

# The Teamwork Link



March 2010

## Kennebunks Better than Ever

Remember the marketing campaign from maibec “people are calling us names, and we love it!”? We always told you that a Kennebunk is better than a clear, it is a « Kennebunk ».

We now guarantee that **every order of Kennebunks has minimum 5% of “Nantuckets”**. And we’re not done! Look for our upcoming upgrades in the Nantucket grade as well.

In keeping with its 45-year old tradition of product innovation and development, **maibec** will give a preview of 2 new products at the 2010 JLC Live Show (Booth # 301). The **Pre-Fabricated Woven Corners** and the **Super Wide Shingles** for rakes and cheeks. In keeping with its trademark notion of Teamwork and meeting the needs of its legion of loyal contractors, maibec has again brought about concrete and relevant advancement to the industry.



## Tip of the Month

From **Jim Lydon**, of *Lydon Sons and Daughters on Nantucket*  
*“Using a cedar clapboard as a straight edge enables us to have a truer, more even alignment. A furring strip is not always perfectly straight, which can sometimes affect the evenness of the row. For this reason, we always buy a couple bundles of good quality clapboards before every maibec shingle job.”*

## Factory-Trained Installer Program

Last July, maibec introduced a program to reward those installers whose quality work merits special mention. Working with its partners in retail and distribution, maibec has begun identifying those key craftsmen. Under the “teamwork” moto, the Cedar Shingle Authority and these top installers are coming together to grow understanding of the product, installation requirements and specifications, and work as a team to see future product development opportunities.

The first two clinics were test pilots on a concept that we will expand to a larger audience of quality-committed installers.



March 2010 - P.2

## Semi-transparent shingles with an industry leading three-year warranty.

Just prior to the NRLA show, maibec launched the “**spice collection**”, 3 semi-transparent colors (Nutmeg Brown, Cinnamon and Burnt Ginger), backed by an industry leading full 3-year warranty on material and labor.

With an unmatched know-how in shingle production and stain application, maibec partnered with industrial coating experts to offer this exclusive product.

This partnership is forging new and exciting things to come in the next few months ...

**NEW!**



Burnt Ginger

Cinnamon

Nutmeg Brown



“We know what you need.  
We know how you work!”

Gaétan Fournier  
PLANT MANAGER AND MAIBEC  
SHINGLE EXPERT FOR 35 YEARS  
Saint-Pamphile, Quebec

**We are craftspeople, just like you.** We understand better than anyone your requirements and expectations regarding shingle quality and installation. We share the same values: a passion for wood, for quality, and for work well done. After all, we're on the same team.

## More support to our valued customers.

Having seen the growing needs of our customers and the importance of identifying their perception of “value”, maibec had to ally themselves with strategic partners in distribution moving forward. maibec therefore chose to partner with Coastal Forest Products in New England and Long Island, and Manufacturers Reserve Supply for Pennsylvania, New Jersey, and Long Island.

## Inside the maibec family

maibec is a family-owned company that built a strong brand recognition through 45 years of craftsmanship and passion for wood. With over 600 employees committed to produce the best quality wood products – one of them being our EWC shingles. Gaétan Fournier is one of those individuals who helped build the maibec difference.