

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 - What is the hardness of your metal?

Metal is made with minimum yield strength. This affects the performance of the sheet with regard to denting and bending. The lower the hardness, the easier it is to be bent. Trim should be bent from softer metal in order to keep it from cracking at corners, while panels should be made from harder metal to prevent hail damage and footprints. Many manufacturers use only one type of metal for both jobs. Central States stocks softer metal (Grade 50) for trim and harder metal for panels (minimum Grade 80).

METALCON 2011 Coming Up

METALCON International is the one event that helps you pioneer new frontiers in the metals industry. Its focus is on innovation. Its message is the application of metal in roofing, commercial, industrial, institutional and municipal construction.

Who should attend? Metal building, residential and roofing contractors, architects, engineers, developers, facility managers, fabricators, and building owners.

This year's event will be held October 11-13, 2011, at the Georgia World Congress Center in Atlanta, GA. Make plans to attend and to stop by our booth to see what's new.

Fuel Update

	Jan. 2011	March 2011	May 2011
Unleaded	\$3.148/gal.	\$3.621/gal ↑ 47¢	\$4.014/gal ↑ 40¢
Diesel	\$3.380/gal.	\$3.908/gal ↑ 53¢	\$4.061/gal ↑ 15¢

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 Cedar Hill, TX



New Employees

Cedar Hill welcomes two new employee-owners to our sales team. Lee Lowery joined Central States as a Territory Manager. He was born and raised in Mansfield, Texas and is married with two children. Lee is a big Dallas Cowboys fan and is excited about helping grow his territory. Also, Danny Brosius joined the sales team as a Business Development Manager and is looking forward to meeting existing and new customers. Danny is a native Texan and is married with three children. He has been traveling and selling in the state of Texas for over 30 years.



Danny Brosius



Lee Lowery



OTTO2 - Automated Order Entry System

Central State's free OTTO2 program has helped a lot of customers sell more steel by allowing them to produce instant quotes with accurate pricing for their customers. Contact your salesperson to learn how you can become an OTTO2 customer.



Central Storage Works

Central Storage Works is a division of Central States that allows you to give your customers timely quotes on easy to erect, mini-storages. Ask your salesperson to quote your next mini-storage project and see how easy it can be to compete in this market.



Horizon-Loc

Horizon Loc lead times have been cut in half to help you turn your residential roof jobs quicker than your competitors. The new Horizon Loc line is up and running in Cedar Hill and the concealed fastener trim system will give your customer's roof that clean, professional appearance that all homeowners want.



YOUR EMAIL ADDRESS COULD BE WORTH \$250

One lucky Cedar Hill customer will win a \$250 credit toward a future order! All you have to do is call your salesperson and get your email address on file with us (or confirm an email address already on file). This enters you into a drawing to win \$250 toward your next order. Deadline for entry is June 30, 2011.



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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, 2nd Quarter
2011

Did You Know?

With asphalt shingles increasing in price, metal is an even better roofing option.

A Life Cycle Cost Comparison Example

METAL PANELS vs. ASPHALT SHINGLES

	Warranty	Metal Roof Low Rib 40 years	Asphalt Shingle 30 years	DIFFERENCE 10 years
Year 1				
Product Cost Per Square		\$64.65	\$81.00	
Installation Cost Per Square		\$35.00	\$30.00	
Total Cost Per Square		\$99.65	\$111.00	
Total Squares of Roof		43	43	
Total Cost of Roof		\$4,284.95	\$4,773.00	(\$488.05)
Year 20				
Product Cost Per Square			\$81.00	
Re-roof Installation Cost Per Square	On Average, No Maintenance Required		\$30.00	
Total Cost Per Square			\$111.00	
Total Squares of Roof			43	
Total Cost of Roof			\$4,773.00	
Adjusted for 3% inflation annually			\$8,620.57	(\$8,620.57)
Year 40				
Product Cost Per Square			\$81.00	
Re-roof Installation Cost Per Square	On Average, No Maintenance Required		\$30.00	
Total Cost Per Square			\$111.00	
Total Squares of Roof			43	
Total Cost of Roof			\$4,773.00	
Adjusted for 3% inflation annually			\$13,430.24	(\$13,430.24)
Total Costs Over 40 Years		\$4,284.95	\$26,823.81	(\$22,538.86)

