

Thanks for
doing business
with us at



CENTRAL STATES
MANUFACTURING, INC.
METAL BUILDING COMPONENTS

www.centralstatesmfg.com

Lowell, AR
800-356-2733

Michigan City, IN
800-638-2565

Cedar Hill, TX
800-210-8305

Jasper, AL
866-270-6608

Mount Airy, NC
877-813-2111

Metal 101 - How Long Has Your Metal Supplier Been in Business?

With more and more metal manufacturers opening across the nation, it is becoming harder to find a manufacturer that has experience and longevity. The longer a manufacturer has been around, the better quality systems they will have established. They will also have better relationships with vendors and will be able to efficiently handle warranty claims should they arise. Central States has been in business since 1989, and shows an excellent track record in business and financial matters. We're in it for the long haul!

2011 Energy Star Tax Credit Changes

Congress has extended the Energy Star tax credit for metal roofing, with a few changes. The credit covers 10% of the materials cost, up to \$500, for qualifying roofs placed in service during 2011. This tax credit is a great incentive for home owners to change over to metal roofing when looking to replace their roofs. Other incentives include lower heating and cooling bills, longer-lasting roofs and more. We're happy to provide you with literature that explains all the benefits of metal roofing. Ask your sales representative for it.

Frame Building Expo

Central States recently exhibited at the Frame Building Expo in Indianapolis. Attendees that stopped by our booth to learn more about our products and services had a chance to enter a drawing for a \$100 Visa gift card. We are pleased to announce that our winner was Brandon Hoke from Paxton, IL.

If you couldn't make it to this year's show, you should make plans to attend in 2012. It will be held Feb. 29 - Mar. 2, at the Americas Center in St. Louis, Missouri.

Please send all newsletter feedback/suggestions to info@centralstatesmfg.com

302 Jane Place
Lowell, AR 72745

CENTRAL STATES
MANUFACTURING, INC.



INSIDER

Useful Information Delivered Exclusively to Our Customers



Location Specific News for Michigan City, IN



Welcome, Dustin Watkins



Dustin Watkins joined Central States November 15, 2010. Dustin is a Territory Sales Manager covering Wisconsin, Northern Illinois and Minnesota. Dustin comes to Central States after leaving his family insurance business. Dustin is excited to join the team at Central States and begin building relationships with all of the customers in his territory.



Galvanized in Color

Prime galvanized (G60) is now available in the following colors:

- Arctic
- Burgundy
- Taupe
- Light Stone
- Charcoal
- Burnished Slate
- Rustic
- Hunter
- Gray



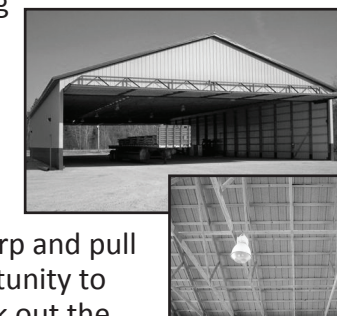
Electronic Invoicing

Electronic invoicing is now available. If you'd prefer to get your invoices by email, talk to your salesperson today.



New Trailer Barn

Michigan City has expanded our facility by adding a trailer barn. The trailer barn was completed in the fall of 2010. The addition is 120 x 60 feet and features our new product Drip X on the ceiling. It has 60 foot hangar doors on both sides of the building. The barn was constructed to house 10 trailers. Once the trailers are loaded they are moved to the barn until the drivers are ready to tarp and pull the loads to our customers. If you have the opportunity to visit the Michigan City facility, make sure you check out the new barn.



We are looking forward to our next expansion in the spring/summer of 2011. We are expanding the office. Stay tuned for more information.



Drip-X™

Drip-X™ is factory-installed at the Michigan City location! Ask your salesperson how Drip-X™ can save you time and money on your next project. See Drip-X™ in action in the photo of the trailer barn (above) or come by and see it in person.

Did you know...

According to the Internal Revenue Service, for the year 2011, a farmer can take 100% depreciation on any equipment or **building** that he uses for his or her business. This means that rather than take the expense over 20 years, he/she can choose to take it all in one year. Encourage your customers to talk to their tax professionals about this.

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A quarterly
newsletter created by the
employee owners
at Central States
Manufacturing
to provide information,
insights and ideas to help
build your business.

Volume X, 1st Quarter
2011

Does Your Steel Have a Warranty?

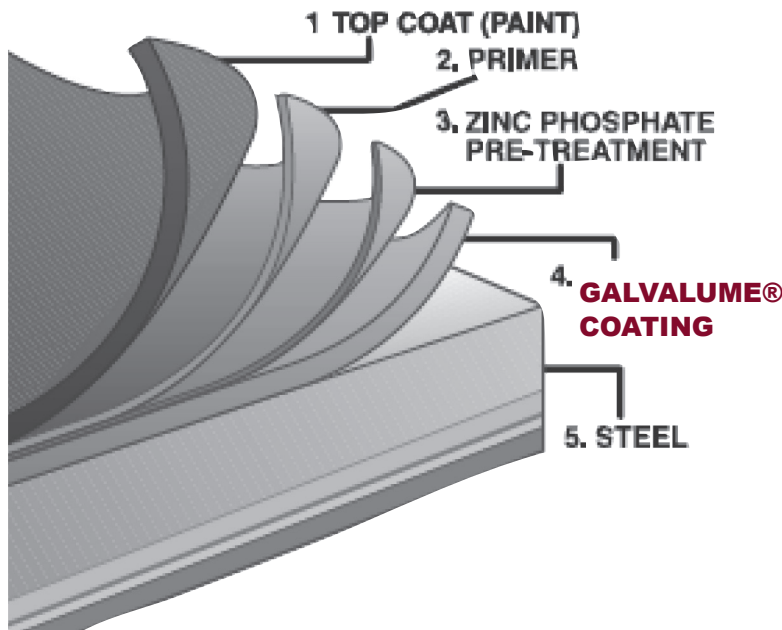
You've heard about our paint warranties, but did you know about the warranty on our steel itself?

