



# Do you like to gamble on your shake and shingle purchases?

We didn't think so.

Educate yourself. Choose **Certi-label™** products and enjoy free District Manager technical assistance.

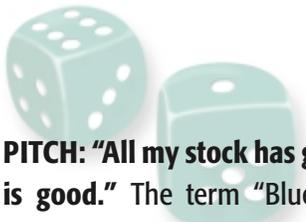
## QUALITY CONTROL REALITIES

**FACT:** Despite what some product labels say, phone numbers and/or post office box addresses are not "Third Party Inspection Agencies." Legitimate third party inspection agencies hold proper accreditations, have trained, experienced staff and have employees, an address, phone number and business office that are different from the manufacturer.

**FACT:** Statements on product labels that read "Inspected by in house inspectors" are not equivalent to "Third Party Inspection Agencies." "In-house inspectors" just means that the manufacturer's own staff have inspected their own product and declared it fit for sale. Product without third party inspection is most often a code violation and can result in a building official requiring the product to be torn off.

**PITCH:** "We chose not to join the Cedar Shake and Shingle Bureau because our products are actually graded tougher." Alert! The Cedar Shake and Shingle Bureau has **never** prevented its members from producing ABOVE the grade standard. Members are prohibited, however, from producing BELOW the grade standard. *Buyer's Tip: When faced with this statement, ask your supplier if the mill uses in house OR a legitimate third party inspection agency. Ask about their technical service. You may be surprised by the answer you receive.*

**CAUTION:** A product label reads "in accordance with" as opposed to "conforms with" the grading rules. Be careful here. Ask your supplier if the products in question actually meet and conform to grading rule standards or if it's a slick way to fool the end user.



# SALES MUMBO JUMBO

**PITCH: “All my stock has got a blue label, therefore all of it is good.”** The term “Blue Label<sup>®</sup>” is actually a registered trademark of the Cedar Shake and Shingle Bureau trade association which has over 250 member companies. Just because a company puts a label in a blue color on its bundles does not mean that it’s on grade or third party inspected. This confusion may lead to rejection of the load at the job site. *Buyer’s Tip: To specify a Cedar Shake and Shingle Bureau member’s product and grade, you must write “Certi-label<sup>™</sup>” brand on the purchase order and roofing contract. Follow this wording with grade, product type, length, width and perhaps even the common name of the product such as “heavies”, “mediums”, “R&R” etc. Being specific on your purchase order and roofing contract gives your supplier no excuse to ship you an undesired product, grade or brand. Specify that if Certi-label<sup>™</sup> brand was ordered, and the product delivered does not bear the Certi-label<sup>™</sup>, then the load will be rejected and sent back. The wrong brand also results in warranty denials, thus upsetting your customers.*

**PITCH: “These products are just as good as Certi-label<sup>™</sup> brand products, but they are cheaper/more readily available/what your roofing contractor prefers to work with.”** Don't believe these types of misleading statements. You get what you pay for. Certi-label<sup>™</sup> brand products are readily available, and good roofing contractors prefer to work with quality, on grade materials that conform to building code plus yield less culls and call backs. *Buyer’s Tip: Call your supplier’s bluff when you hear this. If you need help sourcing material or debunking myths then ask one of our District Managers for free assistance.*

**PITCH: “This is simply our mill brand... It comes from the same logs and is manufactured by us in exactly the same way as our regular material.”** This sounds suspicious. “Mill Grade” product does not conform to building code and is the lowest grade available. Remember, you get what you pay for, so don’t be fooled. *Buyer’s Tip: Ask for written confirmation that the product has legitimate third party inspection and will be accepted by the local building code official for your specific project.*

**ARGUMENT: “Our firm doesn’t belong to the Cedar Shake and Shingle Bureau because of the membership dues. We pass those savings along to our customers.”**

Ask your supplier if they’ve ever used the Cedar Shake and Shingle Bureau’s website, referred to our installation manuals, or called a District Manager for assistance with a technical issue. If yes, then why are they coat tail riding the industry’s trade association services and denigrating the association to you?

A simple question: Who would you rather talk to for help – a hungry salesperson looking for their next sales commission OR a knowledgeable, education-focused person who is paid to provide free technical assistance and documentation?

Here at the Cedar Shake and Shingle Bureau we do get quite a chuckle over the numerous calls from non-members’ customers who are frustrated with the lack of technical assistance provided. Some of these customers even tell us that the non-member sent them to us for help! *Buyer’s Tip: Remember, Cedar Shake and Shingle Bureau District Managers only provide technical assistance for Certi-label<sup>™</sup> brand products. A District Manager would be glad to inform you how much membership actually costs.*



Quality Certi-label<sup>™</sup> brand products. Manufactured by Cedar Shake & Shingle Bureau members.

