

Starlight Skylights Industry News

October 1, 2008
Issue 2

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



President's Note:

Welcome to the 2nd edition of Starlight Skylights Industry News Update! It has always been my opinion that education is one of the key factors to success. We created our newsletter to continue to enhance our ability to help our customers grow their businesses through education. Our educational articles will have a broad range each quarter, this quarter they focus on a "not so trendy" industry trend and growing sales through customer perception.

With different legislation on the horizon that can both help and hinder

our industry we must continue to help our customers gain valuable industry knowledge so we can all survive these tough times. I believe, as cliché as it sounds that "knowledge is power" and I hope that our newsletter in some form empowers our customers.

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

Ray Hollowell - President

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News and Notes:

NEW REPRESENTATION:

Starlight Skylights is pleased to announce the addition of **Ed Taylor** to our Starlight Skylight Sales Team! Ed has joined Richie Safren in the **MD/VA** area to provide additional customer support and to aid Richie in continuous sales growth. Richie and Ed will make a great team and will enhance the "quality and service" customers have already become accustomed to within the territory. Ed, like Richie, also represents additional manufactured products including EcoStar in which he has received National recognition.

Starlight Skylights is also pleased to announce the addition of **Bill Walsh** to our Starlight Skylights Sales Team! Bill will represent Starlight Skylights in the **NC/SC** market. Bill is a former Associate Group President of Carolina Roofing and Sheet Metal Contractors Association (CRSMCA) and brings over a decade of

industry experience with him to the position. He also represents additional manufactured products including Atlas Roofing, Karnak Corporation, Continental Materials, and TruFast. Bill will be a great asset to our team.

SEEKING REPRESENTATION:

Starlight Skylights is currently seeking representation in select territories. For more information please email: keith@starlightskylights.com.

AIA PRESENTATIONS:

Starlight Skylights has partnered with one of our top supplier and is certified to give AIA presentations to builders/architects and provide continuing education points. If you are interested in an AIA presentation please contact your Starlight Skylights sales representative.

Upcoming AIA Classes:

- ◆ To schedule a class please contact your Starlight Skylight Sales Representative or email: sales@starlightskylights.com

Green Thinking: GREEN is NOT a FAD

It is time we all admitted the fact that **GREEN** is not a fad. While some suggest that **GREEN** thinking comes and goes with the price of oil, I suggest that if you just look you will see **GREEN** is all around you. NBC runs commercials for **GREEN** with stars from their top rated comedies, newspapers devote entire sections and even inserts to being **GREEN**, builder and remodeler magazines have sections like “**The Green Room**” and “**Green House**” to catch your attention, and even Kermit the Frog continues to join in on the crusade explaining to us how “easy” it is to be **GREEN**.

If this were a commercial, as you read this newsletter cartoon birds and trees would be sprouting up around you singing the praises of energy savings. However, we do not live in a fictional world and people are often too busy to watch television, they skim over the newspapers and many do not have Builder/Remodeler magazines sent to their office. Many times in this industry we learn too late about industry trends and fixtures and often lose jobs because of them.

Did you know...Recent studies have indicated that **GREEN** home building will generate between \$12 billion to \$20 billion in sales this year. This will account for 6% to 10% of the housing market. These numbers are thought to possibly double over the next 5 years to a 12% to 20% share of the housing market generating nearly \$40 billion to \$70 billion in sales by 2012. **So how does Starlight Skylights help in the GREEN effort?**

Starlight Skylights provide dramatic effect to homes and buildings through bright natural lighting while also optimizing energy performance; our units help reduce the need for artificial lighting increasing **energy savings**. Typical savings for energy costs for the lighting effects provided by Starlight Skylights can range from **\$0.15 to \$0.75 per square foot**.

