

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

	<u>Jan. 2011</u>	<u>March 2011</u>	<u>May 2011</u>
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](mailto:info@centralstatesmfg.com)

**CENTRAL STATES**  
MANUFACTURING, INC.  
302 Jane Place  
Lowell, AR 72745

# INSIDER

Useful Information Delivered Exclusively to Our Customers

### Location Specific News for Michigan City, IN



#### Transportation

Several great things are happening in our area. We would like to congratulate our drivers for going the entire first quarter without any injuries. The MC trucking department is making steps towards becoming more eco-friendly by replacing six of our older units with new 2010 emission standards compliant units. We also have 11 units with APU's (Auxiliary Power Units) which have reduced our fuel consumption by 833 gallons compared to the same time last year. Final point of interest is that Central States has purchased two Conestoga units and have two additional units on order. These trailers will reduce driver injuries and improve customer service times since the drivers do not have to tarp and untarp at every stop.



#### New Products

##### Snow Guard

Central States is offering an alternative to our snow gems. The snow guard has similar properties to a snow fence. They are available in colors to match all of our SMP and Kynar colors. It's never too early to prepare for the coming winter.

##### Vented Zee Closure

Michigan City is now stocking a vented zee closure for Horizon-Loc in matte black. Perforation resembles the configuration of our aluminum soffit panel. The vented zee is also available in other colors, but longer lead times apply.

##### Roof Huggers

Central States is now an authorized dealer of Roof Hugger/Sub Purlin Framing System. This product is designed for retro fit commercial roofing.

**Please contact your sales rep for more information on any of these new products.**



#### Horizon-Loc Special

Special pricing is now available on Horizon-Loc panels. Call your sales representative for pricing.

## YOUR EMAIL ADDRESS COULD BE WORTH \$250

One lucky Michigan City 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
<b>Year 1</b>				
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		<b>\$4,284.95</b>	<b>\$4,773.00</b>	<b>(\$488.05)</b>
<b>Year 20</b>				
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			<b>\$4,773.00</b>	
Adjusted for 3% inflation annually			<b>\$8,620.57</b>	<b>(\$8,620.57)</b>
<b>Year 40</b>				
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			<b>\$4,773.00</b>	
Adjusted for 3% inflation annually			<b>\$13,430.24</b>	<b>(\$13,430.24)</b>
<b>Total Costs Over 40 Years</b>		<b>\$4,284.95</b>	<b>\$26,823.81</b>	<b>(\$22,538.86)</b>

\*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.

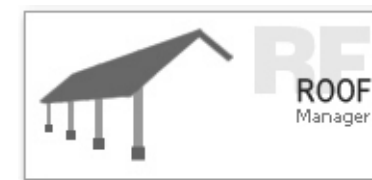
**In 10 minutes, can you estimate down to the last fastener, the labor, the local taxes, EVERYTHING, and produce all your drawings? If the answer is no, YOU ARE WASTING YOUR TIME. Roofing Manager saves you time -- and money.**

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](http://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

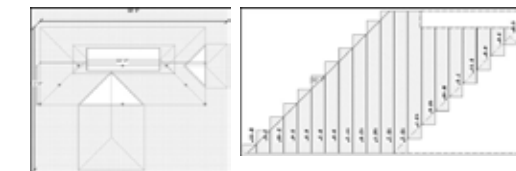
**Title:** Estimating Metal Roofs Made Easy!

**Date:** Wednesday, June 22, 2011

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

**To Register:** [www3.gotomeeting.com/register/143324606](http://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.