# MORE SALES MUMBO JUMBO

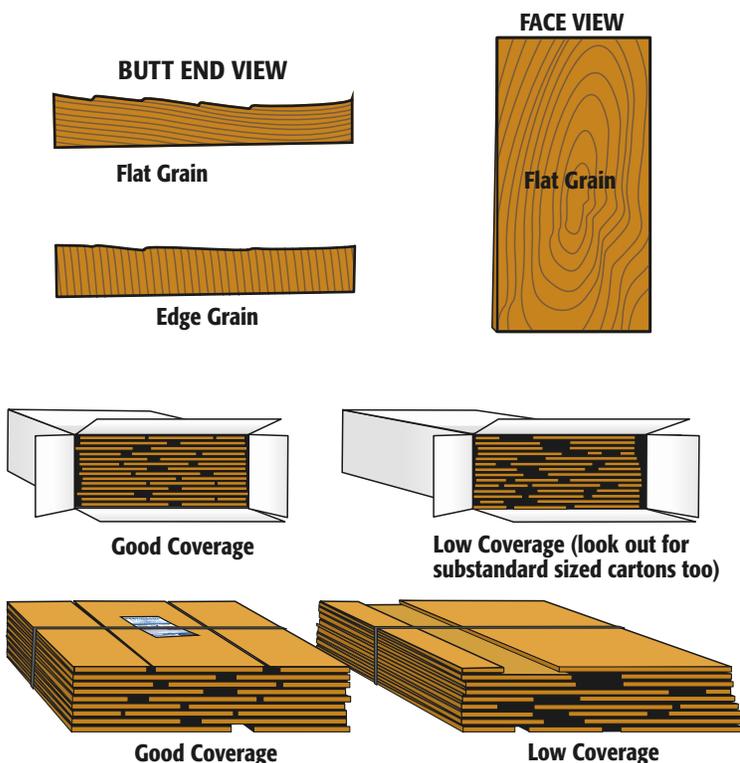
**FACT:** Some salespeople will mislead customers into believing certain brands/products are not available, just so that they can move out their current yard inventory. With over 70 member manufacturers in its membership, the Cedar Shake and Shingle Bureau can source the quality cedar shake or shingle product you need. We even have District Managers who will provide free product sourcing and technical assistance on Certi-label™, third party inspected shakes and shingles.

**PITCH:** "Great deals add value to my product lines." Everyone loves a deal, but there is a difference between a great deal and a misleading deal. No one loves bundles labeled Number One Grade that are 80%+ flat grain. No one loves bundles or cartons short of coverage. Excessive flat grain and short coverage mean off grade products, job site call backs, code violations and product shortages. You get what you pay for. *Installer's Tip: Poorly graded and under-packed, so-called "BARGAIN" cedar shakes and shingles will end up costing you more to install when you consider short coverage, call backs and building code official red tagged job site tear offs.*

**CAUTION:** Your supplier of non-member shake and shingle products tells you to lie about your product brand just so you can get free Cedar Shake and Shingle Bureau technical assistance. Really? You'd do business with someone who asks you to lie just so they don't have to pay proper membership dues? Come on – Cedar Shake and Shingle Bureau members pay the salaries of District Managers. It's only fair that our members' customers get the exclusive benefit of District Manager technical services. Cheap freeloaders are not welcome. *Buyer's Tip: Cedar Shake and Shingle Bureau representatives are extremely well networked in the industry. It doesn't take long for us to find out if you are really using our members' Certi-label™ products. And yes, when you contact them, District Managers will ask you specific details about your project to check that it is indeed our members' Certi-label™ brand material.*



## AVOID THE OFF GRADE SHUFFLE



### FLAT GRAIN

Flat grain is restricted by grade. No flat grain is permitted in Premium Grade shake or Number One Grade shingle products. Up to 20% per bundle is allowable in Number One Grade shake products. The official grading rules, as referred to in the national building codes, can be reviewed at [www.cedarbureau.org](http://www.cedarbureau.org)

### COVERAGE

Some manufacturers cheat by not putting the correct amount of ON GRADE coverage in bundles or cartons. Others make cartons that look full but are actually smaller than standard size. Read the grading rules and compare them with how much the carton holds. Much like serving sizes of food, the calorie count doesn't always match the full contents of the container.

# THE BOTTOM LINE

Customers want value for their cedar roofing and/or sidewall investment. Their home protects their family possessions and heirlooms, items that shouldn't be risked with roofing or sidewall products of unknown grade or quality.

- Make an honest and fair evaluation of your purchasing decision... Ask questions.
- Request technical assistance if you need it. The Cedar Shake and Shingle Bureau has been providing technical service to Certi-label™ customers for almost a hundred years.

## The Cedar Shake and Shingle Bureau is making a **POSITIVE** difference:

- ✓ Free technical services from education-focused (not sales-focused) staff
- ✓ Free literature and grading rule handouts
- ✓ Cedar Quality Auditor and extra inspections as additional layers of quality control
- ✓ Reassurance of legitimate third party inspections by accredited agency
- ✓ Manufacturer's lifetime limited warranty available from CSSB member manufacturer when applied by a CSSB member approved installer
- ✓ Renewable and recyclable products courtesy of Mother Nature
- ✓ Many Cedar Shake and Shingle Bureau members are family businesses with multi-generations and decades of quality focus. Founded nearly one hundred years ago, the Cedar Shake and Shingle Bureau is known as:

*The Recognized Authority Since 1915.*



## WE'RE HERE TO HELP:

**Tony Bonura**, District Manager, Northeast:

**Tony Hyatt**, District Manager, Northern Midwest:

**Peter Parmenter**, District Manager, Southeast:

**Clay Walker**, Cedar Quality Auditor:

