



NOVEMBER 7TH, 2008 **ISSUE # 5**

E-NEWS TO E-NJOY, E-NTERTAIN AND E-NLIGHTEN YOU

CHOICES – CHOICES – CHOICES! CHOOSE YOUR PRESIDENT; CHOOSE YOUR SENATORS, YOUR JUDGES, YOUR CITY COUNCILS AND YOUR SCHOOL BOARDS.

HOW ABOUT CHOOSING SOMETHING FOR YOUR HOME? THIS K-I NEWSLETTER INVITES YOU TO CONSIDER MANY OF THE ITEMS THAT ARE ON DISPLAY AT A BEAUTIFUL SHOWROOM IN YOUR AREA.

WE WILL GIVE YOU A PEEK AT HOW A K-I SHOWROOM CAN HELP YOU DECIDE ON PRODUCTS THAT AFFECT THE QUALITY OF LIFE IN YOUR OWN HOME.

FIRST, WE WILL OFFER YOU A QUICK LOOK AT OUR PRODUCT OF THE MONTH AND THEN WE WILL SHOWCASE OUR WONDERFUL SHOWROOMS.

K-I HIGHLIGHTS OUR JAMES HARDIE SIDING

JAMES HARDIE IS AMERICA'S #1 BRAND OF SIDING. INSTALLED ON OVER 4 MILLION HOMES, JAMES HARDIE SIDING PRODUCTS COMBINE THE WARMTH AND CHARACTER OF WOOD WITH THE DURABILITY AND LOW MAINTENANCE OF FIBER-CEMENT.

JAMES HARDIE BACKS ITS SIDING WITH UP TO A 50-YEAR LIMITED TRANSFERABLE PRODUCT WARRANTY AGAINST CHIPPING, ROTTING, CRACKING AND DELAMINATING.

THEIR PROPRIETARY "COLOR-PLUS" TECHNOLOGY COMBINES PAINT OPTIMALLY FORMULATED FOR USE WITH FIBER-CEMENT AND A PROFESSIONALLY DEVELOPED COLOR PALETTE.

THE MULTI-COAT, BAKED-ON, FACTORY APPLICATION PROCESS DELIVERS BEAUTIFUL, CONSISTENT, FINISHED JAMES HARDIE PRODUCTS TO YOUR JOB-SITE. **THIS RESULT IS A BEAUTIFUL, LONG-LASTING EXTERIOR THAT PROVIDES EXCEPTIONAL VALUE TO YOU AND YOUR CUSTOMERS.**



SEVEN HOME EXTERIOR DESIGN SECRETS

1. **Minimize the view of front-loaded garages.**
Lessen the impact of a front-loaded garage by pushing it back behind the face of the building.
2. **Keep it simple — minimize the number of gables and steps on a building's roof.**
A building with a simple roof is easier to build and looks better than one with endless gables and steps in and out.
3. **Use common sense — ask yourself, could it work?**
It doesn't matter if it actually works; it just needs to look like it could work. Could the shutters really close?
4. **Maximize the curb appeal of your entrance.**
Your front entrance is the most important element of your house as this is the main focal point that all others center on as they pass by or visit your home.
5. **Use vertically proportioned windows.**
Use windows on the sides of your house and make sure all windows are proportionate. Common ratios of window openings are 1:2 and 3:5.
6. **Use color and texture, rather than additional elements.**
Color and texture add life to the streetscape and enhance the value of a house.
7. **Build sustainable buildings.**
Carefully select materials that are sustainable and design homes that are timeless.

SIDING COLOR AS AN EXTERIOR DESIGN TOOL

Using siding color as an exterior design tool can significantly increase the value of your home. But where do you start? How do you select siding colors and use them effectively to enhance the appearance of your home?

The following tips can help you throughout the color selection process. Keep in mind there's no set formula for using siding color. Use this list as a point of reference and not a set of rules.

1. **Don't be afraid to use siding color.**
It seems today that houses are sided in almost every shade of beige known to man. Don't fear color. Use it to differentiate your home. Look at the homes in your neighborhood to determine the color palette for your area. Often, the nicest homes are the ones that use color as an exterior design tool.
2. **Don't be afraid *NOT* to use siding color.**
As much as color can add to a house, sometimes it looks best not to use any at all. Don't be afraid to have an all-white house. White reflects light and will actually appear to vary in tone throughout the day.
3. **Keep it simple.**
The desire to differentiate one's home from others on the street is very normal. A common practice is to add design elements and excessive materials to the house. The result is the exact opposite of what was intended — everything starts to look the same. Keep design elements on the house simple and use siding color as an exterior design tool to differentiate your home. Fewer elements and materials will not only be more affordable to build, but also result in a more architecturally sound home.



