

February, 2009

**HENRY
POOR**
More Than A
LUMBER CO.

www.henrypoor.com

HENRY POOR LUMBER CO.
HOME WORKS

The Yardstick

Save Money on Your Taxes With Windsor Windows and Doors

Windsor Windows & Doors understands the importance of designing the most energy efficient products possible. Energy efficient products help save you money in heating and cooling costs, but they also reduce environmental impact by offsetting the energy used in production. Here's how we build green into every window and door:

Insulated Glass - LoE2 glass is standard in all products. This energy efficient glass contains 2 layers of silver, which ensures year-round savings and comfort by optimizing the sun's heat and a home's heating and

cooling systems. In the summer, LoE2 keeps a home cool and comfortable by rejecting the sun's heat and damaging rays. In the winter, LoE2 glass helps a home stay warm by reflecting heat back into the rooms.

Energy Star® Partner - Windsor's products meet Energy Star Ratings, adhering to the strict energy efficiency guidelines set by the Environmental Protection Agency and the U.S. Department of Energy. Qualifying windows have two or more panes of glass, [warm-edge](#) spacers between the panes,

improved framing materials, and LoE coatings.

Superior Energy Efficiency - Windsor's products have earned the Gas Fill Certification. Certification is only awarded to products that average a 90% [argon](#) fill between the panes of glass, ensuring superior energy efficiency. The **BEST NEWS** is that you may be able to claim up to 10% of window costs (not to exceed \$2000) on your taxes by putting energy efficient Windsor windows in your home. Please ask any Henry Poor Sales Associate about this money making offer.

Put \$\$\$\$\$ Back In Your Pocket With 2009 Rebates and HPLC

In 2009, look to rebates to help add money to your bottom line. We will be posting rebates throughout the year on our website and in the newsletter. Top Notch Sub-Flooring has a first time user rebate for all of 2009. You will receive \$3 per sheet with a minimum purchase of 37 sheets and maximum purchase of 75 sheets. What a perfect

way to try a new product and receive money back. We will be claiming the rebate on your behalf. Blue Linx also has a rebate program that offers money back on items such as engineered lumber, Styrofoam, Weathermate and ABT trim just to name a few. If you are interested in this rebate, please contact your sales rep. to

schedule an appointment with a Blue Linx representative. We will also claim these rebates for you! All you have to do is purchase the product and we take care of the rest. Here's to a profitable and money saving year! Go to www.henrypoor.com for more info.

Lumber Market Reacts to Economic Volatility

With U.S. markets offering little relief from one of the toughest years on record in 2008, producers are expected to struggle to find consistent, viable markets domestically and offshore. Most producers and many traders throughout the global distribution chain expect to spend 2009 in "survival mode." Attrition among companies in all market segments trimmed thousands of jobs in the U.S. and abroad during 2008.

While some producers in the West noted a mild pick-up in phone calls, other mills and some secondaries reported a slowdown compared with the previous week. Under either circumstance, trading lacked any urgency, and competition for the available business kept at least modest pressure on many prices.

However, after weeks of hesitation, several large Eastern & Western SPF mills announced major curtailments and shutdowns-instantly taking millions of board feet out of production. The lumber market was suddenly filled with the same sense of urgency and energy that panel markets have experienced over the past 2 weeks and did so again this week. Lumber prices are suddenly spiking higher and order files are on the move outward and the same continues to hold true for the panel markets as well. Let's hope the spring thaw will jolt business back to the building industry.

What's New For 2009

Henry Poor Lumber Co. and Home Works will be showing the newest home make-over trends of 2009 at the Annual Builders Association of Greater Lafayette Home Show on Saturday, February 28th and Sunday, March 1st. Please be sure to visit us at booth # 65 and 68 and sign up for a chance to win some amazing prizes.

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Mohawk's SmartStrand rolls out new products for 2009

Mohawk's SmartStrand fiber made with DuPont Sorona renewably sourced polymer is recognized as the most innovative fiber technology of the last two decades. Exclusive to Mohawk, SmartStrand with DuPont Sorona offers performance, comfort, and an unmatched environmental story.

And now the story becomes even more compelling. Mohawk has expanded the color palette for SmartStrand to include 70 colors and eight new styles under the Horizon brand. New style options include three textures, two friezes, two berber friezes and a pin dot pattern, adding an upscale look to the line. No matter what you are looking for—color, softness, durability, lifetime stain protection—SmartStrand has it.

Mohawk leads innovation in sustainable flooring with SmartStrand® carpet with DuPont™ Sorona® renewably sourced polymer. In a partnership with DuPont, this carpet exclusively offers fiber made with Bio-PDO™ (the key Sorona® ingredient), which is produced from [corn sugar](#).

By utilizing this new ingredient, 37 percent of Sorona® is being made from renewable resources. This marks the first time that a luxuriously soft carpet offers durability and stain protection, while also making less of an environmental impact.

This carpet is [environmentally smart](#) because:

The production of Sorona® polymer requires 30 percent less energy than the produc-

tion of an equal amount of nylon.-Greenhouse gas emissions from the production of Sorona® are 63 percent lower than nylon manufacturing.- This energy reduction results in approximately one gallon of gasoline saved per every seven square yards of carpet.-The superior stain resistance of SmartStrand® carpet is engineered into the fiber and will never wear or wash off, meaning consumers will never need to retreat the carpet with stain protectors after steam cleaning. And this engineered-in stain resistance reaches new levels of protection, allowing tough stains such as mustard, red wine, and cherry Kool-Aid® to be removed simply with warm water and a mild detergent, or with Mohawk FloorCare™ Essentials. The fiber even resists discoloration from bleach.

Cork: A New Twist for a Modern Floor

Cork flooring has become very popular with institutional as well as home owners. It provides a look that is unique an **environmentally safe and green alternate** to other flooring products.

Cork flooring uses the material extracted from the bark of the cork oak tree, which only grows in the forests of Mediterranean countries. The largest concentration of cork flooring plantations are found in Spain and Portugal.

The bark, which becomes the cork flooring, was designed by Mother Nature to protect the tree during its average 500 year lifespan. Not only is the bark inherently fire resistant to temperature changes prevailing in those regions, to more than 38 species of insects, including the



termite, and to the development of microbes.

It is important to note that only the bark is peeled off to be used for cork flooring every decade. The tree itself

is never felled. By using cork, we keep the forest alive and the habitat undisturbed.

To find out more about cork flooring. Please contact a sales specialist at Home Works!

Congratulations to Two Outstanding Employees

Home Works is pleased to announce the addition of David and Margaret Lemon to our sales team. Dave and Margaret have many years of flooring sales experience and a proven track record, formerly representing Blakley's in Lafayette.

Dave and Margaret will be focusing on commercial and builder sales.

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