

A Message from the President



George Simmons

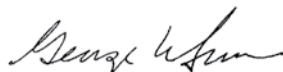
Industry Transformation: "More Green to Come"

I recently read the 2011 Joint Center for Housing Studies of Harvard University titled *A New Decade of Growth for Remodeling*. An excerpt from page four of the report reads as follows: "As the economy and the housing market return to more normal conditions over the next five years, so too will homeowner improvement spending. With concern over environmental sustainability growing and home energy costs expected to rise in the years ahead, spending on green remodeling projects in general—and energy-efficient retrofits in particular—should see healthy gains." This is very good news for the window and door market. Understanding your market and being in tune with your sales and marketing efforts, you will be in a position to take advantage of the transformation.

Are our Green Shield windows part of the solution? I believe they are. Here's why. Many windows meet the minimum Energy Star® compliance criteria by region, but you can offer your customers much more. Green Shield windows are Energy Star® compliant in all fifty states and include many other value added features. These features include self-cleaning glass, UltraVue™ screen cloth, solar selective soft coat low-e, argon gas fill, Duralite™ warm edge spacer, enviro-foam insulated sashes and frame, and anti-microbial treated weather seals. And now with the introduction of our Chateau window with a Green Shield option package, you will be able to promote a Green Shield product at a very affordable price.

Green Shield windows are energy saving, environmentally friendly, and affordable. That's the package consumers are looking for!

Best wishes for a successful 2011,



President & CEO

Digital Newsletter

As part of our environmental commitment to *Think Globally and Act Locally* we are introducing our first digital version of the Integrity e-Newsletter.



The digital version looks the same as the printed version, but it can be read on your computer screen. The digital version also features photos that can be seen in a large color view, text that is searchable, direct links for additional information, and it will be stored on our web site for future access.

The newsletter web address is www.bfrich.com/newsletter.html.

B.F. Rich launches the Chateau Window



Details inside this edition.



B.F. Rich - Quality First... Service Second to None.



Double Hung

B.F. Rich introduces the Chateau Window

The new Chateau window from B.F. Rich is available in double-hungs, two and three lite sliders, picture windows, and architectural shapes. It is designed to provide the features and benefits of a premium vinyl window at a modest price point. The Chateau window line has a fusion-welded master frame and sash design. It is available in custom sizes manufactured on one-eighth inch increments in both width and height for the replacement window market.



Slider



Picture Window

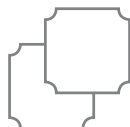
Glass Options

The Chateau window is available with three performance packages:

- Hard Coat Low-E and Argon
- Soft Coat Low-E and Argon
- Green Shield P-x6 Package



Color Options



Euro-White Exterior
Euro-White Interior



Beige Exterior
Beige Interior



For more information contact your territory manager or visit www.bfrich.com/chateau.html



A&B Lumber-Barns in Pembroke, New Hampshire

A&B Lumber-Barns attributes personal attention and product knowledge to their success.



by Dwayne Biehl

An interview with Dan Yeaton who plays a major role with A&B and has a wide range of capabilities, from mixing paint to speaking intelligently about windows and thermal performance.

A&B = Dan Yeaton, Outside Sales, mostly - some input by Tim (Indian) Patterson, CAD Design

BFR = Dwayne Biehl, BF Rich Territory Manager for New England

BFR: How long has A&B Lumber been in business?

A&B: The Company was started in 1977, so 34 years.

BFR: Where did the company name come from?

A&B: A&B was derived from the last names of the two founders, Anderson and Butterfield. They had been working at another company together and decided to start their own company. They found an investor to help financially and started their barn supply company.

"The BF Rich Green Shield package has been a great package and easy to sell. This is perfect for the customer looking for energy performance at a great value."

BFR: How long have you been with A&B Lumber & Barns?

A&B: I worked the summer of 1978, and then started full time in September of 1979.

It will be 32 years this coming September.

BFR: How did you get started in this industry?

A&B: I started in high school working for some builders. After high school I took a two year course at NH Voc Tech in Building Construction. My first 20 years were focused on barn sales and design and I spent many hours at a drafting table.

BFR: What do you see as your primary role?

A&B: My title is outside sales, but I really don't think of myself as a salesman. I prefer to describe my driving force as finding solutions to people's needs.

BFR: Where are your current locations and showroom?

A&B: Our primary location is Pembroke, NH just outside of Concord. We also have a location in Moultonborough, NH that services the lakes region. Lastly, we have a showroom in Portsmouth, NH that is much more focused on kitchen products.