*Product and installation costs from distributor in Hot Springs, AR

Other Benefits of Metal Roofing:

- Durable
- Fire resistant
- Quick installation
- Light weight
- Low maintenance
- Environmentally friendly
- Cost effective
- Tax credits available
- Energy efficient

SHARE THIS INFORMATION WITH YOUR CUSTOMERS TO HELP THEM MAKE A BETTER ROOFING SELECTION DECISION.

INTERESTED IN MAKING ESTIMATING ROOFS EASIER?

Join us for a FREE Webinar on the Roofing Manager estimating system to find out how.

This FREE webinar is being sponsored by Central States Manufacturing, Inc., for the benefit of building materials builder and contractor customers. During this 30 minute session, you will learn just how easy it is to produce an accurate bill of materials, layout detail for each roof section, along with section drawings with cut lengths.

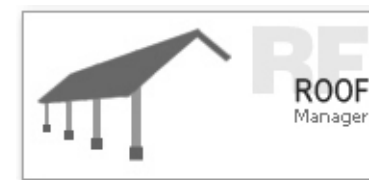
In 10 minutes, can you estimate down to the last fastener, the labor, the local taxes, EVERYTHING, and produce all your drawings? If the answer is no, YOU ARE WASTING YOUR TIME. Roofing Manager saves you time -- and money.

For all of its sophisticated capabilities, Roofing Manager is very easy to use. Never again will you turn to pencil and graph paper to figure any metal roof take-off.

Please join us for this informative webcast conducted by Tom Knight of BizPortz. Central States Manufacturing is proud to bring Roofing Manager to our customers, and we look forward to sharing it with you. To register, go to www3.gotomeeting.com/register/143324606.

We look forward to speaking with you on Wednesday, June 22, at 9 a.m. central.

This just may be the best 30 minute investment of your time you will make this year!



Space is limited, so reserve your seat today.

FREE Webinar

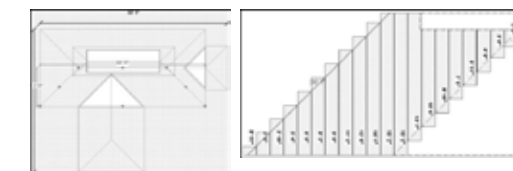
Title: Estimating Metal Roofs Made Easy!

Date: Wednesday, June 22, 2011

Time: 9 to 9:30 a.m. CDT

To Register: www3.gotomeeting.com/register/143324606

After registering, you will receive a confirmation email containing information about how to join the webinar.



A Message From Our President...

Central States Employee Owners would like to express our concern and lift up prayers for those who have been recently affected by the floods and tornadoes. This is a tragic time in the lives of so many.

We are very fortunate and blessed to have you as customers and partners. It appears steel price increases have slowed down for now. In recent years, our market has been ever-changing. As long as we continue to communicate and work together through these changes, we can make the best out of any situation in the market.

Through Customer Surveys and Customer Focus Groups, we continue to seek your feedback in how we can improve our service. We are committed to challenging ourselves to improve our ability to be "Right, On Time, Every Time."

As always, thank you for your business and we look forward to serving you in the future.

-Donna Leger

CREDIT POLICY UPDATE

The credit department has recently updated the Central States Manufacturing, Inc. corporate credit policy. As part of this update we will be in the process of requesting updated credit applications from all active customers. The policy requires that we obtain updated credit information every three years.

This change is just a standard operating process. The credit policy determines how credit limit and terms are evaluated and when accounts will go on credit hold. If there are any questions about this policy or update, please contact the Corporate Credit Manager, Amber Tallmadge at 1-800-356-2733 EXT 3129.