Starlight Skylights customized residential and commercial units are manufactured to fit any architectural requirement and budget and can help builders earn **LEED (Leadership in Energy and Environmental Design)** credentials. All of our units are available in custom sizes, shapes, colors, and come with a wide variety of glazing options including **Low-E**. Starlight Skylights come standard with “Super Spacers” making each unit even more **energy**

efficient because of their **superior thermal performance**. Finally **99%** of all the materials in Starlight Skylight units are **recyclable**.

Possible **LEED** credentials include:

- **SS Credit 7.2** - Landscape and Exterior Designed to Reduce Heat Islands, Roof Surfaces
- **SS Credit 8** - Light Pollution Education
- **EA Prerequisite 2** – Minimum Energy Performance
- **EA Credit 1.1 to 1.10** – Optimize Energy Performance Reductions
- **MR Credit 1.1 to 1.2** – Building Reuse, Maintain 75% of existing shell/Maintain 100% of shell
- **MR Credit 4.1 and 4.2** – Recycled content, Specify 10% Recycled Content, Specify 20%
- **MR Credits 5.1 and 5.2** – Local/Regional Materials, 10%/20%, Extracted/Processed/Manufactured Locally
- **EQ Credit 4.1** – Low-emitting materials: Adhesives and Solvents
- **EQ Credit 7.1** – Thermal Comfort: Design
- **EQ Credit 8.1** – Daylight and Views – Daylight 75% of spaces
- **ID Credit 1.1** – Innovation in Design – Must be submitted in writing

Besides **GREEN** effects Starlight Skylights also provide positive effects on the **human mind, body, spending habits, productivity, and learning rates**. Recent studies have shown exposure to natural light helps to positively influence a person’s mood as well as provide health benefits through the natural vitamin D provided by the sun. Also, these studies indicate bright natural lighting creates a **positive effect on customer spending habits**, in some cases retail sales activity increased almost **50%** when customers were exposed to **increased natural light**. Furthermore, the studies showed that workers are more productive and students learning rates were affected up to **26%** when a **natural light system** was properly designed in business/educational facilities.

To learn more about **LEED** please visit http://www.enemodal.com/USA/leed_explained.html and to learn more about how Starlight Skylights can help you on your next **GREEN** project please visit us at www.starlightskylights.com or call your Starlight Skylight sales representative. **HAPPY SELLING!**

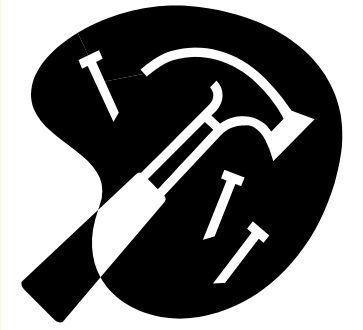
- **Keith Walsh, National Sales Manager**



“Recent studies indicated that GREEN home building will generate between \$12 billion to \$20 billion dollars in sales this year.”



Contractor vs. Nailers: How Do You Measure?



...I might pay a little more for “peace of mind” than saving a couple of bucks...

Do you remember being a child, when your mother warned you about the people you hung around and she always reminded you when your shirt needed to be ironed? She was simply attempting to tell you that “image is everything.” The same holds true today even if your mother is not around to tell you or you feel old enough not to have to listen. While some (including me) might argue that “everything” is a strong word to use with image we have to admit that image plays a big role in everything we do. From the cars we want to drive, the electronics we want to buy, and even the women/men we want to date image plays a role in our tastes and decisions. Why wouldn’t the same be true for your business?

As a consumer I confess that I often do not buy things based on price. I buy things based on comfort and perception. For instance, if I perceive that I am doing business with a reputable company I might pay a little more for “peace of mind,” than saving a couple of bucks down the street at the discount bargain outlet where somewhere in the fine print it says “buyer beware.”

Homeowners are the same way. The biggest investment anyone will ever make is their home and they want to make sure they have “peace of mind”

when making a new purchase for their homes whether it be a new television or a new roof. So the question is if image is everything, how do you measure up against your competition? Are you a contractor or a nailer? What’s the difference?