In addition to our 40-year paint warranty on prime material, Central States Manufacturing offers a 20-year warranty on our Galvalume® substrate. (Does not apply to galvanized or Thrifty.) What this means is that the steel is guaranteed not to rupture, fail structurally or perforate as a result of corrosion caused by normal conditions. This warranty is good as long as your customer owns his or her home or business, up to 20 years. The substrate warranty on our AZ50 coated steel is 20 years, and the AZ55 acrylic coated steel is warranted for 25 years.

When buying metal, be sure to ask about the warranty. Many metal manufacturers who use imported steel are not able to warranty their coated steel. Make sure you know what you are getting for your money.

Not all metal is created equal.

Galvalume® is a registered trademark of BIEC International, Inc.



ATTENTION CUSTOMERS WITH D.O.T. NUMBERS:

CSA 2010 replaces SafeStat with a new Safety Measurement System (SMS) that measures the previous two years of roadside violations and crash data. With the SMS, every inspection counts, not just out-of-service violations, and both driver and carrier safety performance are monitored. CSA launched nationwide in December 2010. For questions, go to <http://csa.fmcsa.dot.gov/>

If you would be interested in having a training session with one of our experts, please contact Allen Berry at 800-356-2733, Ext. 3172 or aberry@centralstatesmfg.com.

Sign up for quick access.

Email communications save valuable time and money. If you have an email address and would prefer to get important information like pricing notifications, newsletters and more via email, please call your sales representative today or email it to jbarber@centralstatesmfg.com. Please include your business name and location in the subject line.



Raindrops Won't Be Falling On Your Head

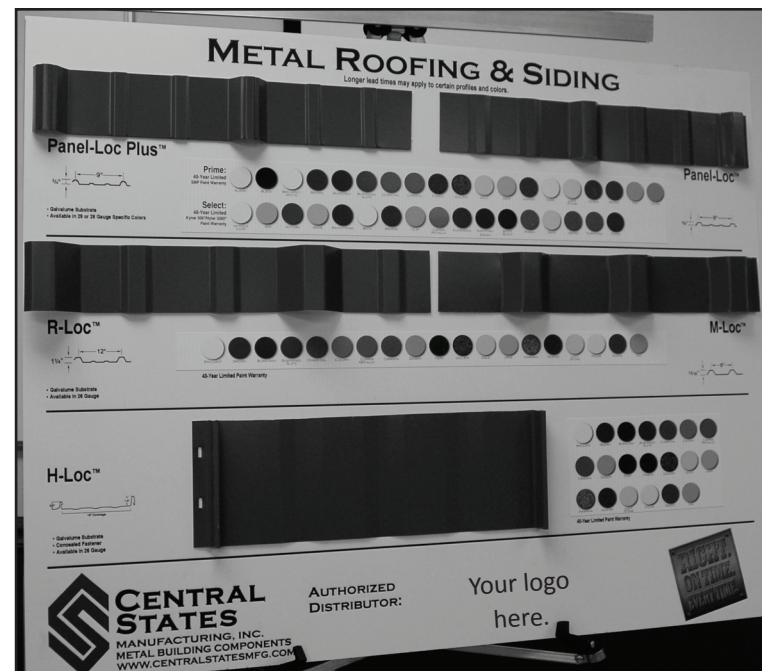
Drip-X™ is fast becoming one of our most sought-after products. After you've seen it in action, you'll understand why. Drip-X™ works by trapping moisture and holding it until it can be released back into the air. This control of condensation saves time by removing the need for a vapor barrier and improves the efficiency of the installation process. This also reduces liability by having installers on the roof for a shorter period of time.

Drip-X™ is factory-installed at our Michigan City plant on R-Loc and Panel-Loc plus, and will be coming to our Lowell facility as well. Ask your sales representative for more information on Drip-X™ panels.

Advantages of Drip-X™:

- UL 723 Approved - meets flame spread and smoke generation requirements for insurance
- Anti-microbial material - NO mold or mildew issues
- Holds up to 10 times its weight in water (more than 1 quart per 10 square feet)
- Extremely resistant to tearing and deterioration
- 20-year adhesion warranty
- Durable - used in virtually every climate condition on every continent
- Appropriate for use in animal confinement
- Noise reduction - up to 20% reduction of rain and reflective noise
- Easy to clean with hose or pressure washer

Introducing Our New Combo Display Board



Panel Profiles Produced in Your Area:

Cedar Hill - M-Loc, R-Loc, Panel-Loc Plus, Horizon-Loc

Jasper - R-Loc, Panel-Loc Plus, Horizon-Loc

Lowell - Panel-Loc, Panel-Loc Plus, R-Loc, Horizon-Loc, Central-Loc, Central-Seam Plus

Michigan City - R-Loc, Panel-Loc Plus, Horizon-Loc

Mount Airy - Horizon-Loc, R-Loc, Panel-Loc Plus

Note: Longer lead times may apply if you order profiles or colors not produced at your service location.

Our new **Combo Display Board** has all of these great advantages:

- Contains all profiles commonly available from Central States -- does the job of previous five separate display boards
- Requires less space on your wall than 5 boards to promote same products
- Has space for your logo if you wish to attach it
- Colors on the display board are actual paint deposits, not printed computer ink, so they're 100% true to the colors you see on the metal
- More cost effective
- Eye-catching design makes it more interesting

If you don't already have display boards, ask your salesperson about getting one.