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## PRODUCT SPOTLIGHT:

**TileSecure Roof Tile Adhesive/Sealant** is a recent addition to Chem Link's line of high performance sealants and adhesives for the building trades. **TileSecure Roof Tile Adhesive/Sealant** is a one-part polyether-based adhesive designed for quick and easy application of clay, masonry and slate roof tiles and cultured stone. It quickly creates a tough, semi-flexible seal without the use of canisters or complicated equipment.

Contractors will be interested to know that **TileSecure Roof Tile Adhesive/Sealant** is formulated to have high strength--it will withstand hurricane force winds. In addition it is non-shrinking, odor free, requires no priming and will bond to damp substrates. It is compatible with concrete, slate, clay, wood, expanded foam and composite materials. For more information, please call Chem Link's extended hours Contractor Hot Line, 800-826-1681.

## 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 1/2 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.

Have you ever heard the saying anything that does not evolve will eventually die? This seems to be not only true in the animal kingdom, but is also true in the construction industry. From major corporate conglomerates to a small roofing crew in rural Michigan, we all have had to change the way we look at the way we do business today. Chem Link began as a thought and idea that would change the way a roofing contractor looked at roof penetrations. Our **ChemCurbs** helped the roofing industry evolve and eliminate an area of problems that had plagued the industry for years.

From that idea forward thinking, research, and innovation have been a corner stone of Chem Link. Reducing and/or eliminating solvents have enabled contractors to install better, more environmentally safe materials. Finding new polymer technologies and developing them into useful products is a daily goal for every one of us. Making products for our contractors better, faster and more economical continues to be our goal.

With that said, Chem Link is proud to announce another new innovation in our sealant and adhesive line. **TileSecure Roof Tile Adhesive/Sealant**, which has been under development for several months, was produced and the first orders were shipped out in early April. Please take a look at the product spotlight for more information in this issue.

We are also starting to receive pre orders for the new **M-1** Merchandising program which will be launched in early May. The excitement from our distributors is indicating that the merchandising racks will go quickly. Please call your local representative or our inside sales department for more information on how your location can get on board.

As we move into spring I want to thank all of our sales staff, the distributors and especially the contractors for making the first quarter of 2008 the best the Chem Link organization has ever had. We will continue to ask all of you for ideas and suggestions so that we can continue to help you build better, stronger, and more environmentally friendly projects.

Dennis Kelley - Chem Link Brand Manager

## THE GREEN SPOT:

New building technology equals Green equals Growing. Nobody ever said it's easy being green and it's never been easy being profitable. So how are today's contractors dealing with this double challenge?

As they see emerging technologies becoming available through their organizations, trade magazines and trade shows, contractors large and small are realizing that buildings and roofs, which they already know a great deal about, are rapidly becoming potential areas of significant energy savings. Cool roofs, vegetative roofs, natural lighting and new high performance building materials of all kinds contribute to the good of the environment, the building--and the bottom line. Customers across the country are driving this demand and energizing building initiatives in a sluggish economy.

Yes, new technology has a learning curve and involves investment of both time and money. But the makers of new technologies cannot sell what their customers cannot see the value of, so they are highly motivated to make the value of their new products well understood. Savvy contractors are taking advantage of what's available to them to increase their own knowledge and distinguish their own businesses.

Chem Link closely identifies with contractors' need to quickly find the best adhesive or sealant (high performance and environmentally safe) for an immediate building or roofing need. That is why we literally make it our business to have knowledgeable people available to answer contractors' questions both during and after business hours. Those people are also available to present their expertise at industry gatherings. (Dennis Kelley, Great Lakes Green, August 2008. More about this later.)

With the environment and education in mind, Chem Link has formed an agreement with a local Habitat-for-Humanity contractor to provide all sealants and adhesives needed for the construction of one of their houses later this year. From chimney flashing to walls to subfloors and everything in between, the Chem Link house will be documented as it is built and critiqued for performance. Watch this space for progress reports.



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