E ISLAND BUILDER

An Information Source for Slegg Professional Customers

SPRING 2018





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AN ISLAND INSTITUTION



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The Slegg team works hard to ensure that our prices stay competitive. regardless of changing market conditions.

Welcome to the premiere issue of Slegg Building Materials contractor magazine.

The professional contractors who depend on us know that Slegg Building Materials has been at the very heart of the island building community for more than 70 years—Canadian-owned and Island run. You can count on us to keep on delivering great products and service. and we're making investments to make Slegg even better.

Our customers know that Slegg Building Materials has the expertise, inventory and equipment to meet all their lumber and building material needs, big or small. Pros know that they can send their renovation clients to us with confidence, knowing we will help them choose the right products for their home. Our experienced sales team understand construction, and our customers know they can count on us to connect them with the trades support they need to complete any project.

The Slegg team works hard to ensure that our prices stay competitive, regardless of changing market conditions. Volume buying allows us to stay out in front of market shocks, and our customers expect us to have the materials they need in stock, even when market shortages threaten supplies. We carry a range of exclusive in-stock product lines, from our I-Joist systems to exterior stucco in a variety of colours. But even if a product line is not exclusive to Slegg, our selection is far broader and deeper than any other company

on the island because of our buying power, storage capacity, and sheer sales volume.

While our long-time customers are already used to great products and service, we've made some recent investments designed to expand inventory and improve the in-store experience. These include adding updated store fixtures and signage, improved warehouse racking and lumber storage systems, more material handling equipment and training programs for staff. Our largest investment to date has been in our completely revamped custom Door Shop.

This updated facility features stateof-the-art equipment and processes, ensuring higher quality, precisely measured doors for all kinds of applications.

Slegg Building Materials has been providing exceptional products and services for its pro customers on Vancouver Island for many years. And thanks to the recent improvements we've made, which we'll talk about in detail in this publication, Slegg will continue to be a driving force in the Island building community for many years to come.





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CEO

WSB Titan

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Our commitment to our customers will not waver as we move through the vears ahead. This catalogue is our way of reinforcing that message.

It has been three years since **WSB Titan acquired Slegg** Building Materials. Since then we've built on Slegg's 70-year legacy to bring you a larger, stronger supplier base with a broader assortment of quality products. We've backed those products with a team of people 600 strong, all eager to serve you and to deliver on the Slegg commitment to the highest standard of products, service and sales.

Our commitment to our Professional Contractor customers will not waver as we move through the years ahead. This product catalogue is our way of reinforcing that message.

Slegg will be here to help you succeed with your customer by offering and stocking a wide array of products geared to meeting your building material requirements for any project—large or small, residential or commercial.

We have the technical competence to support everything we sell, either through a supplier representative or

through one of our own experienced staff members. And we will make sure you never build anything without being aware of all your options.

As you browse through this catalogue you'll recognize many of the brand names of our suppliers and their products, names you'll readily associate with excellence, innovation and leadership. While our product offering is diverse, and our suppliers equally distinctive in what they bring to the marketplace, one characteristic common to each and every one is a promise to help us deliver products that help you stand out proudly to your customer. We hope Slegg Building Materials stands out to you in the same way.

Thank you for your business. 🗉





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Even after 70 years in business, there's a lot you may not know about **Slegg Building Materials**

Slegg has invested significantly in improving its inventory and customer service. And it's just the start.

After all, everything begins with a plan. Slegg's plan was to always try and provide the best building materials on time and for the right price to contractors Island-wide, something it takes to heart to this day. Slegg realized over the years that there's always room to improve, so the company took a second look at the in-store experience and expanded its product lines to have what contractors want. Just like a Lego set that comes together bit by bit, these are the building blocks that have forged a strong connection to the Island construction community and the loyal contractors Slegg serves to this day.

First, Slegg looked at how fast its contractor customers found the products and services they needed. Thanks to an ongoing customer-servicefocused initiative, Slegg can now collect feedback via surveys, focus groups and jobsite visits.

In turn, this information was used to improve product selection, control inventory and expansion in various areas of the business.

Think of it like, you help Slegg to better help you.

Thing is, it works. One recent change at Slegg is a direct result of contractor feedback, such as improving department and directional aisle signage at each of its 12 stores. Unsurprisingly, clear and visible signage made it easier for customers to find their way to what they need, rather than wasting valuable time.

Next step was to better understand what tools and accessories contractors use most, as well as how they looked to purchase them. This was achieved by Slegg staff visiting job sites and getting a first-hand grasp on what contractors use and need.

For example, Slegg found tool brands such as Hilti, Makita and Milwaukee are popular on job sites, while certain contractors prefer specific brands





depending on the application, like the DeWALT Max nail gun. With this knowledge, Slegg expanded specific tool and accessory lines and adjusted inventory levels to keep products in stock. For added convenience,

contractors can buy tool accessories (such as saw blades, grinding discs and drill bits) in bulk as well.

Same goes for safety items that are required in bulk on job sites, such as WorksafeBC-compliant ladders.



Slegg's focus then turned towards its electrical and plumbing product assortments, which were revamped recently, to ensure essential items were in stock. Keep in mind too that while Slegg stores may not stock the same range of products a dedicated plumbing or electrical wholesaler might, products can be ordered in upon request.







Slegg recently added the Owens Corning Duration line of shingles, which is rapidly growing in popularity with contractors as its unique nail strip makes it much easier to fasten the shingle correctly.

But what's a home without a kitchen? Slegg's in-store kitchen displays and product assortments got some love recently too, with kitchen vignettes designed to showcase products such as sinks, faucets, backsplashes, granite countertops and cabinet packages. In-store designers are on-staff to help contractors optimize their kitchen design based on available finishes, space and budget.

To speed things up, Slegg can deliver kitchen packages ready-to-assemble

and are customized at a range of price points for both individual and multifamily construction projects.

Along with electrical, plumbing and kitchens, Slegg made additions and expansions to its in-stock assortments in a number of other product categories. In flooring, for example, Slegg now offers a range of options in vinyl composite, laminate, engineered hardwood and carpet tile for commercial applications. To stay on top of the game, Slegg is price competitive with flooring wholesalers,

and contractors are eligible for special discounts based on volume purchases.

In roofing, Slegg has added the Owens Corning Duration line of shingles, which is rapidly growing in popularity with contractors as its unique nail strip makes it much easier to fasten the shingle correctly. In addition, the Duration line is wind rated to 209 km/h, which is especially important in coastal regions around Vancouver Island.

Recently, Slegg partnered with Bissett Fasteners to bring in the best-in-class assortment of coil and pneumatic nails and fasteners. This means Slegg has every fastener anyone would need, whether it's stainless steel, Hardie, seismic and wind applications or the latest (and fastest) air guns.

With its latest products and services, one thing's for sure: Slegg makes your project happen at the best price, highest quality and service.



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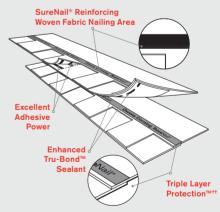
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Supporting local events and charities is a long-standing tradition at Slegg

After more than 70 years of

serving the Vancouver Island contractor community, Slegg Building Materials is known for delivering quality construction products and services.

The Slegg name is also synonymous on the island with community involvement and philanthropy.

One example of the company's commitment to the community is Slegg's ongoing support for the Canadian Cancer Society. In 2015 Slegg raised \$100,000 for the charity through various events and company donations, which at the time amounted to the largest single donation ever made to the Society from Vancouver Island. And just to reinforce its commitment to the cause, Slegg matched that record donation again in 2016.

Customers can help raise money for the Cancer Society by choosing to pay by cash or debit card at the till. Slegg donates one per cent of those purchases, and Slegg employees volunteer hundreds of hours raising additional funds through barbeques, pancake breakfasts, golf tournaments and construction-industry related events.

The Canadian Cancer Society is a charity that is near and dear to the owner's heart, so he made sure Slegg hit the \$100,000 mark in the last two years with top-up donations.

As part of the company's efforts to raise money and awareness for the Cancer Society, Slegg plays a central role in the Telus Motorcycle Ride for Dad, a fundraiser that became a muchanticipated annual event on the Island. The ride sees hundreds of motorcyclists converge on Slegg's Cumberland store parking lot each June on Father's Day for a barbeque before roaring off on a trek around the island.

Continued on page 29

The extremely-lovable Sleggy The Seal attends events all across the South Island, such as Victoria Shamrocks games, Build a Boat competitions and other exciting Slegg events.



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The riders start and finish at the Cumberland Slegg store every year and go on a four hour ride every time—quite a spectacle to see, considering there are usually a few hundred motorcycles taking part. No doubt, a mass of motorcycles rumbling by is one effective way to raise awareness for the charity.

Anyone involved in sports on Vancouver Island, as either a participant or a spectator, has likely seen the Slegg name displayed

somewhere around the park or arena. Slegg has long been actively involved as a sponsor of amateur hockey, baseball, lacrosse and soccer up and down the island for various age groups and skill levels.

