

7/13

ON THE LEVEL

A STENERSON LUMBER PUBLICATION

STENERSON SPOTLIGHT ON SERVICE

Knute and Gunder: now that's Norwegian! They came to the United States of America on a boat in 1889, finally settling in Pelican Rapids where they bought a struggling lumberyard and 40 acres of wooded land. Over the years, Stenerson Bros. Lumber Company has owned and operated over 40 lumberyards in northern Minnesota and Eastern North Dakota. Everything was delivered by a lumber wagon pulled by horses. It was very hard and tiring work back then - the challenges were many.

Fast forward to today; we have boom trucks, forklifts, forklifts that we carry on the back of trucks! Computers, smartphones, and tablet computers so we can order anything from anywhere. We have unlimited suppliers with selections that do not end! And then... we have the competition! Many of you recall Knox Lumber. They opened in Fargo at Interstate 29 and 7th Avenue North in 1978. They began the change from where we began in 1889 to today. They were the first in our area to offer evening hours and be open all day Sunday. For Fargo, and the surrounding area, they were the first "Big Box" offering unlimited hours and unlimited selection. Stenerson Lumber struggles to compete with these retailing giants. We are relentless in our effort to keep current with industry trends, technology, processes, marketing and human resources, and in finding and keeping exceptional employees! Many things have changed; the method of delivery, the prices, the selection, and the competition. What remains constant is our commitment to quality service!

Today I am pleased to announce that Stenerson Lumber is the first to promise to the customer what they can expect from us:



2013 SUMMER HOURS

Monday – Friday
7:30 am to 5:00 pm
Saturdays (DL & Crosby)
8:00 am to 12:00 pm

**As always
- FREE DELIVERY -
call for yours today!**

PRODUCT SALES

Casey Beckerleg, Mhd
Steve Breyer, Mhd
Mike Dubay, Crosby
Steve Gease, FF
Liz Hofmann, Crosby
Bill Jackson, DL
Craig Johansen, FF
Scott Mollberg, Mhd
Amy Nelson, 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

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

Exteriors Unlimited
218-846-1778

Pro Builder Lending
218-233-3437

STENERSON LUMBER

The 222 Pledge

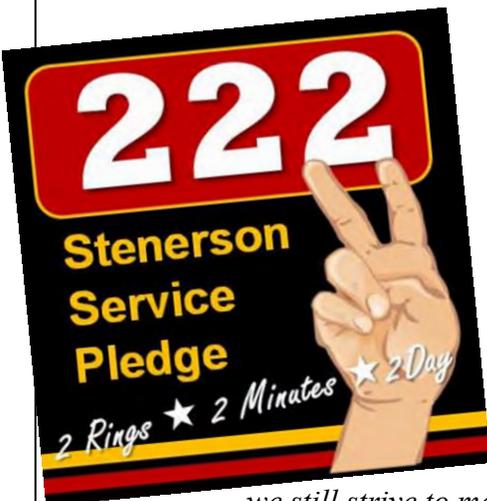
We promise to you, the customer, that we will answer your call within 2 rings, that when you come into our store we will greet you within 2 minutes, and when you request a delivery we will deliver it 2day!

Superior Service Counts – and it starts with us!

To you, our customer, the 222 pledge means that you will be taken care of. When you contact us, we care. We will do everything in our power to make your contact with Stenerson Lumber a pleasurable one. We've come a long way in the past 124 years and have seen many changes, but

we still strive to maintain our excellent level of customer service while keeping it fresh and new. Soon, you will notice signage and other reminders of our 222 Pledge adorning our stores. We take our promise seriously so if your experience with us is subpar, please let us know. If your experience exceeds your expectations, let us know that too. That's "Business on the Level!"

- John Stenerson, General Manager



JULY'S QUALITY CHOICE PRODUCT: EXPERIENCE THE GREAT OUTDOORS

Fiberon is our *Quality Choice* for Decking, let us tell you why it should be yours. Fiberon has an unequalled reputation for quality performance while presenting the widest and best variety of designs, colors, and grain patterns. This low maintenance decking product is made from locally-sourced recycled materials with a waste-free manufacturing process. These boards may look like imported, exotic hardwoods, but are proudly made in the USA. Their multiple lines of decking products allow a perfect fit for any budget and application.



Horizon Decking – 5 beautiful variegated wood-grain colors for the most dramatic tropical looks. This reversible square edge or grooved board is PVC capped on all four sides for increased durability – and less waste! It carries the industry's first Stain and Fade Warranty as well as a 25-year limited lifetime performance warranty. Matching fascia and riser boards are available. Seeing is believing this truly beautiful product!

Outdoor Flooring PVC Decking – premium PVC product offered in 2 solid colors and 2 variegated colors. This square edged decking is the ultimate in low-maintenance - easy to clean and mold resistant. It is lightweight, cool to the touch, and carries a Class-A rating for flame spread.

It also carries the Stain and Fade Warranty as well as a 25-year limited lifetime performance warranty. Matching fascia is available to complete the look.

Pro-Tect Decking – deep, rich tones with subtle streaking and realistic wood-grain is offered in 3 multi-chromatic colors and 2 solids. It is available in squared-edge or grooved designs and is PVC capped on 3 sides. It is backed by a 20-year limited warranty for performance and stain and fade resistance. Matching fascia is available.

Classic Decking – stocked in 2 wood-grained colors: Timber and Granite. Built on proven composite performance, this square edge decking resists termites, splinters and decay. Fascia is offered in complimentary solid colors. Classic decking carries a 20-year limited warranty for performance and stain and fade resistance. Full cleaning of this decking is required at least twice a year to maintain performance. Be aware that the color tone on this product will lighten slightly during its initial weathering period, approximately 120 days.

Each Fiberon line is installed with hidden fasteners or can be face-screwed. Fiberon's superior quality is evident with the railing products that it offers too. Railings are available in a flat profile or with a curved rail surface. The composite PVC rail comes in 4 stock colors, resisting cracking and flaking. Balusters can be purchased round or square or with the ClearVision clear panel system. You can also get post sleeve kits, structural posts, and low-voltage deck/rail/riser lighting.

We invite you to check out this product in our store displays or by visiting [Fiberon's website](#). There, deck-builders are encouraged to join the **Fiber-Pro** program. Once registered, contractors can build Fiberon-branded web pages, share project photos, access job leads, and earn generous rebates. Also featured on their website this month is a sweepstakes in which one lucky homeowner will **win \$5000 of free decking**, just by trying out their on-line deck design tool. Take a look! And then, to take it one step further, we are also offering our own Stenerson Lumber Fiberon Rebate Program. Details are noted on our [website](#) and with the enclosed insert.

LENA'S DOOR DILEMMA

An airline captain was helping Lena, a new flight attendant, prepare for her first overnight trip. Upon their arrival, the captain showed Lena the best place for airline personnel to eat, shop and stay overnight. The next morning as the pilot was preparing the crew for the day's route, he noticed Lena was missing. He knew which room she was in at the hotel and called her up to ask what happened to her. Lena answered the phone and said crying, "I can't get outta da room!"

"You can't get out of your room?" the captain asked, "Why not?"

She replied, "Dere's only tree doors in here," she sobbed, "one is da bathroom, one is da closet, and one has a sign on it dat says 'Do Not Disturb!'"



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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