Simply put: A **contractor** is a **salesman**, while a **nailer** is a **quoter**. A **contractor** does not slash their prices but they provide their homeowners with **education** on why they need products and why they might not, while a **nailer** gives the **lowest** possible price and then goes **lower**. A **contractor** often **invests** in their business and belongs to a **certified program** that provides additional warranties and in home selling tools, while a **nailer does not want to invest** a small amount of money to help their sales grow. A **contractor** is a **presenter**; from the clean polo they arrive in, the in-home sales presentation, the website they direct the homeowner to via their business cards, and the lawn signs they use during their jobs, a **contractor** is always **presenting** their business properly and hoping their business is **perceived** in the highest regards. A **nailer does not care** about presentation or **perception** and are only concerned about bidding their next job.

It is up to you to decide if you want to be a **contractor** or a **nailer**. I, however, have always found (even as an adult) my mother was almost always right. **HAPPY SELLING!**

Keith Walsh, National Sales Manager

How to Order Custom Skylights

While it would be easy and somewhat humorous for me to simply place our 1-800 number in this article, and end it. As Ray Hollowell stated earlier in his President’s note, I also believe that education is the key to success. If you educate your customers and they find value in your words you can guarantee that they will be repeat customers and tell their associates to buy from you. Helping someone grow in knowledge often results in helping them grow their business and in return helping you to do the same.

When ordering a skylight from any manufacturer the following is essential to know:

1. **Curb Mount or Deck Mount?** *Curb*

mounts are designed to be installed on existing curb and flashing and are suitable for flat/sloped roofs. **Deck Mounts** are designed for commercial/residential and can be new/remodeling installations.

2. **Fixed or Vented?** Affects how you measure a skylight and whether or not you want additional airflow in the area.
3. **Dimensions?**
 - **Curb Fixed/Vented** -Measure the Outside Curb Dimensions. ½ inch is added to make flange-to-flange dimensions. If **vented** measure inside dimensions to insure operating hardware is unobstructed. (Continued Page 4)



Ordering Custom Skylights (continued)



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

- **Commercial Deck Mounts** are for flat roofs and have a 9" existing curb, thus to order you should measure the rough opening (inside dimension of the curb).
 - **New Installation Deck Mounts** should also be ordered via the rough opening. The skylight will be manufactured ½ inch smaller so it fits into the rough opening.
 - **Remodeling Deck Mounts** should be measured using inside drywall dimensions.
4. Glazing?
- Acrylic: Clear/Clear, Bronze/Clear, White/Clear
 - Glass: Clear, Bronze, Low-E, Bronze/Low-E IGU
 - Extruded Polycarbonate: Clear, Bronze, Opal, White.
 -
5. Finish? The following are options for any unit ordered:
- **Mill Finish** (standard for Acrylic Curb, Commercial Deck)
 - **Deep Bronze** (standard for Glass Curb, Residential Deck)
 - **Custom** (any color/computer matched)
6. Flashing - order flashing according to slope.
- **Flat roof** - 4" or 9" high.
 - **Low Slope/Standard** - 3/12 or greater.

In order to assure accuracy distributors and contractors should have their customers sign off on a final quote/drawing before placing a PO. Additionally if you are ordering a large skylight that needs to be engineered it often helps if you can take a digital picture and send it to the manufacturer for review. If you have any additional questions our highly trained customer service reps can assist you at 1-800-776-1539. **HAPPY ORDERING!!**

Keith Walsh, National Sales Manager

Cool Weather Cooler Savings



**Contractors Save 5% on Custom Glass Units
from
October 1 - December 1st**

Coupon Redeemable for 1 time use only. When purchasing your custom skylight please turn in this coupon to a Starlight Skylights Distributor. The Distributor will then turn in the coupon, PO, and invoice to Starlight Skylights in order to apply discount. Discount will be applied back to contractor's account after purchase.