The company is also a sponsor of the top-level amateur and professional sports clubs around the Island, including the Victoria Shamrocks and Nanaimo Timbermen lacrosse teams; the Victoria Grizzlies, Nanaimo Clippers and Saanich Braves junior hockey teams; and the Victoria Harbourcats summer collegiate baseball team.

You'll even find the Slegg logo prominently displayed at various dragon boat festivals along the coast in the summer, and at unique events such as the Slegg Night of Mayhem at Western Speedway.

Still, Slegg's sponsorship involvement extends well beyond the world of sports. The company is equally involved







in supporting local arts and culture on the island. This includes ongoing sponsorship of cultural institutions such as the Art Gallery of Victoria and the



Victoria Symphony Orchestra, as well as events like the Salt Spring Island Music and Garlic Festival.

Anytime a local event comes on the Island and sets up a parade, Slegg's delivery fleet is often called into action.

So Slegg answers, often by donating flatbed delivery trucks for float duty on Canada Day and Santa Claus parades, and always provides a truck for the Touch the Truck event, a fundraiser to combat childhood cancer. Regardless of the opportunity, Slegg participates or volunteers for many events.

One particular Slegg-sponsored event became a cherished community tradition in Sidney, where every Canada Day (for the last 31 years) Slegg organizes and sponsors the Sidney Build-a-Boat Contest. In this event, participants in teams of three or four receive \$100-worth of Slegg building materials and are tasked with building a boat in two hours.

The rest is left to their imagination, whether they use plywood, foam insulation, or good ol' fashioned duct tape.

When their boat is complete, they take to the water and paddle through an obstacle course—at least, for as long as it stays together. Either way, the event is universally loved, both for its community building and entertainment.

Because Slegg is so active around the Island supporting local activities and charities, as it has for many years, the company gets lots of requests for support. In turn, Slegg reviews each request against a set of strict guidelines that reflect Slegg's core values and standards. Sure, it's impossible to provide the same level of support to all events and organizations, but Slegg does its best to involve itself, even if it's on a minimal level—after all, every bit helps.

Even still, it's much more than just showing support. Being a good corporate citizen to one's community is synonymous with running a good business. That holds particularly true for Islanders who've known Slegg a long time, and expect their community to be treated with the same level of pride and respect as their business.



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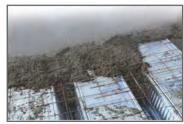
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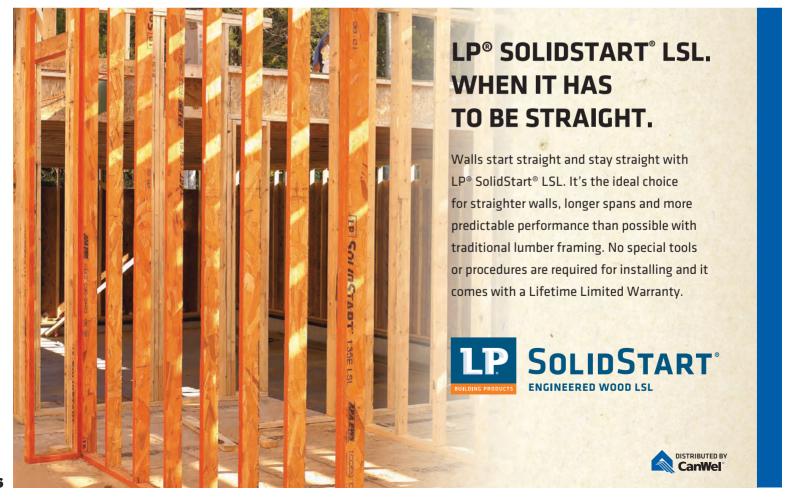
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Slegg's credit services for professional customers mean less hassle, greater efficiency and bigger profits for contractors

What are the most concerning details for any professional contractor? Budget. Service. Quality. To change for the better and improve is to listen, and at Slegg Building Materials, we are listening.

Today, Slegg is ready to provide in-house credit for our professional customers on a number of unique services, such as tracking invoices by specific job, authorized purchaser list to charge on accounts, including the convenience of having employees pick up material in person.

But having an in-house account is more than just a few perks; it's a list of individual benefits that are streamlined to make shopping at Slegg faster, more efficient and more convenient. This also includes financial assistance to customers who require cash flow for large or ongoing work, and customers can choose invoices and statements emailed to payables scheduled daily, weekly or monthly.

Simply, it is tailored to fit one's needs as much as possible with the least amount of paperwork and hassle.

"We aim to simplify the purchasing process by making it easier to get material," noted Tim Uruquhart, Slegg President. "At the same time, we provide tools that work for our contractors to keep their accounts secure."

With new technology and higher demand, providing in-house credit is something that just makes sense and fits within Slegg's ongoing mission to offer the best service and materials for our customers on Vancouver Island.

We provide tools that work with our contractors to help keep their accounts secure.



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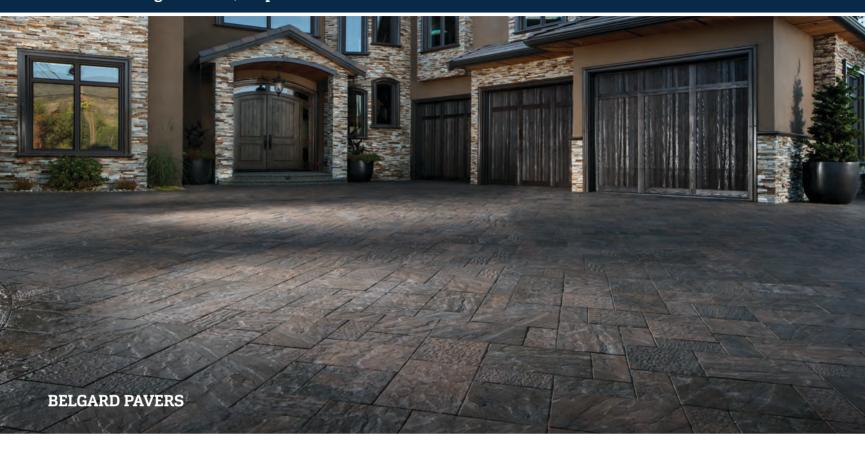
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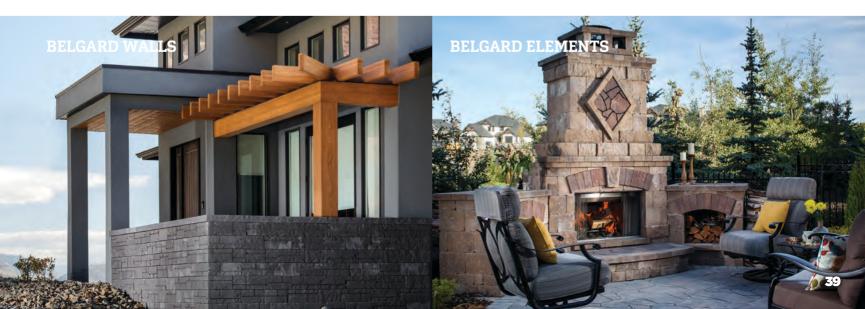