BFR: What is your target marketing area?

A&B: We market to mostly all of New Hampshire, northern Massachusetts, and southern Maine. The Barn sales segment of our business has a little larger geographic area.

BFR: How do you find new customers?

A&B: After this many years in the business, I have built a large following of contractors and builders, and hopefully a very good reputation in the industry. I generally don't have to look for new customers, and rarely do any cold calling. Most of my new customers find me through referrals.

BFR: When did you start to carry BF Rich products?

A&B: We got access to the product line in February of 2008, when another distributor in the area closed.

BFR: Why do you buy from BF Rich?

A&B: Interestingly enough, when A&B started buying products from BF Rich, I was quite skeptical, and resistant to the change in suppliers. It didn't take long for me to see the true value this company has to offer in its quality products and outstanding service, from the local rep, to management, including the President, and especially the customer service staff. Stacey and her team are truly a delight to work with. I will never forget a situation that could have easily turned sour, but came out super sweet. I had placed an order through HOSS, the quote and ordering software, and made a mistake on the grid material selection for one window on the order. It was also

missed in the order acknowledgement review. But, the glass shop noticed something unusual, and rather than just build what they read on the order, they decided to call and check on the accuracy. Boy am I glad they did. They caught my error, and fixed it before the product even shipped. That is an outstanding attention to detail from a production level. Not a trait held by many other manufacturers.

BFR: What are the main reasons you buy from BF Rich?

A&B: Without a doubt, Customer Service.

BFR: What do you see changing the most in your business?

A&B: The consumer has become much more educated and informed, especially with tools available like the internet and product searches. The BF Rich Green Shield package has been a great package and easy to sell. This is perfect for the customer looking for energy performance at a great value.

BFR: What do your customers ask for in a vinyl window?

A&B: The Woodbridge profile has been very desirable. The 908 brick mold with Integral J-Channel and nail fin has been the most popular. Several customers also like the option for sill nose only to compliment this wood window look in New England.

BFR: How much of your window business is vinyl vs. other?

A&B: This year has been a little slower overall still, but I would say about 85% of my window business is vinyl. That is up from last year where I saw about 80% vinyl.

BFR: How do you handle warranty issues?

A&B: Either through our local rep or directly with customer service. Everyone has made it very simple.

BFR: What would you like to see BF Rich change?

A&B: I am anxious to see the roll out of the Woodbridge R-5 in the double hung line. By far the majority of windows we sell are Woodbridge double hung, and it would be great to offer that next level of energy performance package in our most popular window in this market.

BFR: Where do you see business trending, and why?

A&B: I expect steady business for the next 6 months, and then it may drop a little more before it gets better. We really need to see some stability in existing home sales and their prices. This would help the new construction industry.

BFR: Have the big box stores had an impact on your business?

A&B: Yes and no. When you look at how busy we are on a Saturday compared to those types of stores, yes, but a large part of the customer base still values the more personal attention and product knowledge sharing that they can get at A&B Lumber & Barns.

BFR: What would you like to add to your showroom(s) to increase business?

A&B: Our window display area is a little light on space. I have seen this rollout display system that could show more window products in less space. This would be something for us to work on, possibly together with BF Rich.

BFR: What would you like to see added by BF Rich?

A&B: The light box demonstration at the plant tour was impressive. We don't sell as many replacement windows, especially now that the tax credit has been significantly reduced, but I think this could help us close more sales with the Green Shield package. I also think the Woodbridge R-5 would be a great addition.

BFR: Dan, Thank you again for your time to share information on your company and your relationship with BF Rich Windows and Doors. We truly appreciate your business and look forward to continued growth together.

A&B: Really, the Thanks goes to BF Rich. Sure, some individuals stand out, but the entire company has been an extreme pleasure to deal with, so Thank You, and keep it up!



For more information on A&B Lumber & Barns visit www.ablumber.com

BFRich
Windows & Doors

BFRich
Product Catalog

B. F. Rich Co., Inc.
P.O. Box 6931
322 Ruthar Drive
Newark, DE 19714-6031
Tel 800.237.4241
Fax 800.962.6050
www.BFRich.com



Catalog Updates

New - Chateau window product pages are available for your wholesale catalog. Please contact your territory manager, customer service or email us at sales@bfrich.com to request these product page updates.



