

Starlight Skylights Industry News

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Issue 4

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



President's Note:

No person or company is immune to our nation's current economic status. For the last few years many of us have uttered the phrases "It can't get worse" (it did) or "I hope it hit the bottom" (it did not). Stocks, bonds, home values continue to go down while unemployment rates continue to skyrocket. Distributors are inventorying fewer products and homeowners are investing less in their homes and more into their savings accounts.

At Starlight Skylights we recognize that in order to make it through this difficult time we need to counter these subtractions by continuing to add value to our customers. The articles below

will touch on just a few of the new valuable additions Starlight Skylights has in store for our customers in 2009, including our newest sales reps, our Green products, OASIS Quick Link Patio Kit, and our new Certified Installers. We look forward to continuing to grow with you.

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

Ray Hollowell - President

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New Additions:

NEW REPRESENTATION:

Starlight Skylights is pleased to announce the addition of **Niki Monello** to our Starlight Skylight Sales Team! Niki has joined Richie Safren and Ed Taylor in the **MD/VA** area to provide additional customer support and to aide Safren Sales in continuous sales growth. Richie, Ed, and Niki will make a great team and will enhance the "quality and service" customers have already become accustomed to within the territory. Niki comes with a wealth of commercial roofing and distributor knowledge having worked with local distributors as a commercial sales representative. Niki also represents additional manufactured products including Polyglass and Marathon.

SEEKING REPRESENTATION:

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

AIA PRESENTATIONS:

DON'T FORGET...Starlight Skylights has partnered with one of our top suppliers 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.

- **Keith Walsh, National Sales Manager**

Certified Installer Classes:

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

Rolling the “Green” Dice:

Are you a gambler? Most of us have gambled in one way or another throughout our lives even if we did not know it. Perhaps you started your own business, took a job with promise but no guarantees, or asked someone on a date without knowing how they would respond? All the gambles in your life would be easier if it was a “sure thing” or if you somehow knew the outcome. Unfortunately unless a race is fixed or you have a crystal ball, you have to statistically weigh what your best bet is in business.

After reviewing the market trends at Starlight Skylights we have our chips placed on “Green,” and we have developed a “Green Initiative” for 2009 and beyond. Our products have always been considered energy efficient because our units help reduce the need for artificial lighting increasing **energy savings**.

However, over the last few years Starlight Skylights has significantly invested in becoming more energy efficient by offering additional glazing options such as Multi-Wall Polycarbonate which can significantly increase the thermal efficiency of a building by offering R-values up to 5. Additionally, we have developed products like our new “**Extreme**” curb mount model; (featured in our last Industry Update) the model incorporates acrylic and multi-wall polycarbonate for a unique design that maximizes the skylights thermal efficiency. Starlight Skylights is also developing a design and install **solar** program for residential/commercial applications and we are currently designing and testing our first manufactured **Solar Panel**.

We are betting on **GREEN** we hope you place your bets on Starlight Skylights. **HAPPY SELLING!**

- **Keith Walsh, National Sales Manager**

Subtraction Leads to Additions

Mind if I ask you a question? How is your business? If you just responded “Great” you are one of the few lucky ones. If you responded like most of us would “*it can always be better*” then I’d like to ask you another question. What are you doing about it?

In today’s economy, homeowners are watching every penny and every contractor is competing for the same jobs. Larger contractors used pass on what they considered “smaller jobs.” Now everyone wants a piece of the pie regardless of the size of the slice. In order for you to survive you must counter the subtraction of jobs by adding products and services that continue to add value to your business. The products and services that you add will increase your pieces of pie.

Customers whether homeowners, builders, or GC’s want contractors that offer multiple services while providing “peace-of-mind.” At Starlight Skylights it is our goal to supply you with valuable additions to your business that will allow you to continue to grow in value. These additions include:

- **Certified Installer Program:** teaches proper skylight installation techniques to contractors of all sizes.
 - Gold/Platinum classes are now available at your Starlight Skylights preferred distributors.
- **Project Management/Installation Crew:** allows contractors to bid on entire roofing job without eliminating skylights.
- **Green Products:** allows contractors to keep up with the growing trend.
- **Oasis Quick-Link Patio Kit:** allows a contractor to immediately offer a brand new service and increase their customer basis by hundreds.*
 - *Article on following page.

We hope that these additions along with our continued commitment to quality and service can help in your pie consumption. **HAPPY GROWING!**

- **Keith Walsh, National Sales Manager**



“You must counter the subtraction of jobs by adding products and services that continue to add value to your business.”



Introducing OASIS QUICK-LINK Patio Roofing System



“The OASIS Quick-Link Patio Kit offers contractors the ability to immediately increase their customer base by 100’s, if not, 1,000’s.”

Starlight Skylights is pleased to announce our newest product “Oasis Quick-Link Patio Kit!” The kit offers everything from the framework, roofing panels, and screws needed to immediately help your customers enjoy their deck or patio as an Oasis. Oasis is designed with a high quality aluminum frame with baked on pre-painted coating that **will not rust and never needs repainting**. The roofing panels are designed with multi-wall polycarbonate sheeting that allows **excellent light transmission** while **protecting** the consumer from 99.9% of harmful UV-Rays. Oasis is **perfect** for decks, patios, or even to act as carports and can be installed in **half of a day or less**.

The standard Oasis Quick-Link Patio Kit is 20’ x 10’, with clear glazing, and a white frame. The size of the kit can be customized, the glazing can be changed to bronze or white, and the frame can be custom painted for an additional cost.

The kit installs in 3 easy steps:

1. Frame
2. Link
3. Finish

The Oasis Quick-Link Patio Kit offers contractors the ability to immediately increase their customer base by hundreds, if not, thousands. For more information about Oasis Quick-Link Patio Kit please contact your local Starlight Skylights distributor, sales representative or email: keith@starlightskylights.com.

HAPPY ORDERING!

- *Keith Walsh, National Sales Manager*



BEFORE



AFTER



1. Frame



2. Link



3. Finish

News and Notes:



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

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

Certified Installers:

Starlight Skylights is pleased to announce our newest Certified Installers. The installers listed below can now offer homeowners a promise of “quality and service,” and “worry free installation” while also taking advantage of the many additional benefits offered to our Certified Installers including marketing assistance, extended warranties, and homeowner leads, and online quotes.

- **HARDESTY ROOFING:** serving the Richmond, VA area for over 20 years. Their high standards of craftsmanship combined with reliability and integrity, yield a continuous list of satisfied customers.
- **SUMMIT ROOFING:** has been proudly serving the Northern Virginia and metro market for over 25 years. They have installed well over 50,000 roofs on Northern Virginia homes and businesses.

- **BMS ROOFING:** has been a defining leader within the roofing industry and Virginia marketplace since 1974. There is no situation that they can't handle.



Spring Showers = Spring Savings



Contractors Save 5% on Custom Units
from
May 1st - June 30th

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.