4. **Avoid using materials and color like wallpaper.**
Take care when mixing colors, textures and materials on a house. Avoid unnecessary combinations that look like wallpaper was applied to a home's exterior. Use combinations that change in horizontal bands, rather than vertical stripes.
5. **Tips for homeowners.**
Think about how your house fits into the streetscape and community as a whole. Differentiating your home can add value, but do so with restraint.
6. **Tips for developers or builders.**
Think about the streetscape. The most valuable homes are those that are part of a pleasant streetscape. A successful street is one that feels like an outdoor room. The walls of this room are composed of the houses. If you're a builder or developer who's building several houses in a row, think about the houses as an overall composition, not a series of individual houses. When the houses work together to make up the outdoor room, you need fewer design elements. Differentiate homes with color. You can build the same house several times over, but with different colors and lots of trees.

Top James Hardie® ColorPlus® Color Combinations

The top James Hardie® ColorPlus® color combinations vary depending on the number of siding colors and trim colors you'd like to use. Typically, a home includes no more than two siding colors and two trim colors. However, the combination is completely up to you.

Here are the most popular combinations — hand-selected by our color pro, Leslie Harrington — for homes with two siding colors and one trim color.

Dryland Canyon

	Main Body: Sandstone Beige
	Second Body: Khaki Brown
	Trim: Arctic White

Accent: Red, Green, Blues and Browns of various shades will all work

Sandstone Beige is a popular neutral because of its chameleon-like characteristics, which allow it to mix-and-match with almost any color. Arctic White trim and Khaki Brown accent body color set the stage to see the richness of this color.

River Rocks

	Main Body: Cobblestone
	Second Body: Monterey Taupe
	Trim: Arctic White

Accent: Red, Green, Blues and Browns of various shades will all work

If you want a rich neutral look for your home, Cobblestone is for you. A taupe-based hue with warm undertones, it pairs well with white and its darker version, Monterey Taupe. This combination is so versatile you could easily interchange the body and trim colors to have three different looks.

THE JAMES HARDIE LINEUP

Q: WHAT ALL DOES JAMES HARDIE SUPPLY?

A: HARDIE PLANK LAP & VERTICAL SIDING WITH “COLOR-PLUS” TECHNOLOGY IN MANY CHOICE COLORS.



A: HARDIE SHINGLE SIDING FOR SIDEWALL APPLICATIONS GIVING A DISTINCTIVE LOOK OF WOOD SHINGLES.



A: HARDIE TRIM BOARDS TO REDUCE THE PROBLEMS ASSOCIATED WITH WOOD TRIM.



A: HARDIE SOFFIT PANELS THAT ARE PRE-CUT AND ELIMINATE THE NEED FOR BOX OR STRIP VENTS.



SHOWCASING THE K-I SHOWROOMS

AS MENTIONED, THIS NEWSLETTER WILL PRESENT YOU WITH A PICTORIAL DISPLAY OF ALL THE K-I SHOWROOMS THAT YOU ARE WELCOME TO VISIT FOR ALL YOUR BUILDING NEEDS.

FIRST, WE WILL VISIT OUR HOME PLANNING CENTER LOCATED AT 10274 SHELBYVILLE ROAD HERE IN LOUISVILLE, KENTUCKY. **IF YOU WOULD LIKE TO STOP IN FOR A VISIT, JUST GIVE THE MANAGER (PATRICIA NELSON) A CALL AT (502) 245-6500 AND LET HER GUIDE YOU AROUND THIS AWESOME DISPLAY OF BUILDING PRODUCTS AND IDEAS.**



CABINETS GALORE





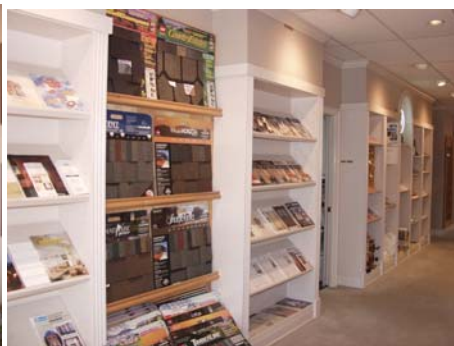
HARDWARE AND ACCESSORIES AS WELL AS A DESIGN CENTER