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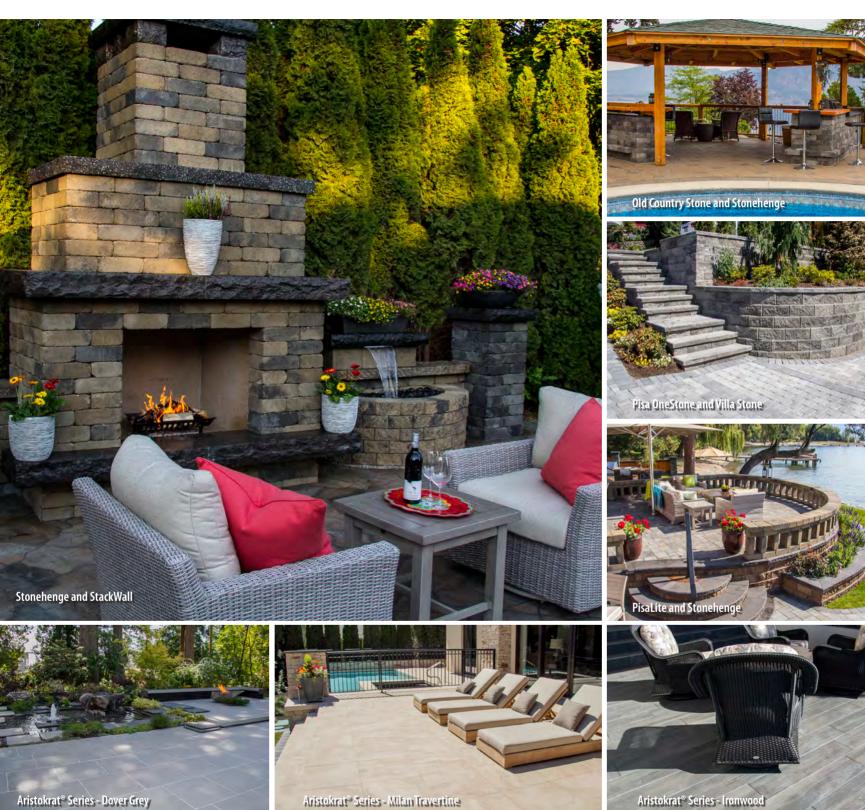
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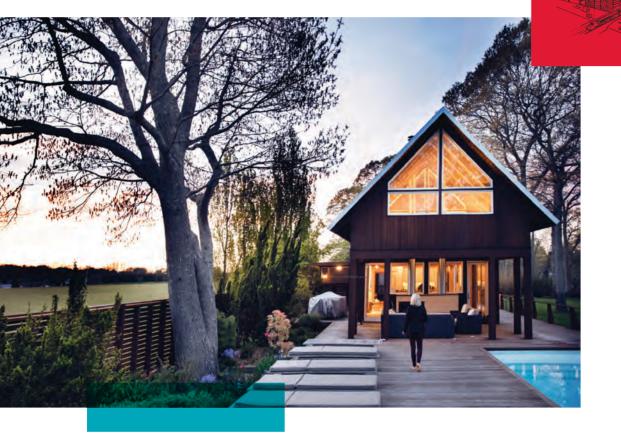
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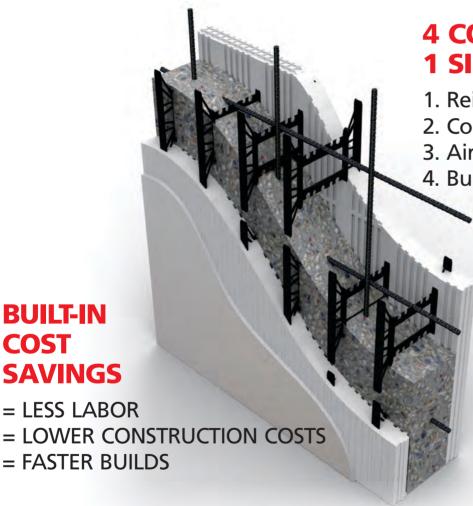
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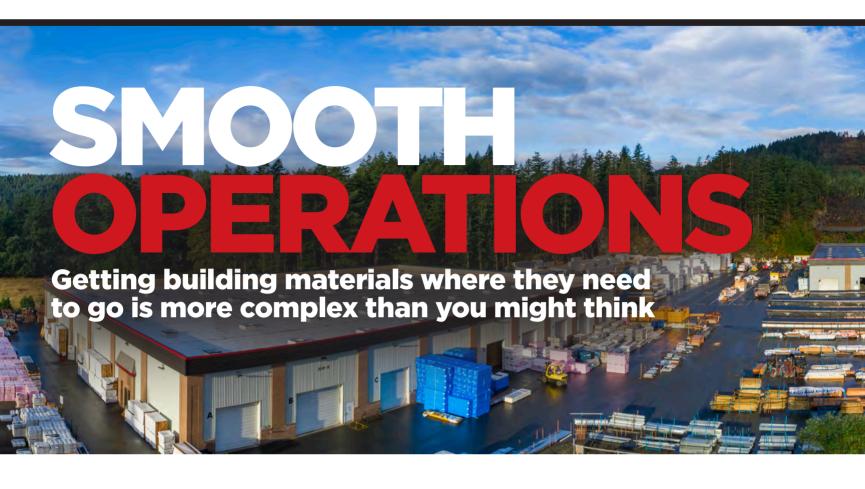
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The word "operations" can refer to different things depending on the business. In the case of

Slegg Building Materials, operations refers to everything the company does to deliver a quality experience to its customers, from hiring and training the right staff to putting systems in place that ensure customers can get what they need when they need it regardless of location.

Recruiting qualified staff members is always a challenge in a smaller market like Vancouver Island, and strong recent economic growth has made that challenge even harder. Slegg currently employs 611 people across its 12 locations.



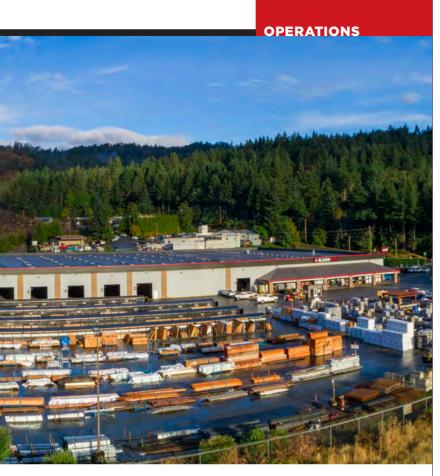
Slegg is facing that challenge head on however, as its human resources department seeks out the best the industry has to offer. Thanks to a comprehensive tracking system, Slegg's hiring arm extends Canada-wide, providing opportunities for people outside B.C. to come join the Slegg team on the Island.

Once Slegg gets quality people in the door, the focus turns to training. For a building materials specialist company like Slegg, that involves educating employees about construction products, building techniques and trends in the industry.

Likewise, it goes without saying that Slegg's customers expect seasoned and knowledgeable Slegg employees to be able to explain the features and benefits of various building products in a range of categories.

Just like practice makes perfect, employee training at Slegg is an ongoing exercise. For example, Slegg employees access the Titan Online Learning seminars via WSB Titan (Slegg's parent company) which assign courses to individual employees based on their roles and responsibilities. Employees are required to upgrade their product knowledge through more than 200 online courses every two years. Training also includes product seminars with vendors, and Slegg employees are offered up to \$2,000 to take courses related to their job that will ultimately improve their ability to serve Slegg's customers.

Along with product knowledge and customer service training, Slegg invests heavily in health and safety training for





its employees. This includes providing forklift certification and special training for crane and lift operators.

Cranes and forklifts are integral to Slegg's extensive product delivery options. The company currently has 125 forklifts servicing a delivery fleet of 133 trucks that move more than 500 commercial loads per day.

Today, Slegg runs the largest materials handling operation on the Island, with the machinery and manpower to deliver anything virtually anywhere. Much of that is thanks to Slegg's healthy fleet of flatbeds, panel trucks, pick-ups, stick cranes, knuckle cranes, overhead cranes and four-way, truck-mounted forklifts.



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Slegg's delivery fleet doesn't quite run 24 hours a day, but is capable of delivering loads to jobsites all over the Island from as early as 4 a.m. to as late as 10 p.m. Two years ago. Slegg went to day and evening delivery shifts to better accommodate contractor clients who wanted materials on site as early as possible to start the day.

Since the afternoon shift was added, this caused the order turnaround time on loads to speed up dramatically, which is why now 30 per cent of Slegg's loads are same-day. Unsurprisingly, Slegg moves more material in a day than all its competitors combined because of the sheer size of its operation.

While getting materials to the jobsite in a timely manner is one thing, getting the contents of the load right before it leaves the yard is another. As such, Slegg took steps to improve the accuracy of deliveries thanks to a new proprietary order tracking software, in addition to better staff training to drastically reduce order building errors.

Taking a different approach to building orders made a major difference in not only customer satisfaction, but keeping track of the inventory as well. As such, Slegg staff must inspect the invoice and make sure everything is right before the truck leaves the yard. This helps to ensure the contractor gets what they need when they need it.

In addition to being able to get building materials out to the jobsite, good operations also means properly managing in-store assets and facilities to optimize the customer's



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in-store experience. Toward that end, Slegg recently made a significant investment in its own prototype lumber yard racking system, which keeps wood products straighter, dryer and easier to fill an order.

The prototype system was implemented for testing in one Slegg lumberyard and is receiving favourable reviews from customers. The company plans to add the system in more vards throughout 2018.

In a similar vein, Slegg recently restructured its warehouse and revamped its indoor/outdoor product assortment and layout in some stores. The goal is to introduce a more contractor-focused product mix and help expedite customer service for order picking and pick-up.

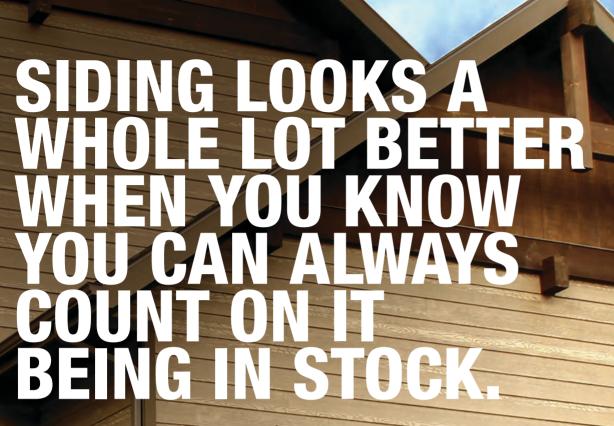
But having all the right systems doesn't make a big difference if customers don't know about it. That's where the final element in the Slegg operations system comes in—the Slegg sales team. Slegg currently has a team of 30 sales representatives whose job is to meet with professional customers on-site to ensure Slegg has the solutions to keep supplies for the job running smoothly.



