

## Bulk Nails Make A Comeback

In reaction to customer comments about what turned out to be the most controversial product move we have made in some time, Dunn® Lumber's Product Team has come up with a plan to bring back a mix of the most popular nail and screw items in bulk form. The decision to move away from the traditional 'nail tree' was not made without considerable discussion about the pros and cons. The feedback from our customers made it clear that we needed to modify our plan and continue to offer the most popular items in bulk form.

The new set incorporates 13 bins in a drawer-type bulk section located on an aisle end cap in a conspicuous location at each store. These bins will be stocked with our most popular nails and screws based on past sales volume. We feel confident that this will make for a best-of-both-worlds situation for our customers.

We felt, and still feel, that making the move towards the packaged containers of nails provides many advantages for our customers. For that reason, we will keep a selection of these items as well. These advantages include:

### Consistently High Quality -

The packaged nails are sourced from only North American mills. This eliminates the many concerns that are associated with imported nails such as bending, offset heads, rust, etc.

**Convenience** - The packaged nail program makes it easier to "grab and go". If you are interested in getting in and out of the store quickly, these will save you time.



**Packaging** - The labeled, clear plastic containers provide a way to identify your on-hand inventory in a hurry. Whether at home or in your vehicle, this should make organizing your stock a snap.

Some voiced concerns about the 'green' impact this would have. Unlike our plastic nail bags, these new packages are recyclable in some areas where our stores are located. We are willing to consider collecting them and shipping them to recycling facilities if that looks to be the best practice.

Pricing related to the packaged program was also mentioned as a concern to some of our customers. We have since been made aware of the approval of an "Anti-dumping" lawsuit that is targeting suppliers that were dumping imported nails into the market at below market prices. These suppliers immediately announced a 20-30% price increase, and are expected to repeat that increase inside of 60 days. *Continued on page 4*

	Yes	No
Location _____	<input type="checkbox"/>	<input type="checkbox"/>
Did we make you feel welcome?	<input type="checkbox"/>	<input type="checkbox"/>
Were we helpful and courteous?	<input type="checkbox"/>	<input type="checkbox"/>
Was the quality of our materials satisfactory?	<input type="checkbox"/>	<input type="checkbox"/>
Did we thank you for your patronage?	<input type="checkbox"/>	<input type="checkbox"/>
Comments & Suggestions:		
<i>Bring back the nail tree!</i>		
The products you use are our utmost concern. Please tell us what products you'd like to see us carry.		
_____		
_____		



## Construction Industry Training Survey

Dunn Lumber is committed to partnering with our customers to help them achieve their business goals. One of the things we feel is a critical component of long-term success is ongoing training in the area of new products and new construction techniques. Throughout the year, we offer training opportunities in many forms; from access to vendors at barbecues, to full-day sessions with professionals like Gary Katz.

To create the most efficient system possible, we need your input. Please fill out the survey below and feel free to provide additional comments if you have requests that are not mentioned here.

We feel it is important to provide you with some incentive to take the time to respond, so we will be entering participants into a drawing where the winner will receive either a **\$500 Dunn Gift Card** or **15,000 Alaska Airlines miles**. You must have a valid Alaska Airlines Mileage Plan to receive miles. ■



### Dunn Lumber Construction Industry Training Survey

What training format would you most likely sign yourself or your employees up for?

2 hour session  Half day session  Full day session  Other: \_\_\_\_\_

What time of day and day of the week makes the most sense?

A.M.  P.M.  After work  Other: \_\_\_\_\_ Day of the week: \_\_\_\_\_

What topics do you see as most beneficial? (Please specify in the space provided)

Product knowledge: \_\_\_\_\_

Installation methods: \_\_\_\_\_

Business administration: \_\_\_\_\_

Other: \_\_\_\_\_

Contact Information For Prize Drawing:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mail This Form To: Dunn Lumber Company  
Attn: Sales & Marketing  
P.O. Box 45550  
Seattle, WA 98145-0550

You may also e-mail your reply to [contractorsales@dunnlum.com](mailto:contractorsales@dunnlum.com) or fax it to 206-260-7564. Drawing entries must be received by Monday, March 24, 2008. Thanks for participating and good luck in the prize drawing!



## Innovative new service lets you reward your neighbor by rewarding yourself



Mike Dunn, president of Dunn Lumber, and the Habitat for Humanity of Seattle and South King County have turned a friendship into a successful, fulfilling and exciting endeavor. Habitat will soon open its first Home Improvement Outlet in the Seattle area. Dunn Lumber is an important contributor of new building materials that will be sold at the Outlet.

Habitat for Humanity greatly appreciates all the financial assistance and volunteer time the community affords them to help low income earners acquire a place where they can rest their heads and call home. A home they can call their own and be proud of. A community they can embrace which will motivate them to strive for a better life.

Habitat for Humanity's Home Improvement Outlet store, with the help of Dunn Lumber will open its doors to the public on February 16, 2008. Customers and friends of Habitat for Humanity will be able to

purchase new and used building materials, furniture, appliances and more at low, discounted prices. The net proceeds from the store will then be used to build more homes.

You now have the opportunity to give while getting back. Treat yourself to a home remodeling expedition at radically discounted prices and know that all your funds are being directed back to the good of the community. Furthermore the store is a "green" store as most of the materials and goods that will be stocked in the store are excess supplies from the large stores that would otherwise go to landfills. By improving your home, you are improving a deserving family's home rather than a landfill!

You can find the Home Improvement Outlet at 21 South Nevada St., Seattle 98134 Call them at (206) 957-6914 or find them on the web at [www.seattlehabitatoutlet.org](http://www.seattlehabitatoutlet.org) ■



**Bulk nails coming back** - From front page

The supplier for our packaged program is expecting only moderate increases as that product is manufactured in North America. You can read more on the Anti-dumping lawsuit at this link: [http://trade.gov/press/press\\_releases/2008/nails-011608.pdf](http://trade.gov/press/press_releases/2008/nails-011608.pdf)

At the end of the day, the fact remains that the nail tree was an iconic representation of what we all have known and loved about this great industry. Like you, many Dunn representatives grew up around the industry, and as young children remember spinning the trays round and round. We hope you appreciate the fact that we did not take the decision lightly, and have done our best to come up with a "blended" program that can accommodate most of the needs out there. Thank you for speaking up and fighting to preserve a way of doing business that is important to all of us. ■

## Bellevue to host AZEK® Deck Clinic

Dunn Lumber is pleased to introduce AZEK Deck with proprietary Procell™ technology. AZEK Deck is the next generation of decking. Wood and composite decking are no longer your only choices.

AZEK Deck virtually eliminates all the shortfalls associated with today's decking materials. Our technology has a proven track record of success.

- Truly low maintenance
- Superior stain resistance
- Superior scratch resistance
- Solid workability & beauty

Join us on Tuesday March 18, 2008, at 9:00 a.m. to learn more about AZEK Deck.

**Program**

30 minute demonstration showing the features and benefits of AZEK Deck.

15 minutes Q&A and install review.

15-30 minutes try it for yourself; test the weight, workability, stain resistance, and scratch resistance of AZEK Deck. ■



**AZEK Deck Clinic Registration**

Dunn Lumber in Bellevue, Tuesday, March 18, 2008 at 9:00 a.m.

Company name: \_\_\_\_\_

Attendee names: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mail this form to: Dunn Lumber Company  
Sales & Marketing  
P.O. Box 45550  
Seattle, WA 98145-0550

You may also register by email to [lukek@dunnlum.com](mailto:lukek@dunnlum.com). Please register by Friday, March 14, 2008, as space is limited.