WINDOWS AND DOORS



TRIM & LITERATURE



K-I LEXINGTON SHOWROOM

**LOCATED AT 2525 PALUMBO DRIVE IN LEXINGTON, KENTUCKY. CALL THE
MANAGER (MIKE MEEHAN) AT 859 268-0953 FOR A TOUR OF THIS SHOWROOM.**



K-I CLARKSVILLE – INDIANA SHOWROOM

**LOCATED AT 5301 HIGHWAY 31 NORTH IN CLARKSVILLE, INDIANA. CALL THE
MANAGER (JOHN BLACKBURN) AT (812) 283-7000 FOR A TOUR OF THIS SHOWROOM.**



K-I EVANSVILLE – INDIANA SHOWROOM

LOCATED AT 1700 NORTH KENTUCKY AVENUE IN EVANSVILLE, INDIANA. CALL THE MANAGER (MARK HANSEN) AT (812) 464-2428 FOR A TOUR OF THIS SHOWROOM.



AS YOU HAVE CLEARLY SEEN, THERE ARE PLENTY OF **CABINETS, WINDOWS, DOORS, TRIM, SHINGLES, LITERATURE** AND MANY OTHER DISPLAYS AT EACH OF OUR LOCATIONS FOR YOU TO SEE AS YOU DECIDE UPON THE PRODUCTS AND THE BRANDS TO USE FOR ALL YOUR BUILDING NEEDS. FEEL FREE TO STOP BY AT ANY TIME WITH OR WITHOUT AN APPOINTMENT.

THE CORPORATE OFFICE OF K-I AT THE CORNER OF FLOYD AND LEE STREETS HERE IN LOUISVILLE ALSO HAS PLENTY OF **CARPET AND FLOOR COVERINGS** TO CHOOSE FROM. GIVE K-I A CALL AT (502) 637-1401 AND ASK FOR DEBBIE ZANGER OR JOE DEGEORGE FOR ALL OF YOUR CARPET OR FLOOR COVERING INQUIRIES.

HERE A FEW PICTURES OF OUR **CARPET AND FLOOR COVERING** DISPLAYS LOCATED AT OUR DOWNTOWN LOUISVILLE STORE LOCATED AT 227 E. LEE STREET.



[GE MONEY BANK](#)

K-I HAS A NEW TOOL TO ASSIST US WITH YOUR PROJECT FINANCING. WE HAVE DECIDED TO PARTNER WITH **“GE MONEY BANK”** TO OFFER OUR CUSTOMERS THE OPTION OF UTILIZING ADDITIONAL TERMS TO ASSIST WITH A SALE.

NEED A LITTLE EXTRA TIME TO FINANCE YOUR WINTER TIME PROJECTS? WHY NOT LET K-I AND GE MONEY BANK OFFER YOU THE FINANCING NECESSARY TO KEEP YOUR JOBS TURNING AND EARNING?

NOTE: THE LEXINGTON AND EVANSVILLE BRANCHES NEED ONE MORE WEEK TO ACTIVATE THEIR GE MONEY BANK TERMINALS. ALL LOUISVILLE AND CLARKSVILLE SALES COUNTERS ARE READY NOW TO ASSIST YOU.

WALT'S MARKET REPORT THRU OCTOBER 31ST

OUR K-I LEADER, **MR. WALT FREEMAN** HAS KEPT A RUNNING CHART OF CERTAIN BUILDING MATERIALS PRICE FLUCTUATIONS FOR MANY YEARS.

WALT HAS DECIDED TO SHARE WITH YOU HIS WEEK BY WEEK CHARTING FOR THE PAST TWO YEARS OF THE UP AND DOWN MOVEMENTS OF SOME OF THESE LEADER ITEMS. THE PRICES LISTED ARE THE PRICE PER "THOUSAND BOARD FOOT" FOR LUMBER AND PER "THOUSAND SQUARE FOOT" FOR PLYWOOD AND OSB PANELS.

ALL THE PRICES ARE F.O.B. AT THE MILL WITH NO FREIGHT ADDED.