This is essential to Slegg's modus operandi today, as its current operations are a far cry from the days when contractors thought "Slegg" and "lumber" in the same context. Today, Slegg specializes not only in lumber, but roofing, insulation, windows and doors, trim, kitchens and flooring.

With this added flexibility, Slegg is driven to be involved with contractors 100 per cent of the build, as its current offerings make it truly a one stop shop for all building needs.





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There was a time in the not-too-distant past when Slegg

Building Materials was known simply as Slegg Lumber. For much of its seven decades in business, Slegg was known primarily as a lumberyard, and lumber sales still account for some 35 to 40 per cent of the company's business.

That meant enriching varieties of lumber as much as possible over the course of many years. Today, Slegg's lumber repertoire includes a vast range of products—essentially everything from spruce, fir, select, standard, treated wood, plywoods, OSB, formply and so on.

But variety is only half the service. Having sufficient supply, even when shortages abound—such as forest fires, mill closures and tariffs—lets customers know they can count on Slegg to have the wood.

Despite Slegg's strong initiative to be prepared for any situation, tracking all those factors has been especially challenging the past year, as unforeseen natural events combined with political developments sent the North American lumber market reeling. British Columbia is certainly no stranger to forest fires, as last year's wildfire season was the worst yet in the province's known history. In 2017, forested areas of the West Coast lost 13 years worth of mature trees as wildfires scorched nearly 1 million hectares of land throughout the province.

The loss of fibre supply to fires has certainly been unheard of until this year, as areas affected by fires in B.C. alone constitute 32 per cent of Canada's exports to the U.S. for softwood lumber.

That decimation of the future lumber supply was exacerbated by two major hurricanes that made landfall in Florida and Texas in late summer. The subsequent need to repair damaged homes caused a spike in demand that forced the diversion of additional cut lumber to those regions. Add to that the expiry of the softwood lumber tariff agreement between the U.S. and Canada with no replacement deal in sight and this year was, without doubt, a perfect storm for the lumber market.

Still, despite Mother Nature's fury, it's been an interesting year, as lumber prices are reaching historical levels when the market should be cooling off. With three strong natural market drivers playing havoc with both current and future lumber supply, twice this year the market spiked 15 per cent overnight.



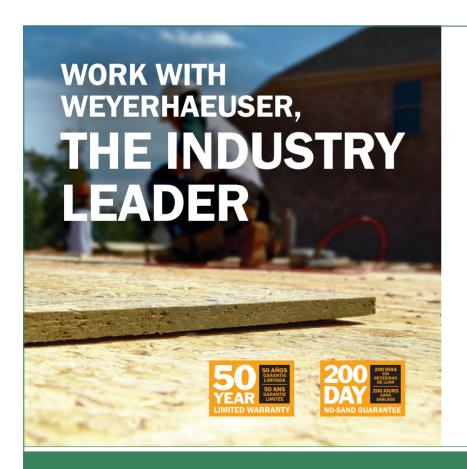
As a result, customers felt a bit of that burn at the till as well, but fortunately Slegg was well positioned to weather the storm, thanks to its large

purchasing and inventory capacity. This makes a big difference, since Slegg is able to buy heavily when the price is low and cut back on purchasing when prices spike, consequently reducing the impact of unforeseen natural shocks to the market when they happen.

In addition to unforeseen natural market factors, the Canadian market also suffers from being right next door to the U.S. This creates an unpredictable reality, as Canada's lumber market is only a fraction of the U.S.'s, with national annual consumption equal to some of the largest states. Meaning, U.S. demand tends to dictate market price for Canadian lumber.

As for what to expect in 2018, it is likely to be another challenging year for companies in the lumber business. With fires still burning in some areas, the full impact on the fibre supply is yet to be determined. As a result, the federal government may further restrict the lumber harvest that was cut by 32 per cent in 2017. Slegg's lumber team is already leveraging its relationships with lumber mills and wholesale distributors to guarantee supply for its contractor customers for next construction season.

This is why Slegg's commodities specialists are constantly watching the market and talking to contacts in the industry to get a handle on how much supply is in the pipeline to distributors, how much is sitting in the distribution vards, and what demand is going to be in the U.S. and in big markets in Canada like Vancouver and



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Toronto. Likewise, Slegg will have to pay really close attention to inventory levels in 2018 as well, as lead times at the mill reached up to six weeks at times last year, and some lumber dealers were caught short with no wood on the ground.

While Slegg certainly does all it can to stay on top of swings in the lumber market, contractor customers can help as well. Slegg encourages contractors to look ahead at their upcoming projects and try to predict their approximate lumber needs in the near term. Sharing that information helps the Slegg lumber team plan their purchases and better manage inventory. Plus, sharing information also gives Slegg an opportunity to warn contractor customers about potential shortages.

In the end, that's one of the things Slegg prides itself on; being there for customers, ready with stock. If customers put their faith in Slegg to monitor the market and share what it knows. Slegg will do its best to make sure they always get what they need at a fair market price. 5

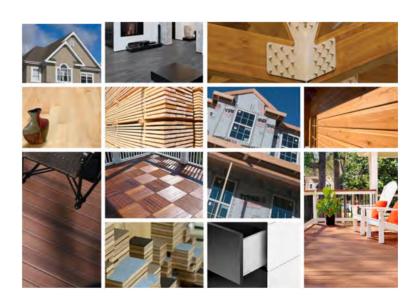


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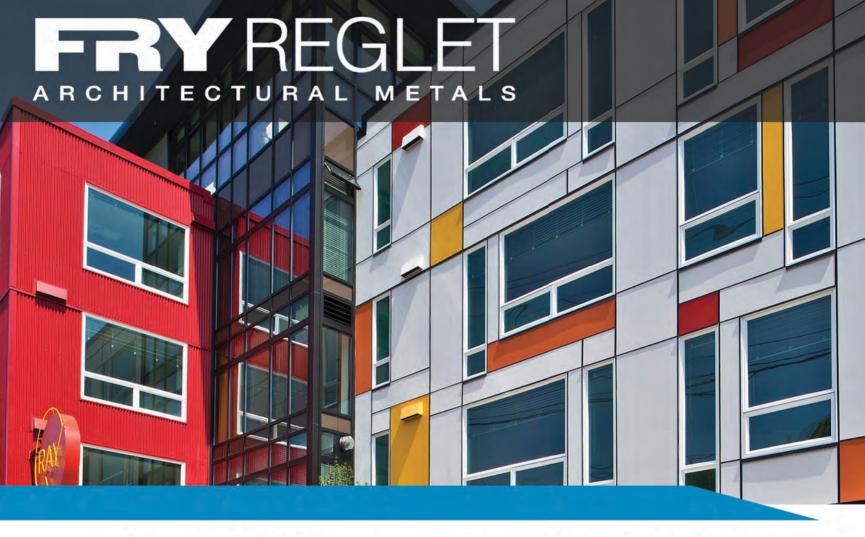
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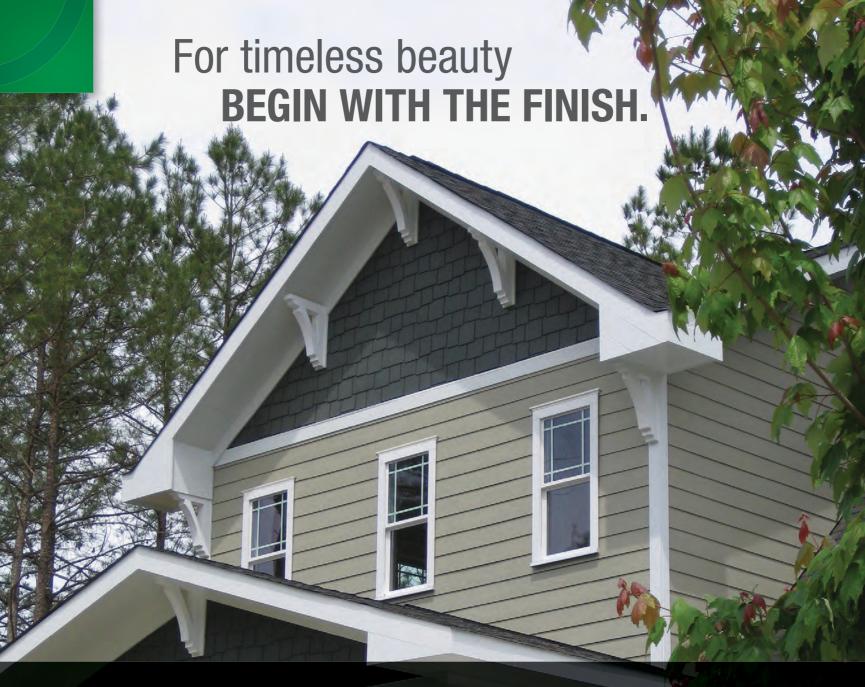
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Watch any home improvement or real estate show

and you're sure to hear the phrase "curb appeal" touted over and over. Everyone wants and expects solid construction when they buy or renovate a home, but it's the aesthetic details that boost the reputation of the contractor after the build is complete. When the first few houses in a new development near completion, the exterior finishes serve as a visual advertisement for everyone involved in the project, and even set the style and tone of the entire community.