CHATEAU
REPLACEMENT WINDOWS

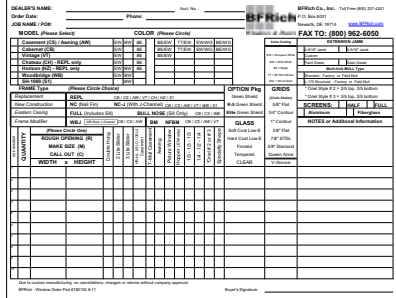
When it comes to investing in your home, B.F. Rich custom-designed Chateau windows enhance the beauty, value and comfort. No one delivers more value for the price than B.F. Rich.

BFRich
Quality First...
Service Second to None.

New - Chateau brochures and updated order pads are available at our *Online Brochure Gallery*.

Please visit our *Online Brochure Gallery* at www.bfrich.com/brochure_gallery.html

You can download or order literature to be delivered directly to your door.



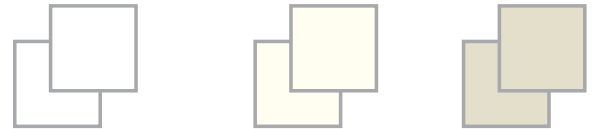
SEALER'S NAME: _____ Phone: _____
 DATE: _____
 JOB NAME FOR: _____
 BFRich
 B.F. Rich Co., Inc. Tel: 800.237.4241
 Newark, DE 19714
 FAX TO: (800) 962-6050



Coming Soon! New - Horizon window color. In addition to beige color, Horizon windows are now available in both Euro-White and Brite-White colors. Euro-White color option will be available on orders received after August 1, 2011.

The color chart is for reference only and is not to be used for final color matching. To view the true color, please request an actual material color sample.

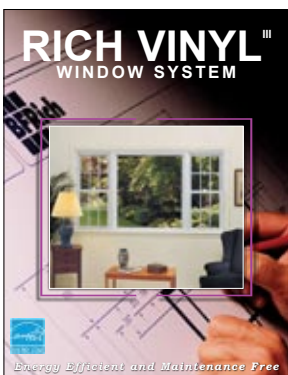
NATURAL SELECTIONS COLOR PALETTE



Brite-White Exterior Euro-White Exterior Beige Exterior
 Brite-White Interior Euro-White Interior Beige Interior



Coming Soon! New - Vintage locks and keepers. Vintage windows will receive a face-lift with the introduction of a new lock and keeper. The new lock and keeper combine elegance with an ergonomically designed lock lever for an easy-to-operate experience. The new lock and keeper will be available on orders received after August 1, 2011.



RICH VINYL
WINDOW SYSTEM

Energy Efficient and Maintenance Free

Discontinue Rich Vinyl window effective September 1, 2011.

We've compiled the results of a lengthy product review. The conclusion is that the industry has moved away from mechanically fastened windows and doors. Of our 6 window models, five of them which are fusion welded, represent almost 97 percent of all orders. Effective September 1, 2011, we will stop accepting orders for production for the Rich Vinyl window.

This streamlining will allow us to focus on continual improvements to our fusion-welded window models.



Alberina Ziemba has joined the B.F. Rich sales team as a territory manager and will be responsible for the Eastern Pennsylvania and Northern Delaware territories.

Alberina studied business at Goldey Beacom College and has earned a degree in Professional Human Resources (PHR®) from Villanova University.

In her free time Alberina enjoys spending time with her husband and son as well as time at the beach with her family and friends.

All of us at B.F. Rich are proud to have Alberina join our organization and look forward to her playing an integral role on our sales team.



Windows & Doors

322 Ruthar Drive
Newark, DE 19711



BFRich
Windows & Doors



When it comes to equipment repairs no one can hold a candle to our Maintenance Engineer Vince Wierzbicki. He has 19 years of service with BF Rich and 25 years of experience in the window business. Vince is a large reason our plant continues to run smoothly. He knows

the importance of our shops staying on schedule and works tirelessly to juggle the never ending maintenance process. With well over 100 machines and power tools running everyday, Vince manages repairs, tracks inventory, and keeps production in progress to meet our customer's needs.

Vince is tenacious in finding ways to reduce labor cost and make the job more efficient. With his innovative ideas he has designed tools for specialized use, contributes constantly to increase the overall quality of our products and strives to increase the efficiency of our manufacturing processes. All of these characteristics make Vince one of our invaluable assets.

Vince has a positive attitude. He is always willing to go the extra mile. In his spare time he enjoys playing the guitar, photography, golf and fishing. One of his hobbies is building golf clubs. Vince has two sons and one granddaughter that he enjoys spending time with.