

Sapa Railing Systems Newsletter

sapa:

3rd Quarter 2010



Precision Rail of Oregon
Black TR 100 with pickets

Points of interest:

- Mike Hudgins joins the AP Group
- Customer Spotlight: Adrian's Quality Fencing & Decks
- Oregon Code Changes

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Welcome to the 3rd Quarter Newsletter! This quarter's newsletter is complete with information including; upcoming tradeshow information, OSSC code changes, the launch of the new Elegance Sun Control product line and Adrian's Quality Fencing & Decks customer highlight.

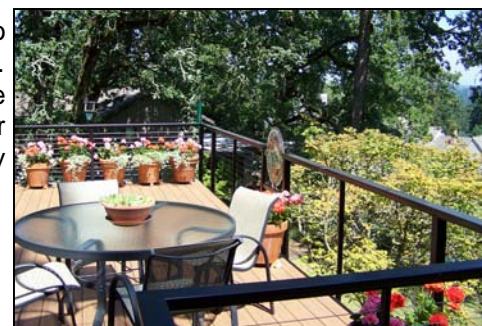
In addition, Sapa is excited to announce that Mike Hudgins has joined the Architectural Products team as the Railing Sales Representative. Mike's role will include providing railing customers with product knowledge, education and helping customers be intimately involved in the product development process.

Please take note, in the Policies & Procedures section, beginning Oct. 1st, Customer Service Summer Hours are no longer in effect. As of October 1, 2010 Customer Service & Will Call hours will be: M-F 7am-4pm.

NEW | Railing Distributor Marketing Materials

Sapa Railing Systems understands that to be able to sell our product you require the necessary resources. This is why we are working hard to continually update and create new tools that will prove beneficial to your business. Some literature that has been recently created and can be found on our website includes:

- Key Chain of Sample Railing Colors
- Residential Sales Binders
- Coming Soon | GC Sales Tool Kit



Railing & Fence Innovations
Black TR200 with Cable

**Engineering Packets with stamps can be printed directly from our website:

www.saparailings.com

OSSC | Building Code Changes

The State of Oregon is adopting the 2010 Oregon Structural Specialty Code (OSSC) which will be in effect beginning October 1, 2010. The previous 2007 OSSC permitted the allowable stress of railing systems to be increased by 33 percent. However, the new 2010 OSSC has eliminated this section of the code and, therefore, has placed a higher demand on the members and connections to perform structurally.

Sapa will advise customers of any impact to their project requirements. If you have any questions or concerns about your applications please contact customer service at:

Sapa-inc-rail@sapainc.com

503-802-3467

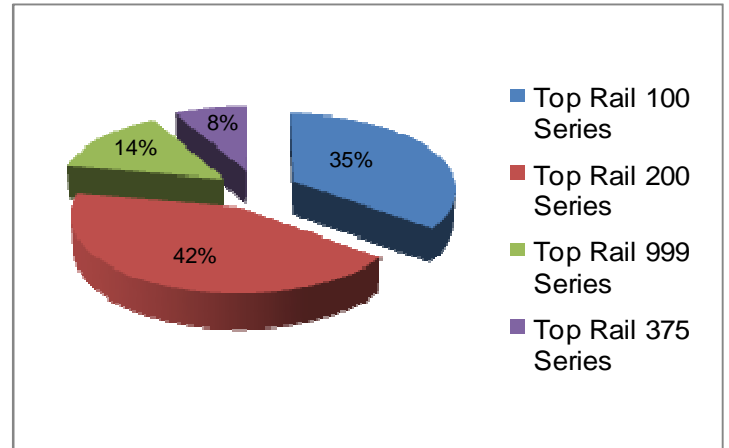
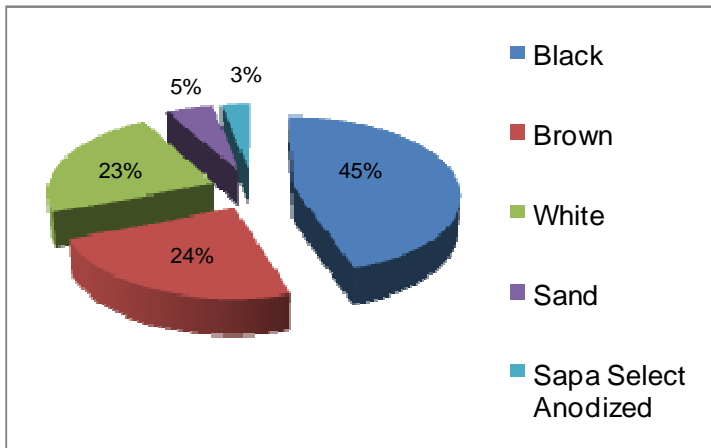
Take a look below at some of the largest and most important tradeshows coming up in the Pacific Northwest. Sapa would like to thank those customers that will be in the Portland Fall Home & Garden showcasing Sapa Railing this week! Your time and effort is much appreciated. Mike Hudgins, Sapa's new Railing Sales Representative, will be at the Portland Fall Home & Garden Show walking around, meeting customers and lending a helping hand where needed. Don't hesitate to contact him if you need anything!