When it comes to choosing exterior finishes for a home, siding is often the most important single element on the list. Because the exterior wall finishes are the predominant feature of any house, they create the overall look of the home and can dictate other exterior finishing elements. For that reason, homeowners tend to focus exclusively on colour and surface texture when choosing siding for their home, forgetting that siding, as the home's first line of defense against the elements has to do a lot more than just look nice. They count on the contractor to source a siding product that not only looks good, but is also durable, reliable and cost effective based on their budget.

Siding options have come a long way from simple vinyl and stucco at Slegg.



One of the biggest changes in the past two decades is a shift toward fibreboard, which exploded into many various category options and respective trends.

Like any exterior finish category, siding sees its fair share of trends. This year, Slegg has seen a shift among homeowners and contractors alike toward pre-finished siding options. such as ColourPlus from James Hardie. While homeowners are drawn to its maintenance-free finish and extensive



Created in response to the unique needs of homeowners looking for a low-maintenance exterior that doesn't require them to compromise on the authentic beauty of cedar.

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James Hardie ColorPlus prefinished siding doesn't require additional painters on site to complete the project.

warranty, contractors look to the product as a one-step application that doesn't require additional painters on site to complete the project.

Really, why shouldn't they? After all, it checks all the boxes when it comes

to durability, ease of use, price point, colour options, warranty and aesthetic appeal. Within this product line, colour trends for the 2018 construction season are leaning toward dark, more earth tone options and smooth industrial looks, featuring hidden fasteners and clean, sleek finishes.

For homeowners who are looking to really set their home apart, Slegg offers a wide range of siding options to meet any budget and construction schedule. In the vinyl siding category, the new DaVinci vinyl siding line comes in a range of darker colours and features colourfast Helios technology that resists fading, warping and heat retention. Someone looking for a more natural wood aesthetic for the exterior of their home, can look to the Novik siding

series, which features Beachwood siding panels and plank.

On the West Coast there is still a propensity for the consumer to ask for real wood accents. For those customers the best option is often cedar, which brings a unique, natural warmth and character to the home, while still providing durability.

Slegg has Douglas Fir timber and Western Red Cedar siding in stock as well, though if a certain location doesn't have the product, it can be ordered in.

Of course, not every homeowner opts for siding to finish off the exterior of their home, and there are plenty of modern trends in the area of stone finishes to consider. Todav's stone exterior finishes feature sleeker lines.

Continued on page 59





Designers and trend setters have pointed us to these rich, full-bodied colors which exude warmth as well as cool tranquility. Create striking combinations by adding neutrals or complementary accents. The DaVinci dark color offering will bring your vision to life.

12 Rich Classic Colors!



This stunning, vibrant color palette, was carefully selected by our design team alongside architects; these bold colors will be trending throughout the years.

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Siding with Helios	Other Siding



Intense heat from the sun's rays can take a toll on the exterior of your home.

Dark colored siding creates an even bigger challenge. HELIOS Technology provides unique properties and heat resistance capabilities that are ideal for the new dark color trends for home exteriors.





have to take the look of the finished structure into account as well, because how the building looks makes a statement about the business inside.



Slegg carries the new Kaycan DaVinci vinyl siding line, which comes in a range of darker colours and features colourfast Helios technology that resists fading, warping and heat retention.

When it comes to exterior finishes, Slegg wants its customers and contractors to know that it offers a wealth of options, and has the experts to help them choose the best exterior products based on their vision for the project and budget. **5**

flatter surfaces and larger profiles that will appeal to even the most discerning of designers. Eldorado Stone introduced a line of exterior finishes called Modern Elements; it's designed to fit seamlessly into any modern exterior design.

The exterior finish options at Slegg don't end with products for residential projects. Commercial building projects

NovikShake offers the authentic warmth and charm of deep wood-grain texture, without the maintenance and upkeep of wood.







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Long known as a "go to" supplier for essential building materials, Slegg has increased its décor options for finishing the job

When you've been around Vancouver Island as long as Slegg has, you become a household name-70 years of specializing in essential building materials for countless construction projects will certainly do that.

Still, times change, customers change. Today, when contractors hear words like "décor" and "design centre" Slegg may not have been the first one to come to mind. That is changing—big time.

Slegg has set out on a mission to completely overhaul the entire décor department, centering the rebuild on two simple, but very important questions: what does the contractor need and what does the end user want.

The journey started by addressing the department that looks after the highest-valued room in any typical house: the kitchen. A kitchen requires the utmost attention to detail, as it's not only a display of personal style, but a powerhouse of functionality and versatility—two things (among many) Slegg takes very seriously.

As such, Slegg is commonly involved during the beginning stages of a project, reviewing both structural and design drawings, allowing Slegg's team to identify potential issues. Working together with its own in-house design team, Slegg alters structural joist and truss systems to accommodate a kitchen design before any product



Slegg can offer interior and exterior paint options at various price points, along with custom tinting.

arrives on site; this helps to ensure the project finishes on time, all while providing the end user with the highest level of quality and satisfaction.

After all, the old saying, "time is money" holds true. Just as identifying issues before they happen is critical, eliminating warranty claims add to a better, more fulfilling experience. That's why Slegg has partnered with some of the industry's leading manufacturers to ensure the job is done right, from start to finish.

Next up was the Flooring department, which contractors made very clear



that variety and availability were top priorities; having everything to complete any project. Although adding stock is easy, adding the right stock takes a great deal of market research. Slegg continues to work closely with manufacturers to stay current with



today's and tomorrow's trends. Having the right products on the shelves isn't enough for contractors; providing



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 Fast leadtimes 3-6 weeks (depending on door style and voluMade in Canada
- Extensive warranty
- Free design service

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expert advice and customer service is what makes it a unique and satisfying experience. In addition, ensuring all Slegg staff go through rigorous training programs gives you the comfort of knowing there is no situation Slegg hasn't already come across, whether it's laminate, engineered, vinyl, hardwood and tile, along with all the extras you need to complete.

Finally came the paint department, and partnering up with one of the world's leading paint manufacturer was only the first step. Slegg took it a step further and outfitted each department with state of the art technology, creating the ability to not only colour match, but also digitally paint any surface with a simple picture, allowing you the ability

to visualize a room before it's completed. Add in a wide range of interior, exterior and stains paired with all the necessary accessories, and you really have yourself a paint-customizing wonderland.

Slegg invites you to come by to sit back and relax, have a hot cup of coffee and a

bag of popcorn while trained staff show you all the colour options, cabinet styles, countertop and flooring types, all while walking you through a realistic 3D rendering of your project.



So set vour budget, set a timeline and send your customers in to one of Slegg's four all-new showrooms with confidence that your projects will be done right the first time every time.

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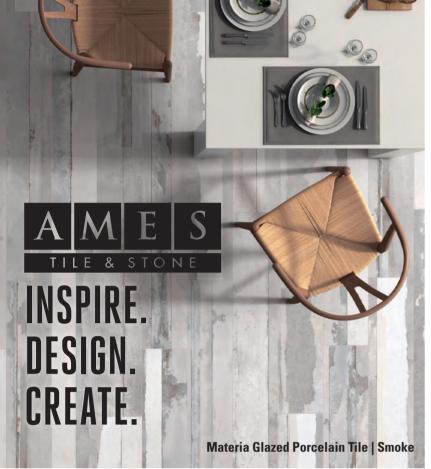
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D00R(S)T0

Vancouver Island has never seen anything like Slegg's new state-of-the-art **custom Door Shop**

Doors and windows are integral to any construction or renovation project.

But unlike most building components, doors and windows have to perform a very complex function; allow access to the building for people, light and airflow while at the same time providing structural integrity and insulation from heat and cold.

On top of all that, doors and windows have to look good too, and that's a lot to consider when choosing the right products for your building project. Luckily Slegg Building Materials has been helping customers make door and window decisions on Vancouver Island for years.

Over the years, Slegg has become a window and door showroom for contractors, a place they can send their clients, or even accompany them, to make one of their most important building decisions. This makes the Door Shop a massive resource to customers, as Slegg's experts can

help nail down what they should build based on their needs and budget, or even help upsell them on the added benefits of high-end products.

On the door side, Slegg carries a range of standard, ready-to-install replacement models from a number of manufacturers at different price points. That's in addition, of course, to Slegg's unparalleled custom door offerings.

