



October 2008

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## **PRODUCT SPOTLIGHT:**

Chem Link would like to introduce **MetaLink** in the 4 oz. Squeeze Tube. As you may know, **MetaLink** is a superior, moisture cure sealant with low VOCs and will bond to damp substrates. **MetaLink** bonds aggressively to galvalume, galvanized aluminum, stainless steel, zinc and other popular roofing materials. We think that offering **MetaLink** in a more portable size will help expand into new markets and opportunities. Markets that can benefit from the 4 oz. size range from gutter installations to HVAC close quarter installations to the plumbing industry to the agriculture industry.

- **Packaging: 4 oz. tubes with re-sealable cap  
24 tubes/case, 94 cases/pallet**
- **Color: Metallic**
- **Tear-away boxes, for countertop point of sale**
- **Each tube carded for hanging displays**
- **Printed UPC code on tube**

## **UPDATES:**

As all of us know, raw material prices have been rising throughout the year. Chem Link has weathered the storms by managing our inventories, streamlining our shipping procedures and improving our internal efficiencies. However, we can no longer hold our prices on every product and must pass on some of those increases to our distributors. We are sharing this burden with you and are doing everything possible to provide you the best quality products at competitive prices.

Our goal remains to offer you, our loyal distributor, the best prices; we will work with each of you to make you competitive in this environment. Please work with your local Chem Link Representatives to ensure that we help you remain competitive.

Large jobs that have been previous quoted - please make us aware of any quotes you may have out there so that we can honor pricing for existing quotes. We understand that in this tough economic climate pricing is very sensitive and we will work with you to remain competitive.

### ***Some highlights of changes include:***

- The addition of our new **MetaLink 4** - oz. Squeeze Tube available mid to late October
- The addition of our new 6" and 9" **E-Curb** available mid to late October
- The enhancement of our **BARR** family of products
- The inclusion of **Sheet Bonding Adhesive** and **Roof Assembly Adhesive** in our price sheet
- The replacement of our 12 pack of **DuraSil** with a more cost effective 24 pack of **DuraSil**
- New prices on **NovaLink**, **DuraLink**, **NovaLink SL**, **MetaLink**, **1-Part** and **BARR** products
- No price increase on **KnuckleHeads**, **SnowShoes**, **Seal Pack**, **Pro Pack**, **M-1**, **MeanGreen**, **Clear**, and **TileSecure**.

Thanks to all for a great 2008 this year thus far and let's all finish strong. If you are in need of any print materials or samples please let Dana or Merri know so that they may get them to you.

Paul Graham, Dennis Kelley, Merri Krishnan, Dana Castle

This month's Contractor Spotlight is on Wray Roofing of North Newton Kansas, one of the premier roofing contractors in south central Kansas, solving roofing problems for customers in Kansas and the mid-west.

Kevin and Rick Wray started Wray Roofing 30 years ago and they continue a long family tradition of delivering quality service with customer satisfaction and safety consciousness as primary goals. The two have managed and completed over 5000 projects. Kevin Wray serves as a past board member of the Midwest Roofing Contractors Association. They are also members of the NRCA, SHARP and AGC and attend the NRCA and MRCA Trade shows.

With a staff of 110, Wray's has over 160 years of combined experience in the roofing business. In addition to installation of low slope and metal roofing systems, Wray offers preventive maintenance programs, leak identification and temporary solution programs. The company is also well known for its work in the elevator storage industry and school projects.

They have been using **NovaLink** and **MetaLink** for over two years and are looking forward to using more of Chem Link's product line. They are impressed with the quality of the products and ease of use and the service they receive from their local Manufacturer's Rep, Dorsey Troutman.



*Chem Link appreciates this company's willingness to be featured.*

*Thank you Wray Roofing for sharing your expertise.*

**[www.wrayroofing.com](http://www.wrayroofing.com)**

## THE GREEN SPOT:

**Myth:** *Yeah, green buildings are probably healthier to live in, but they're generally much more expensive to build—and take way too long to make the investment worthwhile.*

**Myth:** *Green buildings are generally unattractive and unappealing; design has to be sacrificed to allow for green building practices.*

These are probably the two most common misperceptions pertaining to green building (building designed to minimize consumption of energy and resources and maximize health, productivity and comfort of inhabitants over the life of the building).

Let's face it. With all the industry and mainstream media coverage, new regulations, new technology, rising costs and good intentions out there, a perfect storm of "green fatigue" is topping the levees, leaving us awash in information overload and confusion!

It's no wonder that green myths are a persistent part of this verdant information overload—and that many contractors, and consumers, are looking for ways to navigate through murky waters of misinformation to find reliable information.

Like it or not, contractors must find ways to sort out fact from myth because (1) social and economic forces have converged to ensure that the need for sustainable building practices is here to stay and (2) they are a logical source of answers about all sorts of building options, including green building, for their clients and prospective clients.

By going to trade shows, reading industry publications, doing online research and talking to suppliers about new products and methods, contractors are quickly learning all sorts of ways to improve design and save money for their clients—and themselves.

**Fact:** *On average, an initial investment of two percent in green building design results in life cycle savings of 20 percent of total construction costs (10 times the initial investment). Source: The Costs and Financial Benefits of Green Buildings: a Report to California's Sustainable Building Task Force, Oct. 2003).*

**Fact:** *A \$4 investment (per sq. ft.) in building green nets a \$58 benefit (per sq. ft.) over 20 years. Source: U. S. Green Building Council.*

**Fact:** *Green building equals good design and can include the use of materials and landscaping (living plants) that add visual appeal. Proper siting alone of a new building translates into tremendous savings on construction, energy use and operating costs. The resulting optimal use of daylighting means energy savings—and increased productivity of occupants. Source: CAM magazine, "Debunking the Green Myth."*

**Fact:** *As the Age of Sustainability gains momentum, contractors willing to absorb new knowledge about new methods and materials and learn new ways to apply their skills will safely navigate the seas of change.*

**Fact:** *Chem Link has a line of highly developed, high performance "green" sealants and adhesives that are setting the standard for today's green building practices. Let us help you steer your course.*

**CHEMLINK**   
Advanced Architectural Products  
*Contractor Driven*

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