

ON THE LEVEL

A STENERSON LUMBER PUBLICATION

STENERSON SPOTLIGHT ON SERVICE

Zach Felt joined our sales team in Detroit Lakes just a few months ago in January. You may recognize him, as Zach worked for us as a driver and yard foreman from 2003 to 2008. Now, having worked for local contractors for a few years, he is excited to apply his construction background in a different way - through a sales job that he's been aspiring to all of this time. He states that he loves the building products industry and helping customers and is having lots of fun settling into his new job. He jokingly adds that he also loves Free Cookie Friday, with Joel baking fresh cookies for everyone in the store. Recently, he has attended many product knowledge seminars and plant tours, but is quite eager to learn more and hopefully become a draftsman. In his spare time, he and his wife Susie enjoy mountain biking, snowshoeing, cross-country skiing and other outdoor sports. He, his wife, and pup (Diego) make their home in Detroit Lakes. Zach can be reached at the DL yard at 218-847-2188.



2012 SPRING HOURS

Monday – Friday
7:30 am to 5:00 pm

As always
- FREE DELIVERY -
call for yours today!

PRODUCT SALES

Casey Beckerleg, Mhd
Steve Breyer, Mhd
Mike Dubay, Crosby
Zach Felt, DL
Steve Gease, FF
Bill Jackson, DL
Craig Johansen, FF
Bruce Larson, Breck
Scott Mollberg, Mhd
Tracy Olson, DL

STENERSON LUMBER LOCATIONS

555 Hwy 59 N
Detroit Lakes, MN
218-847-2188

22348 Hwy 6 and 210
Crosby, MN
218-546-6535

324 Washington Ave E
Fergus Falls, MN
218-739-4481

115 5th St N, Suite C
Breckenridge, MN
218-651-0300

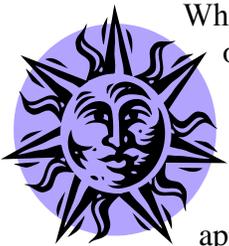
1702 1st Ave N
Moorhead, MN
218-233-2754

Exteriors Unlimited
218-846-1778

Pro Builder Lending
218-233-3437



SUMMER HOURS SPRINGING SOON



What a great spring we've had! We hope everyone is taking advantage of the beautiful weather with finishing projects early or breaking ground on new ones. With that, we are extending our hours in our **Detroit Lakes** and **Crosby** stores to include **Saturday mornings 8 am to noon** starting **April 21st**. However, if you are unable to meet during regular hours you are welcome to make an after-hours appointment to visit with us and to view the showroom.

VECTOR: NEW NAME, FAMILIAR FACE

You may have already noticed, but back in January our popular vinyl window manufacturer has changed its name from **Vinylite** to **Vector**. Based in Fergus Falls, the company has offered a complete line of vinyl windows and patio doors since 1995. They produce a cost-effective product with quick delivery times, personal service, and minimal call-backs. They hope their new name conveys the quality and precision of their work and the positive direction they're heading.



APRIL STENERSON SPECIAL

FREE INTERIOR PRE-FINISHING

JELD-WEN WOOD WINDOWS AND PATIO DOORS

Order your first order of JELD-WEN wood windows and enjoy a free interior pre-finishing upgrade on that order!

Choose from 10 popular painted or stained finishes.



Limited to one job-order of windows and patio doors per customer. Not valid on prior orders. Ask for the April Special!

RELIABILITY FOR REAL LIFE – JELD-WEN WINDOWS

JELD-WEN is a familiar name to many of us as a window and door manufacturer available locally; however, Stenerson Lumber has recently decided to name JELD-WEN as our primary wood window vendor. Also offering quality vinyl and aluminum window lines, JELD-WEN wood windows have distinct advantages, numerous options, and carry generous warranties. Wood and Wood-Clad windows add warmth and elegance to any space. Each window is made-to-order, featuring detailed craftsmanship, quality parts, and durable finishes.

JELD-WEN wood windows are crafted from Auralast® treated pine. Auralast® wood has been treated with a unique vacuum-pressure process that provides virtually 100% penetration of the protective ingredients from the surface to the core. It offers reliable protection from wood decay, water saturation, and termites. Trimming and sanding won't compromise the protection of the treatment. The wood can be tooled and machined like a traditional frame and accepts stain easily, allowing for a consistent finish. Auralast® is also environmentally friendly, allowing 96% less VOCs than dip-treated wood.



You'll find that JELD-WEN offers many styles including awning, bay, casement, radius, geometric, garden, single-hung, double-hung, slider, bow, transom, sidelight, and swinging and sliding patio doors. The double-hung windows feature sashes that tilt in for easy cleaning. Architectural interest is easily added with their divided lite options of simulated divided lites, removable wood grilles, and the maintenance-free grilles between the glass. Each window is offered in various glass options like Low-E, LoE-366, tinted, textured, Neat® glass, ImpactGard®, and a highly decorative leaded-look glass. Their screens are designed to keep the insects out while letting natural light in – you'll find a finer fiberglass mesh than standard screen with an optional upgrade to an even finer

screen. Some models also offer removable wood framed screens and a retractable screen called Phantom Screen®. Each window is available in 10 different interior finishes and multiple hardware finish options. Seven exterior clad color choices are offered on the most basic of the lines, with 41 color choices, custom colors, and copper cladding on the top line. As you can see, the sky is the limit with designing windows for your space – and, yes, they are affordable and arrive with less lead-time than other wood window manufacturers!

JELD-WEN has been great to work with in the last few months offering product and sales trainings for our entire staff. We've also installed many displays into each location and are busy updating some of our signage to include the JELD-WEN wood window lines. Our sales staff recently toured one of the production sites in Wisconsin and gained an even better understanding of the product. Factory-direct reps are available to meet directly with any of our customers (or jointly with yours for that matter) to provide product presentations and answer any questions you may have. Please let our staff know if you'd like to schedule some time to explore the options and features of these windows. We'll be glad to help you "see the lite".



HOOK, LINE, AND SINKER: COMMON FISHING DEFINITIONS

- Line:** Something you give your co-workers when they ask on Monday how fishing went last weekend.
- Rod:** An attractively painted length of fiberglass that keeps an angler from ever getting too close to a fish.
- Reel:** A weighted object that causes a rod to sink quickly when dropped overboard.
- Hook:** 1.) A clever advertisement to entice a fisherman to spend his life savings on a new rod and reel.
2.) The punch administered by said fisherman's wife after he spends their live savings (see also Right Hook, Left Hook).
- Tackle:** What your last catch did to you as you reeled him in, just before he wrestled free and jumped back overboard.



FOR MORE INFORMATION

For more information on the articles contained in this newsletter please contact your Stenerson Lumber salesperson. We are open to suggestions on future topics; just let us know what you'd like to see. If you'd like to be added or removed from our mailing list or have an address correction, please call the General Office at 218-233-3437.

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