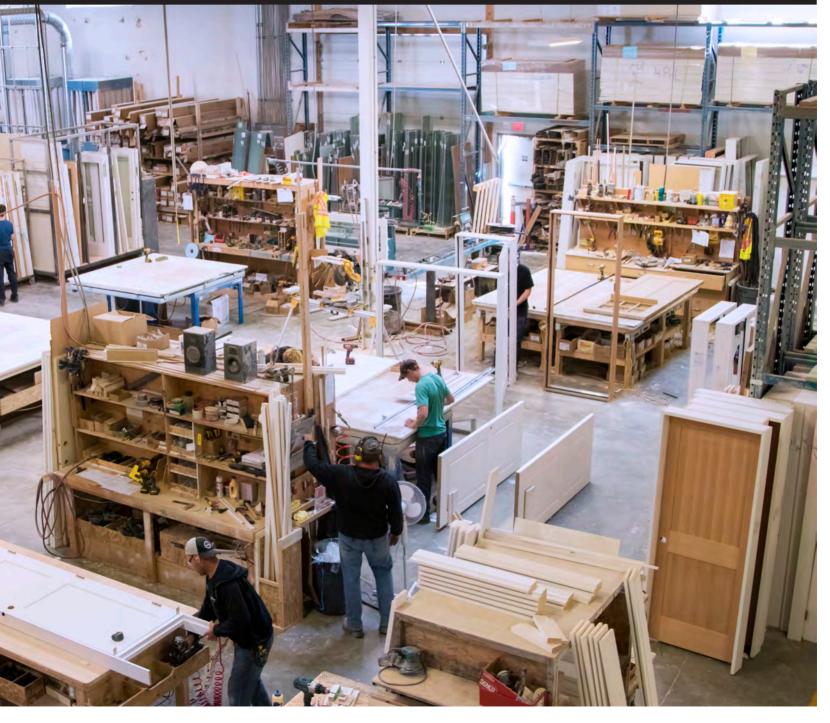
As for door hardware, Slegg carries several lines in-store from quality manufacturers at the usual goodbetter-best price points.

But it doesn't end there. Slegg has a very robust in-store selection of hardware and access to many options, so if a contractor orders a custom door and they are looking for more exclusive hardware to go with it, the Door Shop can supply that too.

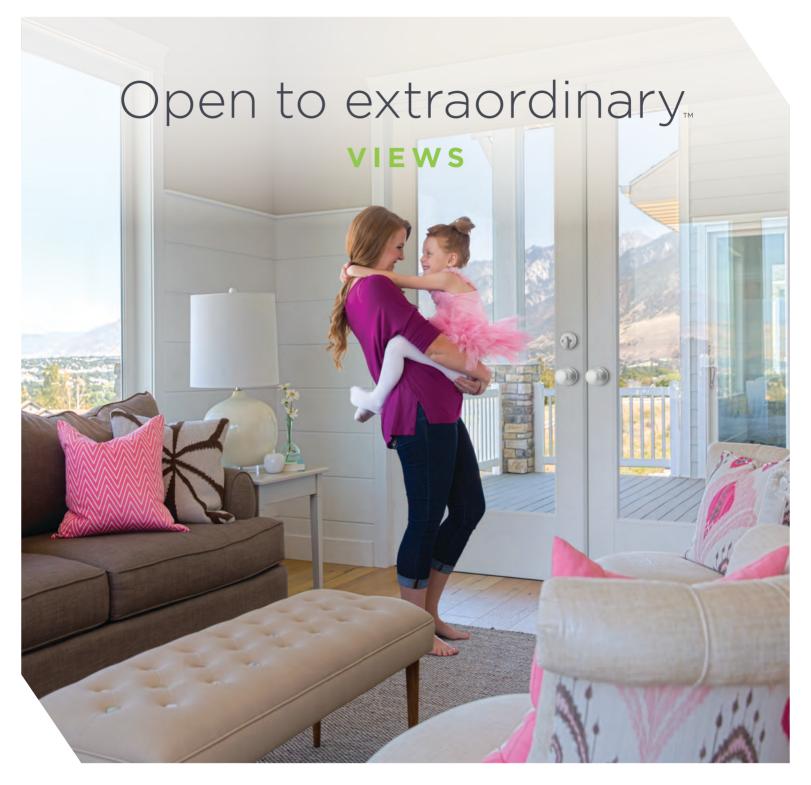
Continued on page 73 The Slegg Door Shop, located beside the Langford store (2901A Sooke Road). Slegg builds its own doors on-site.



THE FUTURE









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Slegg's windows are provided by one primary manufacturer-Milgard. Milgard can provide custom windows for any project in a number of styles and grades, from standard good quality vinyl up to high-end fiberglass models with wood interiors. For more unique window styles or special applications, Slegg is able to special order windows from other manufacturers to fill gaps and supply all homes and low-rise multi-residential buildings.

If there is one building supply segment where Slegg has held the dominant position on Vancouver Island it is in the area of custom doors. And while Slegg's in-house custom Door Shop has been well known and respected by Island contractors for years, it is about to get even better. In fact, Slegg's custom Door Shop is currently undergoing a transformation that will make it the benchmark for the entire industry.



Until recently, Slegg built its custom doors the old fashioned way, with skilled workers using hand-held saws, routers and drills to create the finished door from raw wood slabs. The door slab and jamb were first cut to size separately, then drilled and routed to make space for inset hinges, locksets and door lights. The process began with a written work order based on the customer's specs for height, width, hardware and style variances. Throughout the process, visual checks were made at several points to ensure the various cuts matched up with the work order. It's an exacting process,

but in spite of that, the shop has managed to turn out high quality doors at a surprisingly high rate—just last year alone, the Door Shop's capacity increased by 20 per cent.

But as the Door Shop pushes itself further and further (like it has in the past two years) there comes the inherent risk of quality problems. Slegg realized that it needed more capacity without losing quality.

Slegg took the first step toward achieving that goal for its custom door shop last summer when it implemented the first phase in a plan to completely reinvent its approach to custom door







production. The plan involves moving from manual door prep to a mechanized approach using specialized woodworking machines. The first of three new machines was installed in the shop last July. The second phase of the plan, which will involve the installation of two more processing machines, will get underway in early 2018.

As the latest and greatest in manufacturing technology, these machines can be programmed to prepare both the door slab and door jamb, sinking pockets for insets, pre-drilling holes for door lights to tolerances of a thousandth of an inch consistency.

Door quality has improved markedly since the introduction of the first of the three machines. Slegg is confident that custom door customers, especially contractors, will see a real difference in lead time reductions once the second phase is fully implemented in 2018.

It all comes down to time. Every custom door is different, but it will eventually go from 40 minutes to cut



a door with multi-point hardware and complex door lights to around five minutes; meanwhile, jamb prep will be cut in half, down to around three minutes.

Along with the new processing machines, the custom door shop is also implementing an entirely new digital order processing system. Whereas the old system required workers to read written door specs off of a work order. the new system works entirely off barcodes. The custom door specs are input to a computer at the start of the process, producing a worksheet with barcoded stickers corresponding to each phase of the production process. As the door slab moves from cutting station, to drilling station to routing station, a worker feeds the appropriate barcode into the appropriate machine, which then processes the information and cuts or drills the material to the exact specs. At the end you get a fully prepped matching door slab and jamb ready for paint or stain and hardware.

Furthermore, as long as the door specs are input correctly at the start, the system will virtually eliminate the chance for human error during processing, either when reading the specs or working the material.

Slegg's new mechanized custom Door Shop will be especially useful for builders requiring multiple doors with the same specs. Once the original specs are plugged into the system, the shop

will be able to turn out any number of identical custom doors in short order.

When Slegg's door shop transformation is fully implemented, it will be by far the most advanced facility of its kind on Vancouver Island. Given the sophistication of the technology involved, Slegg's custom door facility will be among the best in North America.

The new machinery, which was supplied by a Quebec-based company, was programmed and installed specifically to fit Slegg's needs, which required unique modifications and added functions to give Slegg staff more latitude in what they can do for the customer.

Naturally, this kind of improvement comes at a cost, and Slegg's investment in the new custom Door Shop technology is significant, but the company felt the investment was necessary in order to maintain the level of service longtime custom door customers have come to expect.

Ultimately, Slegg expects to increase the Door Shop's production by 200 per cent by cutting down on lead times and maintaining quality. It will even give the Door Shop the ability to rush orders, which at the moment can be challenging

With that goal in sight, Slegg's Door Shop is poised to offer the best quality and best lead time for custom doors on the Island.







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Contractors need to know the raw products are a focus, so at Slegg, we're on top of them

To the naked eye, core building materials such as gypsum, steel studs and insulation are hidden, but to a contractor, it's the bread and butter of many construction projects.

Any building, any project, has layers. On the surface lies the aesthetic stuff, such as windows and doors, siding and cladding, interior finishes and paint.

But behind all that is the often-neverseen, yet critical part of any structure: its core.

