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June 2008

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## PRODUCT SPOTLIGHT:

Chem Link, is proud to introduce the 4 oz. **M-1** squeeze tubes to our line of products. You all know the excellent benefits of **M-1** in the roofing industry. Now, we are looking to take the next step for expanding into new markets with our products. We at Chem Link feel that **M-1** squeeze tubes can be the answer to finding a new direction in distribution for our family of products. Enclosed are new markets to look at for future distribution and other information for the **M-1** squeeze tube.

**Packaging:** 4 oz. tubes • **Color:** Gray • 24 tubes per case; 94 cases per pallet • Tear away top boxes for countertop point of sale • Tubes carded for hanging display • Printed UPC code on tube • Re-sealable cap on tube

**Markets to sell in:** Roofing Supply, HVAC Supply, Plumbing Supply, Lumber Supply, Concrete & Brick Supply, Electrical Supply, Siding & Gutter Supply, Farm & Garden Supply, Tool Rental Yard, Hardware, Pool Supply, Marine Dealers & Supply, Sporting & Recreation Supply (Campers).

If you have a market not mentioned please let us know. Contact us on our Contractor Hot Line 800-826-1681 or [www.chemlinkinc.com](http://www.chemlinkinc.com)

## MERCHANDISING PROGRAM:

Chem Link is launching a new merchandising program focused on our most successful product, **M-1**. The purpose of this program is to exploit the strengths of **M-1** and create significant new sales opportunities.

Historically **M-1** has been available to contractors, on request, for all the tough construction and repair jobs our competitors can't handle. Once a contractor uses **M-1**, he can see and feel the superior performance as he works with it. This hands on perception of value has created a growing demand for **M-1** in the roofing market and in many other trades such as Lightning Protection, Metal Architecture, HVAC, and even some industrial applications.

To kick off our new merchandising program, Chem Link will launch our new metal display rack, during the **M-1** Sales Blitz, starting around the beginning of May. The rack will hold our new 24-pack box (10.1 oz. tubes) for this product that has been redesigned to enhance distribution display-available in a cutaway box that features eye-catching graphics and our new Contractor Driven logo. The Contractor Hot Line phone number is also featured on the newly designed cartons. The 24-pack carton is a handy way to provide your contractors with a premium product and save money too. The new artwork and the serrated cut strip of the new carton makes **M-1** an attention-getting display that will increase inventory turns in the distributor's show room. This is something you can sell as a profit center, with all four colors of **M-1**, "out front" where contractors can get their hands on it.



To qualify for the **M-1** Sales Blitz, One Full pallet of 24 pack boxes of **M-1** must be purchased. It can be in any combination of colors, and Chem Link will top load the rack, the graphics and new **M-1** brochure. Each display rack hold 8 24-pack boxes, and out of one full pallet order, 5 ½ turns can be expected, meaning product can move about 2 times faster. This will be first come first serve. Call our office and speak with Customer Service for further details of Our New Merchandising Program, 1-800-826-1681.

Getting the merchandising tools in the show room is the first step. Maintaining the inventory and appearance of the display system is essential to continued sales. With these two simple steps you can create continued sales and sales growth of **M-1**.

Be sure to check our redesigned web site for Technical Data Guides, MSDS, guide specs, or to locate one of our trained manufacturer's sale reps serving your area: [www.chemlinkinc.com](http://www.chemlinkinc.com).

If you are looking for a sample or technical assistance with an **M-1** application, please call the Contractor Hot Line, now with extended hours for live assistance, (800) 826-1681.

Dan Pitts Sr. and Dan Pitts Jr. of Pitts Roofing Company, Inc., Fort Worth, Texas, are the first contractors to be featured on the Chem Link website. We hope to feature a new contractor each month.

Pitts Roofing Company, Inc. has been in business for 16 years and employs 30 in the state of Texas. Commercial roofing is their primary focus and they also do residential, curtain wall, siding and flat work.

They have used **ChemCurb Penetration Seals with Pro Pack** and **1-Part Pourable Sealants** and **M-1 Structural/Adhesive Sealant** for ten plus years and do their part to educate architects to their advantages. They recommend **M-1** for emergency repairs and have this to say about **ChemCurbs**: "Never had a leak or problem. No waste....The Chem Link rep trained our crews...." Dan Pitts Jr. serves as president of the North Texas Roofing Contractors Association.

If you are a fan of Chem Link products and would like to share your story, please email Paul Graham [pgraham@chemlinkinc.com](mailto:pgraham@chemlinkinc.com) or Dennis Kelley [dkelley@chemlinkinc.com](mailto:dkelley@chemlinkinc.com). Paul or Dennis will contact you.



*Thank you Pitts Roofing Company, Inc. for sharing your expertise and recommendations.*

## THE GREEN SPOT:

This year the challenging question on every contractor's lips is "How can I differentiate the products with the green attributes I need from the products that claim to be the green products I need?" Everywhere you look, "green" products are practically jumping off the shelves of your local supply stores and the pages of your favorite trade magazines. It may not always be easy to be "green," but it most assuredly is now "in" to be green.

Chem Link is a growing manufacturer which formulates (in its state-of-the-art lab) and produces all its own products (in the U.S.A.) since 1990. Its founding principles were "dedication to the continuing development of high performance architectural products" and "do no harm," back when it was not at all "in" to be green! Chem Link is a "Contractor Driven" company, and still adheres to those principles and stands behind them. All of our products are environmentally friendly; they contribute no toxic substances, emit no odors and can help earn points on LEED and NAHB projects.

There is bad news and good news in this "Buyer Beware" market. There are various legitimate definitions of what a genuinely green product is. And to complicate things, you may need different green attributes of a product for different purposes.

Those questionable claims to have just what you need are out there too. And if you believe them all -- prepare to possibly be disappointed! However, if you are willing to do some homework, you can probably find what you need within a reasonable time frame.

The first thing to do is to understand and prioritize the green attributes you actually need for a given use. Will you be working in a confined space and prefer a product that does not emit toxic odors? Will you be working on damp surfaces and need a product that will bond to damp materials? Check manufacturers' websites ([www.chemlinkinc.com](http://www.chemlinkinc.com)) for technical data guides and Rep Locators. (Someone near you may be able to give you answers quickly.) Hint: Look for the specific information you need. For example, VOC content, temperature parameters or bonding strength.

Look for the companies which have expert technicians readily available to answer your questions. (Chem Link Contractor Hot Line, 800-826-1681, 8:00 am to 8:00 p.m. EST) And look for the companies that have a reputation for standing behind their products. Any ad or warranty is only as good as the company behind it.

