeowner down! In the month of June remodeling services were reported as alive and well. Remodeling to bathrooms, kitchens and additions to existing homes are on the rise. Homeowners are also taking advantage of the times for cosmetic improvements to their home by painting and re-roofing.

This is where **Starlight Skylights** enters the picture. You can increase your profits by offering homeowners natural light sources like skylights, lean-tos, ridge lights, ridge mounts, etc. which helps to improve the

overall beauty of a home/room. Offered in standard and custom sizes to fit your every dream, a skylight added to a home can make an existing room feel brand new. Skylight manufacturing has become part of the "living green" movement and can improve the natural lighting and heating of homes without compromising the insulation. The technology involved with manufacturing skylights makes them energy efficient and the aesthetic value cannot be matched. Imagine how the natural light from the sun can change the appearance of a home, its furnishings and the home décor. Now is the time and **Starlight Skylight** is your facilitator.

Always be sure to check with your local zoning codes before you start your project and call your Starlight rep to assist you in creating a window to the stars!

Article submitted by: Richie "Boom Boom" Safren, Safren Sales, Representing your Necessary Needs in the Maryland/Virginia areas.



Studies show that shoppers buy more, students get better grades, and office workers are more productive when bathed in sunlight.



Contractor Math:

Our Contractor Math section will focus on how to help contractors continue to grow their business by showing customers the difference between “cost vs. value.” This quarter’s article focuses on not lowering your costs, not even during a “downturn” in the market.

Did you know studies in the past have shown that homeowners buy based on the education and choices they receive from their contractors and not necessarily on price?

If you just drop off a quote in the mail or with a phone call you are at best, getting a customer (i.e. headache) that only wanted a job based on price and at worst, wasting your time because you will not get the job. However, if you take the time to show homeowners all their choices such as: a roofing job with or without skylights, how skylights can save energy costs, how many different models/choices the homeowner can choose from, and how “quality and service” equals more value than cost, you are more likely to get the job and the type of customer that understands that their home is an investment.

How To: Install Multi-Link

Multi-link panels combine durable and virtually unbreakable multiwall polycarbonate roof glazing with a high quality aluminum frame that is watertight and rust resistant. Pre-assembled to your specifications, Multi-Link panels are lightweight, easy to install (DIY), and provide superior light transmission and heat insulation, to help reduce energy costs. Multi-link is perfect for carports, walkway covers, canopies, greenhouses, skylights and much more.

Panels are marked, labeled, and, if necessary, numbered. Panels are manufactured for installation in one direction only, pre-determined by site

Also contractors that feel the need to lower their prices during a downtime in the market will find you have to do more work just to break even. For instance:

- If your company currently makes **\$120,000/year** and closes **1 out of every 5 bids** on **150 bids** per year, you do **30 jobs** per year at the average cost of **\$4,000**.
- If you lower your price by **7%** your average price per job would be **\$3,720.00**. In order to break even at **\$120,000** you would have to do **3 more jobs** and increase your closing ratio to **1 out of every 4.5 jobs**.
- If you raised your price by **7%** your average price per job would be **\$4,280.00**. You could do **2 less jobs** to break even and your closing ratio could change to **1 out of every 5.5 jobs**.

So make sure to invest your time in the education of your customer and increase your value without lowering your price. **HAPPY SELLING!**

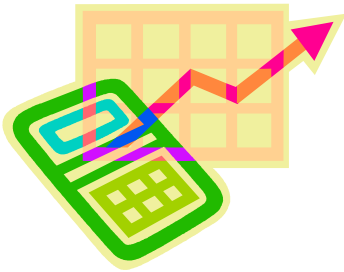
- Keith Walsh, National Sales Manager

conditions.

After establishing the fitting direction and securing the “eaves filler,” the starter panel is screwed into place in all 4 corners. The second panel is linked, secured with 2 screws at the top and bottom of the panel. The step is repeated for each remaining panel.

Final stages depend on the roof structure but polycarbonate end caps (provided) should always be fitted to the panels to provide security for the glazing and add the finishing touches.

To learn more about **Multi-link** or any of Starlight Glazing Systems please visit us at www.starlightglazing.com.



If you lower your price by 7%... you would have to do more jobs and increase your closing ratio to break even.

Fix first panel... link next... and fix... and link... ad-infinity.



News and Notes:



P.O. Box 992
Hurlock, MD 21643

Phone:
1-800-776-1539

Fax:
410-943-8245

E-mail:
sales@starlightskylights.com

**“Quality &
Service...What Else
Is There?”**

We're on the Web!
www.starlightskylights.com

Certified Installer Program:

Starlight Skylights Certified Installer Program was designed to help our contractors/installers continue to grow their business, while providing our homeowners, builders, architects, and distributors with the “*quality and service*” Starlight Skylights has promised. Contractors/Installers in the program are hand-selected by Starlight Skylights stocking distributors and have to meet certain criteria. After the contractors/installers have been selected they attend a seminar.

Contractors/Installers involved in the Starlight Skylight Installer Program receive many benefits including extended warranties, direct quotes, and marketing assistance.

To find out more information or to become a Starlight Skylights Certified Installer please contact your nearest stocking distributor or your Starlight Skylight sales representative.

Updating Website:

Starlight Skylights is currently in the middle of redesigning their website www.starlightskylights.com. Please check back occasionally to see if there have been any updates.

The new website will give homeowners the opportunity to locate Starlight Skylights Certified Installers and Stocking Distributors. The website will give builders and architects the opportunity to schedule AIA training for continuing education points.

The website will also give the Certified Installers and Stocking Distributors the opportunity to receive quotes directly off of the website. To learn more about becoming a “stocking distributor” or a “certified installer” please contact your Starlight Skylight Sales Representative.

Red, White, and Green Sale!!!



**Contractors Save 5% on Custom Skylights
from
July 1 - September 30th**