Slegg worked hard in the last few years to make sure it has the highest quality core building materials, notably gypsum, steel studs and insulation available at all times for Island contractors.

Along with lumber, Slegg has always considered gypsum to be a key part of its total build commitment to the Vancouver Island construction industry, and has forged strong relationships with North America's premiere manufacturers of gypsum and gypsum related products. Thanks to an alliance between Slegg's parent company (WSB Titan) and CGC (the Canadian subsidiary of United States Gypsum) the largest gypsum products manufacturer in North America, contractors at Slegg can benefit from CGC's full range of drywall, finishing products and ceiling systems for professional applications.

When it comes to insulation, Slegg's insulation business is supported with

product from Owens Corning, known as North America's leading producer of batt, blowing wool and rigid insulation. Slegg now carries Owens Corning's line of mineral wool insulation for both residential and commercial applications, along with Roxul's rockwool insulation. The company's insulation offerings are rounded out with a full range of Icynene brand spray insulation.

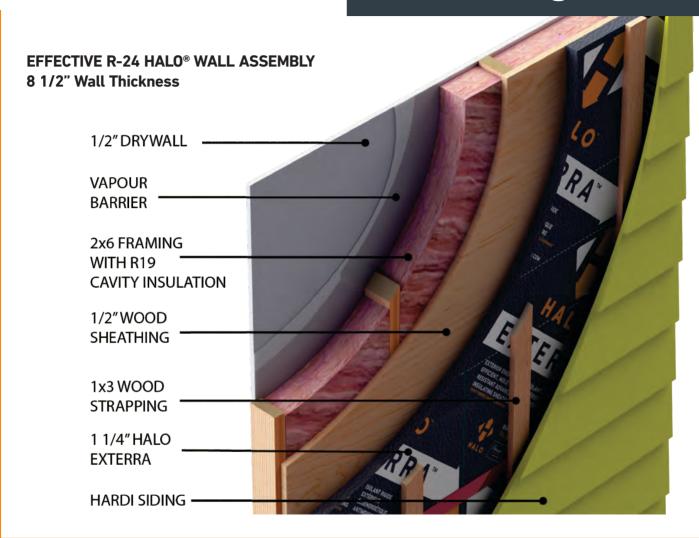
In addition to carrying the very best gypsum and insulation on the market, Slegg offers the top brands for a range of core construction products contractors know and use regularly.

Steelform is also Titan's national supplier of steel studs and related

Continued on page 79



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products, backed up by Bailey Metal Products, with suppliers covering everything from fasteners to fire and soundproofing.

Of course, carrying the top core building materials doesn't matter if those products aren't in stock when contractors are looking for them. As the largest building materials supplier on Vancouver Island, Slegg carries the largest standing inventory of core building products, both in breadth of product line and depth of SKUs. It makes it more convenient for contractors. as all major Slegg locations carry full inventories of all product lines, and smaller locations are supplied with non-stock product through an efficient inter-batch transfer system.

The key to that inventory transfer system is Slegg's industry-leading delivery fleet and product handling capability. Slegg maintains the Island's largest fleet of delivery equipment, and that fleet is staffed with operators trained in the safe and efficient operation of their vehicles and forklifts, both in the yard and on the jobsite.

Yard and delivery staff are also specifically trained in the proper handling and placement of gypsum and related products.

Along with highly trained delivery staff, Slegg has inside and outside sales D 2 1

representatives trained in the products they sell so they can use that product knowledge to help customers pick the materials appropriate to the job at hand. When needed, Slegg sales reps are capable of providing installation advice and troubleshoot product and installation issues.

Slegg's sales staff will go even further than that. They keep contractors up to

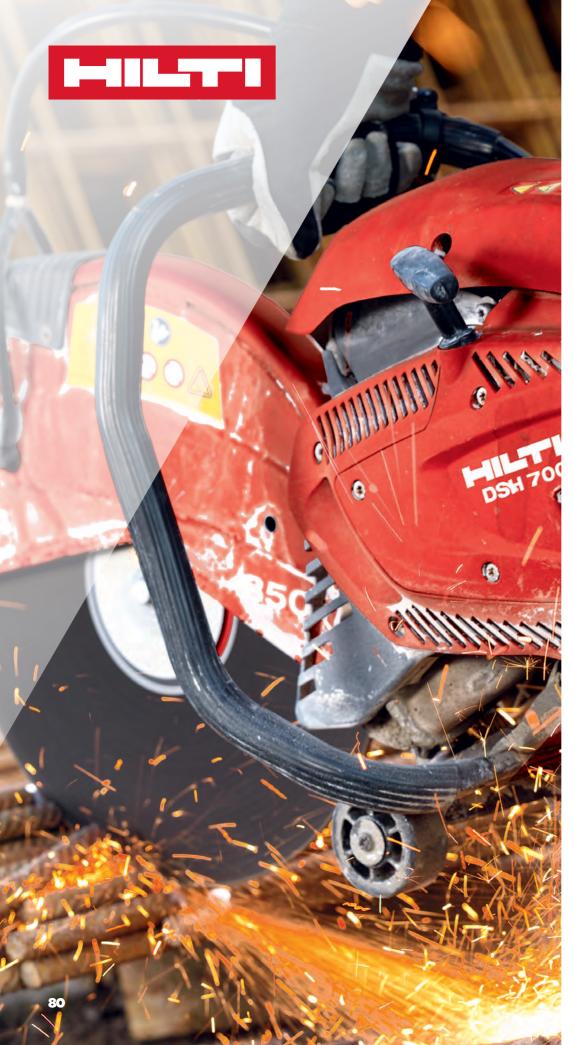
Steelform is Slegg's national supplier of steel studs and related products, backed up by Bailey **Metal Products.**

date of new products in the market. providing competitive pricing and quotes and ensuring products are available when they are needed.









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FOR THE JOB

Customer feedback drives the Slegg tool assortment

Regardless of how much know-how and experience a contractor may have, they can still go farther when they have the right tools. The right tools are dependable, delivering consistent performance time after time. They are durable and able to stand up to the daily rigours of professional use on jobsites. The wrong tools do none of those things well for long, and professional contractors have no patience for tools that let them down and cost them time and money.

"

Innovation is on a rapid climb these days as better, more efficient tools enter the market.

Happily, today's contractor is living in a golden age of tool innovation. Cordless technology, for example, has advanced by leaps and bounds in recent years, giving contractors more freedom of movement and improved iobsite safety. Meanwhile, innovative new materials have made both power and hand tools lighter, stronger and





Variable Speed • Soft Start • Constant Speed Control

Corded power meets cordless convenience with the 18V LXT Brushless Compact Router (model DRT50ZX4, tool only, batteries and charger sold separately). The 18V LXT Router has an efficient Makita BL Brushless Motor For Up To 50% Longer Run Time, Increased Power And Speed, and Longer Tool Life. It is compatible with Makita 18V LXT Lithium-Ion batteries (sold separately).

The DRT50ZX4 is engineered for a full range of cabinetry and woodworking applications. It has a Variable Speed Control Dial (10,000 – 30,000 RPM) to match the speed to the application, with electronic speed control to maintain constant speed under load and soft start feature for smoother start-ups and better accuracy. Convenience features include the Smooth Rack-And-Pinion Fine Depth Adjustment System for more precise settings, Dual L.E.D. Lights to illuminate the work surface, and a Quick Release Cam Lock System for convenient depth adjustments and base removal/installation. Additional bases and attachments are available (sold separately). For users of corded Makita Compact Routers (models RT0700C, RT0701C), the bases used with these corded routers are fully compatible with the DRT50ZX4. In addition, the DRT50ZX4 Easily Connects To Makita Vacuum Cleaners with the optional dust nozzle for improved dust extraction.

It's part of Makita's expanding 18V Lithium-Ion system, the world's largest cordless tool system powered by 18V Lithium-Ion slide-style batteries. Makita 18V Lithium-Ion batteries have the fastest charge times in their categories, so they spend more time working and less time sitting on the charger.

For improved tool performance and extended battery life. Makita created Star Protection Computer Controls™. Star Protection is communication technology that allows the Star Protection-equipped tool and battery to exchange data in real time and monitor conditions during use to protect against overloading, over-discharging and overheating. For increased versatility, the tool can also be powered by Makita 18V LXT®



Makita claims their 18V lithium-ion batteries have the fastest charge times in their categories so they spend more time working and less time sitting on the charger.

easier to use. That saves time and money, not to mention wear and tear on the contractor's physical health.

The most striking recent advancement in the power tool segment has been in the area of cordless technology. In past years, cordless power tools were criticized for their heavy battery packs and short run times, ironically negating the benefits of better mobility and safety. Dips in power toward the end of the battery cycle also made for inconsistent performance. But those days are gone,

and fortunately battery packs have improved so much recently that Slegg is seeing a real shift toward cordless among its contractor customers, as run time and power supply are no longer issues.

