

Positive response during an economic downturn.

LiteSteel had more than 890 qualified booth visits at IBS, despite a reported 30 percent decrease in attendance.

HOT PRODUCTS
2009 INTERNATIONAL BUILDERS' SHOW

Each year, manufacturers pull out the stops as they unveil innovative products and services at the International Builders Show. This year's event, held Jan. 19-23 in Las Vegas was no exception. Despite a decrease in floor traffic—attendance was down significantly from prior years—there was plenty to see and learn. As we do every year, our team scoured the aisles, in search of the hottest new products. This year, several common themes emerged. First, a big focus on **green** (energy-efficient, recycled and recyclable, sustainable) and second, an emphasis on **value** (lower cost, higher performance). Space prevents us from printing an exhaustive list; instead, consider this a snapshot of products that may help you generate sales and grab market share.

—The Editors

LiteSteel beam from LiteSteel Technologies
Aiming to remove the phrase "steel beam by others" from lumber dealers' lexicon, the new LiteSteel beam (LSB) from LiteSteel Technologies will be distributed through full line lumberyards—not steel distributors. LSB averages 40% lighter than hot-rolled steel beams or engineered wood, but with the same load-bearing capacity. Plus, there are no special tool requirements to cut, drill or fasten LSB, which is ideal for basement beams, garage beams, structural beams, long span headers and more.
www.LiteSteelbeam.com/lumber; 877.285.2607

NEW & NOTEWORTHY A CLOSER LOOK AT AN INNOVATIVE PRODUCT

LiteSteel beam
Patented product aims to help LBM dealers regain sales lost to "steel by others."

Being the same strength as most structural steel beams, but with 40% less weight, the new LiteSteel beam (LSB) is a structural steel solution for the residential and commercial construction markets. Plus, with a rich understanding of the market, LiteSteel Technologies has devised the product's marketing strategy to ensure it reaches the right audience. First, you can't go wrong by offering "steel by others."

REAR SUPPORT
LiteSteel Technologies has provided an array of product support, including a comprehensive literature kit, a website, and a dedicated sales team. The support is designed to help you sell the product and generate ROI. LiteSteel Technologies has provided an array of product support, including a comprehensive literature kit, a website, and a dedicated sales team. The support is designed to help you sell the product and generate ROI.

FOR MORE INFORMATION
Visit www.LiteSteelbeam.com or call 877.285.2607.

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Company | LiteSteel Technologies

Challenge
LiteSteel Technologies needed to launch a new structural building product at what appeared to be the worst time — in the midst of a crashing residential construction market.

Solution
We began by conducting research interviews with industry contacts and digested research data compiled by the parent company. The result was an integrated pre-launch marketing and messaging plan designed to generate awareness and interest for LiteSteel™ beam (LSB®) prior to and beyond its official launch at the International Builders' Show (IBS).

Results
The campaign helped make LiteSteel a "destination booth" at IBS, generating more than 890 qualified booth visits at the show, despite a reported 30 percent decrease in overall show attendance over the previous year.



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