2008	1/2 CDX 4-PLY		7/16 OSB		S/P/F STUDS		2X4 R/L S/P/F STD & BETTER		2X10 # 2 Y. PINE	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
JAN 4	285	335	153	148	262	224	264	214	365	293
JAN 18	303	335	145	137	263	211	257	196	344	262
JAN 25	295	330	142	135	250	205	242	192	328	246
FEB 1	290	320	140	132	248	199	236	184	322	237
FEB 15	315	335	152	132	270	210	260	198	330	228
FEB 29	310	340	150	135	280	210	255	194	358	227
MAR 7	305	340	142	140	277	212	237	193	359	227
MAR 21	310	320	138	142	255	218	235	191	334	225
APR 4	325	330	147	140	273	227	240	199	332	221
APR 18	340	340	153	142	282	230	238	215	355	247
MAY 2	340	350	137	162	270	229	227	216	347	300
MAY 16	355	365	150	185	280	244	247	233	318	332
MAY 30	363	365	153	205	300	254	268	248	332	319
JUNE 13	373	345	157	210	300	243	279	235	347	280
JUNE 20	376	340	187	202	305	243	287	241	354	258
JUNE 27	384	340	197	197	305	242	285	242	356	274
JULY 4	388	340	197	195	305	236	281	242	352	256
JULY 11	388	340	197	192	300	235	274	256	339	256
JULY 25	350	335	175	185	280	225	255	260	318	295
AUG 1	350	332	165	196	278	220	249	264	315	309
AUG 8	370	340	172	208	287	218	259	265	318	315
AUG 15	385	340	182	218	292	216	267	276	327	320
AUG 22	385	340	185	222	270	220	264	277	333	316
AUG 29	385	350	177	220	262	220	253	275	333	310
SEP 5	365	360	175	215	259	218	248	265	328	310
SEP 12	350	365	165	205	250	212	234	250	322	310
SEP 19	340	365	160	192	248	204	230	230	314	302
SEP 26	335	350	157	178	243	195	227	220	308	290
OCT 3	338	320	157	170	241	190	222	217	300	272
OCT 10	340	305	165	178	234	180	220	195	316	253
OCT 17	355	300	165	180	228	180	216	196	286	233
OCT 24	355	290	175	180	222	180	214	187	278	221
OCT 31	360	280	185	180	221	178	220	185	270	218

YELLOW = LOWEST PRICE OF THE YEAR SO FAR & BLUE REPRESENTS THE HIGHEST PRICE

SPORTS CHALLENGE



TIME FOR ANOTHER ROUND OF PREDICTING COLLEGE FOOTBALL SCORES.

NEXT WEEK (NOVEMBER 15TH) THE UNIVERSITY OF KENTUCKY WILDCATS WILL PLAY THE COMMODORES OF VANDERBILT. DO YOU THINK YOU KNOW WHO WILL WIN?

K-I IS OFFERING A \$100 PRIZE FOR THE PERSON THAT COMES THE CLOSEST TO THE ACTUAL SCORE.

SIMPLY SEND US AN E-MAIL THAT SHOWS WHICH TEAM YOU THINK WILL WIN AND WHAT YOU PROJECT THE FINAL SCORE TO BE. THE CLOSEST GUESS ACCORDING TO OUR PANEL OF JUDGES WILL BE THE WINNER OF THIS NICE LITTLE CASH PRIZE.

MAKE SURE YOUR PREDICTION REACHES US BY NEXT FRIDAY!

THE UNIVERSITY OF LOUISVILLE WILL PLAY THE CINCINNATI BEARCATS NEXT FRIDAY NIGHT ON NOVEMBER 14TH.

K-I IS OFFERING A \$100 CASH PRIZE FOR THE PERSON THAT COMES THE CLOSEST TO THE ACTUAL SCORE FOR THIS GAME ALSO.

JUST MAKE SURE YOU E-MAIL ME YOUR PREDICTION BEFORE FRIDAY NOV. 14TH.

YOU COULD WIN BOTH CASH PRIZES IF BOTH OF YOUR GUESSES ARE THE BEST!

GO CATS!

GO CARDS!

THANKS FOR READING,

JEFF TAYLOR

A handwritten signature in blue ink that reads 'Jeff Taylor'.

K-I E-NEWS HOST

JTAYLOR@KI-LUMBER.COM

***“IF AT FIRST YOU DON’T SUCCEED, TRY, TRY AGAIN. THEN QUIT.
THERE’S NO USE BEING A DAMN FOOL ABOUT IT”.***
W.C. FIELDS

***IF YOU HAVE MISSED ONE OF THE FIRST 4 K-I E-NEWSLETTERS, JUST LET ME KNOW AND WE WILL GET YOU ALL CAUGHT UP.**