



Zeeland Lumber & Supply Co.

concepts MONTHLY

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Upcoming Dates & Events

Customer Appreciation Day
April 17, 9:00 am to 1:00 pm.
Main Showroom.
Join us for a fun day of prizes,
food and an opportunity to
meet with our suppliers

**Whitecaps Game and
Vendor Show**
May 13
Comstock Park, MI

Cubs and Whitesox Game
June 11
Chicago, IL

www.zeelandlumber.com

146 E. Washington Avenue
Zeeland, MI 49464
888-772-2119

The Lumber Market Stays Strong

When I write these letters to you and give my predictions of the lumber market, I do take my own advice and buy and sell material based on many of the thoughts and reasons I write about. Even though I wrote that the market was going to go up simply because mills needed price appreciation to stem the large losses they incurred last year, I did not expect to see what has happened. I had written that mills were not concerned what higher pricings would do to the price of housing but rather they were concerned about their own survival. They did increase prices and they did sustain the price levels that they desperately needed. Now however, pricing seems a little (or a lot) too high. This past month, the lumber market in all widths has take on a life of its own. No matter that house starts are still nationally weak, in fact they are near last year's levels, pricing has continually moved up. Looking back to the first of the year, the increases are substantial. The lumber futures market has lead the way and when you look at the forecasts in July, September and November, there is no relief in sight.

When I do my normal analysis of the market, I would assume pricing is too high and should not be buying but rather should be selling material and then buying it on the basis of sales created. That is what we essentially have done. However, as I said, the market has not rewarded this type of analysis. In many cases I cannot repurchase at the selling prices of today. What you will be seeing over the next couple of months is higher prices due to the fact that retailers including Zeeland Lumber cannot hold out on purchases any longer. We will have to go back to the market and replace inventory with product that is at higher price levels. These prices will be at double digit increases and have to be passed along.

So, what do you do?

Price your jobs with increased costs in mind. Do not expect to buy a profit in the job on pricing. When the stimulus ends in the next couple of months, we may see a little retrenchment in price but it will not fall back to the pricing that we enjoyed last year and through the winter. The same will hold true for panel products.

In the end, whether you are busy or not, the prices are real and they will be maintained - so act accordingly.

By Herk
Vanden Bosch



2. FrameSaver

Performance Standard 



FINGER JOINTED composite material to wood creates a perfect fit and maintains the structural integrity of the frame

MACHINES AND FINISHES JUST LIKE WOOD

COMPOSITE MATERIAL won't absorb water like wood, and prevents the bottom of the frame from ever rotting.

GUARANTEED FOR LIFE The revolutionary wood composite is so resistant to rot and insect damage that it is guaranteed for life.



Features

- Eliminates callbacks – guaranteed
- Lifetime warranty against rot or insect damage
- Composite bottom will not wick or absorb water
- Available frames for door unit widths of 4-1/8" to 8-7/8" and for sidelite and hinged patio applications
- Easy to use – machines, sands and finishes like a standard wood frame.
- Available for 2x6, 2x8 and 2x10 garage door applications
- Available in a variety of mull sizes

Options



Mulls, Brickmould, Garage Door Frames:

A variety of mulls for patio and sidelite units, notched for your sill. FrameSaver technology is also available in brickmould, stucco, and casing mouldings. The same FrameSaver protection is also available for garage door frames.



Lifetime Transferable Warranty 

Available at Zeeland Lumber & Supply, contact our exterior door department at 616-772-2119
www.zeelandlumber.com



“Unpredictable”

Article by
Mike Dykstra

The sunny skies and warmer weather of the last couple weeks puts a positive spin on life. We have been blessed with some wonderful weather in March. Now if the frost laws come off, that will be even better! March Madness is upon us, and I have heard it is just as likely to be struck by lightning and bitten by a shark in the same day as it is to have all your picks correct in your bracket. That said, I am in no danger of either of those.

In some ways, our industry is as unpredictable as the first round of picks for the basketball tournament. A quote from Lawrence Yun, National Association of Realtors (NAR) chief economist on March 4, 2010, states: “We will see weak near-term sales followed by a likely surge of existing home sales in April, May and June. The real question is what happens in the second half of the year. If there is sufficient job creation, housing can become self-sustaining with stable to modestly rising home prices because inventory has been trending downward.” Nationally, new home inventory is down to 9.1 months and existing homes of 7.8 months of unsold inventory. That is down from over 12 months of unsold inventory from a year ago.

Locally, we are seeing a few positives like Gentex is hiring people again, and LG Chem is building a new lithium battery plant in Holland. Housing is impacted still in a significant way by jobs and demographics. But it seems with every piece of good news, there are still some negatives out there, such as the next wave of home foreclosures. National housing starts are still below 600,000 annually, and as Herk stated in his article, lumber and OSB pricing is up and looks like it will stay that way for a while.

In talking with many of you, it seems like the word unpredictable comes up when describing how your year may unfold, which makes our business a little unpredictable as well. We will continue to look for opportunities to serve our customers better with more products and services, much like many of you are, in order to navigate through the unpredictable challenges. With trusses and engineering solutions from our Hamilton Truss business unit to installed services (like garage doors and other items) through our Zeeland Contractor Services business unit, we are here to partner with you in different and increasing ways. Adding product lines (like stone products) through our core business unit, Zeeland Lumber and Supply, is always on the forefront as well.

Thanks for your business.



interlocking floating porcelain floors

Avaire Advantages Real Porcelain

Our stunning porcelain tiles are designed utilizing the most advanced screening technologies available on the market today. The result? You get a high fidelity, natural looking stone, at remarkable prices.

Our unique installation system floats — it is not fixed to the subfloor. That means that you don't have to purchase extra products such as thinset or backer board. And unlike traditional tiles, you can grout the same day, which significantly reduces installation time and allows you to use your floor much faster.

Real Easy

Our tiles are less moisture-absorbent than traditional tile which makes them much easier to clean. And since Avaire is a floating floor and not fixed to a subfloor, a single tile can easily be replaced as opposed to traditional tile, which is far more difficult and expensive to repair.

See our display at our showrooms for color and sizes.



Main Store & Concepts Showroom
146 East Washington
Zeeland, MI 49464
(616) 772-2119

5265 West River Drive, Suite 100
Comstock Park, MI 49321
(616) 301-1521

606 9th Street North
Kalamazoo, MI 49009
(269) 978-1115

4652 Washington Street
Hamilton, MI 49419
(866)450-3310

55900 Hoosier Ave., Bldg. 1A
Mishawaka, IN 46545
574-532-1222



Safe 'N Sound Molded Emerald™

Utilizing DorCor™ made from wheat straw, Safe 'N Sound Emerald product features green attributes such as rapidly renewable content, pre-consumer recycled content, low formaldehyde emissions, No Added Urea-Formaldehyde and is Forest Stewardship Council (FSC) certified.

Based on customer research, the 20-minute Fire Rated door is the most anticipated addition to the Emerald offering. Many regions of the country require the door between the house and the garage to carry a 20-minute fire rating. The addition of the 1-3/4" Safe 'N Sound Emerald 20-minute will allow our customers to offer the entire house package to the environmentally conscious consumer.

Door Features

- * Reduces Sound Transmission
- * Lighter weight core allows for easier installation
- * Available in both 1-3/8" and 1-3/4" doors, 20-minute Fire Rated available in 1-3/4"
- * Full range of Passage and Bifold widths available (bifolds are 1-3/8" only)
- * 6'8", 7'0", 8'0" Heights available
- * Available in all Anniversary Collection and Molded Panel Series door designs

These are stocking doors so call your interior door products manager to get a quote.