Mike Hudgins
 Mike.Hudgins@sapainc.com
 Cell: 503-969-2697

<p>22nd Annual Portland Fall Home & Garden Show</p> <p>Sept. 30 – Oct. 3, 2010 Portland Expo Center Portland, Oregon</p>	<p>35th Annual Portland Home Improvement & Remodeling Show</p> <p>Oct. 15 - 17, 2010 Convention Center Portland, OR</p>	<p>NEW DATE! 5th Annual Tacoma Fall Home & Remodeling Show</p> <p>Oct. 28 - 31, 2010 Tacoma Dome Tacoma, Washington</p>	<p>28th Annual Tacoma Home & Garden Show</p> <p>Jan. 26 - 30, 2011 Tacoma Dome Tacoma, Washington</p>	<p>64th Annual Portland Home & Garden Show</p> <p>February 23 - 27, 2011 Portland Expo Center Portland, Oregon</p>
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Railing Trends | Most Popular Color and Top Rail Options

Data from Jan.1, 2010 — Sept. 29, 2010



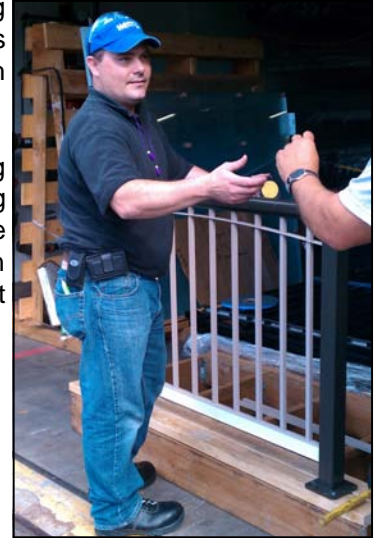
Sapa's Privacy Policy | Customer Credit Card Information

To ensure our customers privacy it is Sapa's policy to not retain customers credit card information. When you place an order for railing products, Sapa collects Personally Identifiable Information (such as name, contact and billing information, credit card, and other transaction information). Sapa only uses this information to deliver your order, process payment, and to communicate with you about the status of your order. Credit card information submitted with your order is used only for payment processing and is not retained by us. If you are a Cash With Order customer please be sure to have your credit card information available at the time your order is placed. We appreciate your understanding. Please be sure to contact us if you are interested in creating an account. Please email a credit request to Sapa-inc-rail@sapainc.com.



Sapa Railing Systems is excited to announce the addition of Mike Hudgins to the team! Mike started training with Sapa in the beginning of August and comes to us with 15 years of experience in the B & C market. Mr. Hudgins went into the Navy after high school and when he returned he started his own decking company where he focused on developing high quality products and projects. Most recently Mr. Hudgins came from a local building materials distributor working with contractors, builder education and sales.

Mike will be focusing on building customer relationships, increasing customers' market share, increasing brand awareness, providing product knowledge, education and integrating customers in the product development process. Mike's role is incredibly hands on and he is, "looking forward to working with such a great product line, and with such a great team."



Please join us in welcoming Mike to the Architectural Products team!

Quick Reference: Policies & Procedures

1.) **Regular Hours Beginning October 1st:** Summer Hours are no longer in effect. Beginning Oct. 1, 2010, **Customer Service & Will Call Hours will be:** Monday thru Friday from 7am – 4pm. Please contact us at 503-802-3467 or sapa-inc-rail@sapainc.com

2.) **Glass Orders** - Please remember that all deductions and additions must be completed prior to ordering through Customer Service. The glass measurements that are submitted to Customer Service must be exact measurements. For glass ordering assistance please feel free to contact us or refer to the website for a printable version of Sapa's Glass Order Sheet. www.saparailings.com

3.) **Touch Up Paint Orders**—Due to UPS and FedEx policy we can not ship spray paint overnight. Any spray paint orders must go UPS or FedEx ground. Thank you for your patience when ordering this product.

*Precision Rail of Oregon
Black TR375 with Composite Posts*

4.) **Will Call Orders:** Please remember that we will hold will call orders for a maximum of **7 Days**. Unless otherwise instructed, after seven days we will need to restock the order to make space for new orders. You will be charged a 25% restocking fee.

5.) When **returning material**, please note that if you would like Sapa to pick up the returned material for credit you will incur a delivery charge of \$50.00 and a restock fee will apply.

6.) **Fascia Brackets:** Sapa now keeps painted fascia brackets in each standard color in stock!



New Product | Elegance & Custom Sun Control System

Portland's Architectural Products group has been working closely this year with Sapa Building Systems in the UK to bring over the Elegance Sun Control product. We are excited to announce the launch of the Elegance System. This product is great for both large and small projects! Take a sneak peak here and please contact us if you have any further questions or would like a more detailed brochure.

The Elegance Sun Control system has been developed to improve the performance of any commercial or residential façade. Every Elegance configuration utilizes just enough material to accomplish the perfect amount of shading so that the project budget and overall cost of ownership are minimized.

Application: The Elegance Sun Control system is suitable for any new construction or existing structure. Any Sapa solar shading system, Elegance or custom, can be adapted to install in most field conditions.

Finishes: The Elegance shading system is offered with a powder or liquid painted finish to ensure appropriate snap fitting infills. Custom shades can be finished with powder, liquid or anodized coatings.



Eco-Clip

With long-term cost reductions being a major factor in the specification of shading systems, the Eco clip system has been developed to provide maximum shading, both in terms of area coverage and configuration options, while using simple profiles that are lightweight and inherently economic.



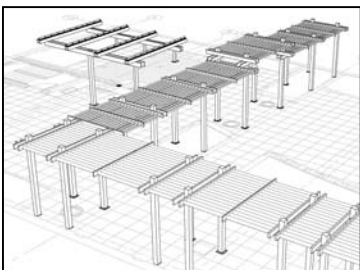
Aero Clip

The flexible Aero clip system has been developed to provide suited solutions for all applications, with an emphasis on eye catching design. Three depths of blade have been engineered to span greater distances. This reflects the increased module widths demanded of today's curtain wall.



Side-Arm

The Side-arm system is a range of blade profiles that can be used to create any shading configuration. With blades ranging from 4"-12", frames can be fabricated using custom laser cut side arm plates to capture the required arrangement.



Total Solutions from Sapa

In addition to the Elegance Sun Control Standard product line, the Architectural Products team can provide a solution to your vision through Sapa's limitless custom designs and extensive infill options. An increasingly popular choice are custom trellises. By working directly with the architect or general contractor, remarkable concepts and solutions can be realized.

Contact Customer Service for more information: [503-802-3467](tel:503-802-3467)



Adrian's Quality Fencing and Decks is located in Aloha, OR and they have been in business since 1990. Adrian and his wife, Monica Petrisor, founded the company out of their garage and within five years Adrian's Quality Fencing & Decks became one of the Northwest's leading fence and deck companies.

The foundational principle of their company is that 'Quality Comes First.' By providing top quality building, designing and customer service at competitive prices, their clients have received tremendous satisfaction and peace of mind regarding their fencing, railing and decking needs. Adrian's products include wood, vinyl, aluminum and iron fencing, railing and decking. They also specialize in retractable awnings and trellises.

Their vision of bringing quality to each facet of a project has proven very successful. This is the main reason they have been in business for 20 years! Adrian's Quality Fencing & Decks convey a special 'Thank You' to their wonderful clients whom they have served.

Q & A with Adrian Petrisor, Owner of Adrian's Quality Fencing and Decks

How long have you been a customer of Sapa? *"I have been a customer since back in the Anodizing Inc./Becker days. I have enjoyed purchasing the railing product for about 17 years."*

What do you like about Sapa Aluminum Railing and aluminum in general (since you use other building materials such as iron and wood for railing)? *"The biggest selling point for Sapa Railing and aluminum in general is the fact that it is maintenance free, no worry, no peeling or flaking, no rust and no problems! I like to combine the aluminum railing with Tiger wood or Epi wood posts. This gives customers a classic choice and also allows them a maintenance free and long lasting railing system."*



When it comes to aluminum railing do you exclusively use Sapa as your supplier? If so, why? *"Yes, I exclusively use Sapa Railing for all of our aluminum railing needs. I know there are other choices out there, but I enjoy the people at Sapa, the product line and the hassle free processes."*

How have you changed your marketing/sales plan to accommodate the weak market? *"In this economy we always try to stay competitive in the market place. That is key to our business. We may not bid the lowest price because our main focus is delivering high quality and service. Customers also feel more comfortable using our company because we have been in business for 20 years. Many companies have come and gone in this market, but Adrian's has remained strong."*

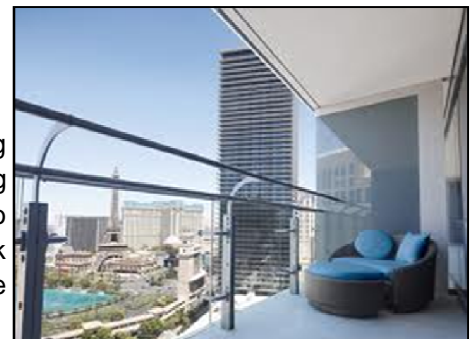
Adrian's Quality Fencing & Decking
21225 SW TV Highway
Aloha, OR 97006
503-848-8233
info@adrians.com
www.adrians.com

Sapa Solutions | Commercial Railing Project



Project: The Cosmopolitan of Las Vegas
Customer: Heineman Construction
Product: Custom Aluminum Extended Top

Heineman came to Sapa looking for a quick aluminum railing solution after the architect was unhappy and felt the existing railing design was unsafe. With time of the essence due to occupancy issues, Sapa's AP team quickly provided design, drafting and physical mock ups of an extended top cap that curved back to the terrace. Both the architect and the customer loved the solution Sapa provided (see picture on right).





Sales, Marketing & Customer Service

(from Top Left)

Matt Peterson AP Sales Manager x3255 Cell 503-467-8513

Alyssa Stibolt AP Marketing Manager x3454 Cell 503-927-6018

Mike Hudgins Railing Sales Rep x3273 Cell 503-969-2697

Andrew Siebert Railing Customer Service Rep x3467 Handles all residential railing quotes, orders and schedules shipments.



Project Management (From Top Left)

Steve Pleasant, Architectural Products Manager x3495

Steven Koch, Product Development Manager x3470

Stephen Archibald x3456

Shawn Porter x3464



Design & Drafting (from top left)

Lynden Copeland Technical Design Manager x3457

Tim Connell x3175

Steve McConnell x3463

Estimating

Mark Salisbury (Left) x3466

Shane Heck x3465



James Rout Fabrication Manager