Exchanging information with Slegg's contractor customers is two-fold. Contractors depend on tool suppliers to make them aware of new tool options as they become available, and suppliers

depend on contractors to communicate

what kinds of tools work best for them. In many ways, the feedback and involvement from contractors is what

helps Slegg add or drop certain tools

Continued on page 89





Deep and Exact Cutting Technology (DXT) is a series of features that give Makita miter saws more cutting capacity and out-of-the-box accuracy for superior cutting performance. The innovative direct drive gearbox and guard system utilizes a portion of the back of the blade for significantly more vertical cutting capacity when cutting baseboard and nested crown molding. In addition, the direct drive gear box has no belts to slip or replace, so power is transferred more efficiently from the motor to the blade. The patented 4-steel rail sliding system with 6 linear ball bearings is engineered for minimal deflection for smooth, dead-on cuts for lasting accuracy, job after job.

The Makita 10" Dual-Bevel Sliding Compound Mitre Saw with Laser (model LS1019L) combines capacity. accuracy and efficient dust extraction in a more compact size, with a Unique 2-Steel Rail Sliding System that offers a reduced footprint for operation flush against a wall. The *Innovative Direct-Drive Gearbox* and guard system is engineered for increased vertical cutting capacity of baseboard (5-1/4") and crown molding (6-5/8" nested), the largest in its class. It will also crosscut a 4x12 at 90 degrees.

The saw mitres 0° to 60° left and right, with positive stops at 0°, 15°, 22.5°, 31.6°, 45° and 60° (left or right). The bevel lock is located in the front of the saw for easy access and quick adjustments from 0° to 48° (left and right). The saw is powered by a 15 AMP Direct Drive Motor with soft start, a key point of difference. Direct drive enables smoother start-ups and consistent, constant power with no belts to slip or replace. The electric brake provides added convenience. In addition, the electronic speed control maintains constant speed under load for smoother, higher-quality cutting.

Additional features include a High-Quality 60T Carbide-Tipped Blade, with a See-Through Blade Guard system for greater visibility of the blade and line-of-cut. The Built-In Laser indicates the line-of-cut whether the blade is turning or not, and offers micro-adjustments for precise "left-of-blade" or "right-of-blade" cutting. For improved dust extraction it has an improved dust collection capability for use with a bag (included) or vacuum (sold separately). It also has a large-sized aluminum base that improves the stability of cutting stock for more efficient cutting.



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 - Diablo creates innovative product designs catered to your cutting application for highest quality finish and longest cutting life
 - Manufactured in the most sophisticated and technologically-advanced facilities to provide you with the latest innovation in Diablo products

Maximize your productivity by taking advantage of the latest cutting tool & abrasive innovations from Diablo.









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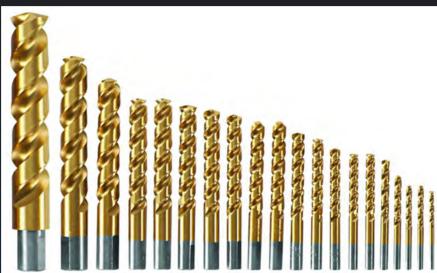


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POWER TOOLS

The M18 FUEL™ Hammer Drill features a POWERSTATE™ Brushless Motor that delivers 1,200 in-lbs of peak torque and up to 2,000 RPM, providing faster drilling speed under heavy load to increase productivity.

from its assortment, making the process critical to how Slegg serves its customers going forward. The end result is a tailored, personal and satisfying tool that lasts a long time and does the job well.

Vendors also benefit from the customer feedback loop, as Slegg often passes comments, suggestions and criticisms about various tools and accessories directly to the product manufacturer. In turn, that information is integrated back into the product development process where it inspires more innovation.

Slegg gathers customer feedback in several ways. One tried-and-true method is by having Slegg representatives visit customers on the jobsite for "lunch and learn" sessions. That way they can actually demonstrate new products and get feedback in real time.

Other methods of collecting feedback is via online surveys and contractor feedback, Slegg recently rationalized its power tool assortment. bringing it down to four core brands— DeWalt, Milwaukee, Makita and Bosch. We even re-merchandised our hand tools and accessories to make sure in-store inventory matches up well with

Really, it's a win-win. Contractors get what they need, and Slegg stocks what is loved and appreciated on the jobsite.

One power tool that sees common usage among contractors is the cordless circular saw, as more have come to appreciate its improved power, weight and balance. Thanks to this convenience, more contractors are opting to cut the cord for good.

Recent contractor favourites have been (cordless) circular saws and products such as the new DeWalt Flexvolt 7-1/4-inch and the Milwaukee 7-1/4-inch. Same goes for the new cordless drills and impact drivers which see plenty of action on modern job sites.

Another example is the new Diablo line of saw blades and hole saws, which were

Continued on page 91

DEWALT has continued its expansion of their **FLEXVOLT®** System to the high-performance 60V MAX 7-1/4" framing saw. Featuring a durable, high-grade magnesium shoe and an efficient brushless motor, the saw achieves smooth, accurate cuts and long runtime.

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Diablo's premium brand of cutting tools and abrasives are specifically designed for the contractor and remodeler to provide superior performance while withstanding the most extreme conditions.



launched earlier this year. Diablo blades made a big splash on social media as well, with lots of positive feedback pouring in from end users on the job site.

Knowing what tools and accessories contractors want to use has a direct impact on things like inventory levels, buying decisions and ultimately, price.



Slegg received strong positive feedback from contractor customers for a range of new products, including Milwaukee hole saws, Stiletto hammers and the Norton line of sand paper, sanding sponges and sanding accessories. Slegg has equally seen a big increase in demand for new LED jobsite lighting products that can be programmed and controlled by either a cellphone or Bluetooth.

Regardless of what customers look for, Slegg continues to be a one stop shop for everything needed on the job site, now and beyond.







Bosch claims their line of Daredevil[™] spade bits can save users up to 30 minutes a day versus standard spade bits. The Daredevil™ auger bits offer superior toughness in wood with nails. A double cutter and reamer edge design provides clean entry-and exit-hole quality.







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Deck Mount technology

The Deck Mount Skylight has a pre-attached deck seal between the frame and roof deck, a low profile for enhanced aesthetics and a quick installation saving you time on the roof. Recommended for new cuts, replacement projects, combination systems and new constructions.



- Pre-attached deck seal provides seal between the frame and roof deck for a leak-proof installation.
- Adhesive underlayment for secondary water protection against the harshest Canadian weather.
- Engineered flashing for easy installation and primary water protection.

Sun Tunnel[™] technology





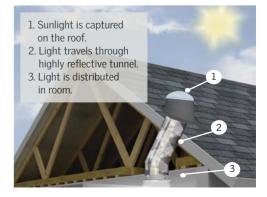


Curb Mount technology

The VELUX Curb Mount skylight is unlike any other curb mount on the market and also features 3 layers of water protection, making it the best and most reliable curb mount.



- Adhesive underlayment for secondary water protection and to water proof the curb.
- Engineered flashing for easy installation and primary water protection.
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FINISHING TOUCHES



Steve Conroy DIRECTOR OF MERCHANDISING Slegg Building Materials

9 250.478.5509

S.Conroy@slegg.com

"

We think of ourselves as a key partner for our contractor customers, and we hope they value that partnership as much as we do.

For more than seven decades now Slegg Building Materials has been committed to serving Vancouver Island contractors.

We understand that contractors have different needs, both in terms of the products and materials they use and in the level of service they require. At Slegg, we think of ourselves as a key partner for our contractor customers, and we hope they value that partnership as much as we do. That's the message we hoped to send with this publication.

We also wanted to give our contractor customers a clear picture of what we do and how we do it.

It all starts with product selection and inventory.

As the largest building materials supplier on the Island, Slegg has the ability to carry more product SKUs in greater depth than any of our competitors. Meanwhile, our 12 locations across the Island means there's always a Slegg Building Materials near your jobsite. Whenever a contractor comes into one of our stores, we pride ourselves on having the right products in stock; that's a commitment you can count on.

Of course, having the right products in stock is only half the story. We wanted to show you how the largest delivery fleet and the best materials handling equipment gives Slegg the ability to get your materials where they need to go when you need them. We know that time is money for contractors; that's why Slegg is committed to investing in

the equipment and training required to keep our delivery service the best on Vancouver Island.

Slegg is also committed to meeting contractor needs through the entire build, from rough-in to finishing touches. Long-time Slegg customers have always counted on us for core building materials like lumber, gypsum, insulation, essential plumbing and electrical supplies, and they know we carry a range of finish products like paint, siding and interior trim for the back end of the job. What they might not know is how market intelligence, volume buying and key vendor relationships help us stay price competitive on everything we sell.

Most importantly, we wanted our contractor customers to know that we appreciate their business. No company stays around for as long as Slegg without the ongoing support of regular customers.

For Slegg, that means contractors, and that's why we intend to stay focused on meeting the needs of the Vancouver Island contractor community for years to come.

Thanks again,





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