

# COMMON BOND

A Publication For Glen-Gery  
Brick Distributors

  
**Glen-Gery Brick**

Issue 152  
September 2005

## Glen-Gery Merchandising Displays Available

Glen-Gery's Marketing Services has produced two high-quality floor displays that get our products right in front of potential customers and help boost your retail sales!

The custom-designed **Distributor Point-of-Purchase Display** presents the Glen-Gery brand in product and project photos as well as actual brick. Fanning frames hold (22) 12"x18" prints of gorgeous residential brick homes, plus (2) information sheets on designing with shapes. The curved back holds 12 Type "S" Selection samples. Six full-size brick shapes mount on a projecting front cabinet detailed with clear acrylic racks for displaying 8-1/2"x11" project photos. Inside the cabinet is storage space for Type "S" sample inventory. Photographic and brick accessories as described are included.

Measuring 4'wx6'hx2'd, the oak-veneer unit features recessed lighting and weighs 425 lbs. Assembly required.



*Distributor Point-of-Purchase Display.*

**Distributor Point-of-Purchase Display:** \$2,750.00 each, plus shipping & tax (motor freight only)

Our **Builder Showroom Display** holds (9) Type II samples in a slotted, graduated bin and (1) sample against a lighted backboard. A recessed fluorescent lamp (included) above the backboard is color balanced to render brick as it would look in natural daylight. The compact design of the wood finish display, measuring 13.5"wx54"hx24"d, is ideal for placement in limited spaces. It moves easily on four casters and weighs 127 lbs. Type II samples are NOT included. Assembly required.

**Builder Showroom Display:** \$275.00 each, plus shipping & tax (motor freight only)

For managing your inventory of Type "S" samples, we have a 12-shelf, ivory white storage cabinet with the Glen-Gery logo running on both sides. Shelves hold approximately 100 Type "S" samples. These sturdy, stackable cabinets measure 13.5"wx25.5"hx19"d and weigh 50 lbs. They are not intended for placement in retail showrooms. Assembly required.



*Builder Showroom Display holds 10 Type II sample boards.*

CONTINUED ON PAGE 2

**Type "S" Inventory Cabinet:**  
\$115.00 each, plus shipping & tax (motor freight only)

All three merchandising units are available now. To place an order, contact your District Sales Manager or regional Sales Office and request the "Glen-Gery Point-of-Purchase Order Form." When ordering the Large Distributor Showroom Display, also ask for the "Project Image Order Form" that allows you to customize the project and product images shipped with the unit. Orders will be filled on a first-come, first served basis.



*Stackable Type "S" Inventory Cabinets.*

background, can be personalized with up to two lines of text. "Happy Hanukkah" is a stock design showing a colorful dreidel, the traditional game of luck played by children during the Jewish "Festival of Lights."

Ideal for decorating or gift-giving, Holiday Brick are hand-painted on a *Chambersburg* paver from Bigler Plant. A protective felt pad is included with each unit.

Orders are now being accepted. Costs per brick are \$15.00, plus shipping charges. Add \$1.00 for one or two lines of text. The deadline for placing orders is October 31. Orders are processed and shipped according to date of receipt, so get yours in early!

Contact **Susan LaFevre** at **800-854-4704** or [ggnbrick@glengerybrick.com](mailto:ggnbrick@glengerybrick.com) for more information or to place an order. 2005 Holiday Brick are also shown on Glen-Gery's website at [www.glengerybrick.com](http://www.glengerybrick.com).

### Plant Information

*Please contact the individual plant if you have questions on the following information or if you need to place sample orders.*

- Strong demand for **Capitol Plant** products is driving inventory down to the lowest levels of the year. Customers are asked to review their open orders for Capitol products *once a month* to ensure accuracy and availability. Call **Sarah Boothe** or **Glen Hill** to discuss any changes to your orders or to request a list of open orders. You can also review your account online by visiting [www.glengerybrick.com](http://www.glengerybrick.com) and clicking on the "Distributors Only" button located in the lower right side of the homepage. You will be prompted for a *logon ID and password*. Call the plant if you need one.
- **Redfield Plant** reports a slight change in the appearance of *Briarwood* modular. Please remove any *Briarwood* samples dated prior to August 2005 and contact the plant for a replacement.
- *Orders for Thin Brick* are being accepted at **Iberia Plant** in *limited* quantities and are considered *Special Order*. Orders cannot be cancelled once brick has been cut.
- Due to escalating petroleum costs, **Jersey Shale** is raising its fuel surcharge to 12% effective immediately. The plant regrets current market conditions forcing it to take this action.
- A week-long run of *Garden Series* tumbled-look modulares have been manufactured. Call **Bigler Plant** about availability of inventory.
- **Capitol Plant traffic alert:** Gridlocks will continue to be a problem in and around the DC metro area with construction on the Capitol Beltway and Route 66. To avoid problems with getting loaded, please try to schedule trucks between the hours of 10:00 am - 2:00 pm, or first thing in the morning starting at 6:00 am.

## Flashed Brick Trials a Success at Hanley! Availability Expected by Year End

Test trials for Hanley Plant's flashed brick have been an unqualified success. A larger trial run made in late August produced an equally consistent product in an attractive color range. The plant will soon be introducing *flashed Price List* products in both smooth and wirecut textures. The colors are similar to their clear-burn versions but expanded to a wider spectrum by highlighted and darkened areas. While capturing the visual characteristics of old-style fired brick, the flashed units still conform to FBX specifications for precision and uniformity in size.

"These new products will give architects a greater range of design options for impact and differentiation," said **Ray Matullo**, Vice President of Sales – Eastern Region.

Hanley Plant expects to have production available for jobs and inventory by year-end. Look to the *CommonBond* for updates as development of this line continues.

## 2005 Holiday Brick

Bring the spirit of the season into your home or office with our 2005 Holiday Brick. "Peace on Earth," featuring an olive branch-bearing white dove in relief against a royal blue



*Place your orders now for 2005 Holiday Brick.*

CONTINUED ON PAGE 3

- Blend jobs at **Iberia Plant** must have field panel pre-approval before the plant starts blending your order. It is important to know the shipping schedule for large blend jobs.
- **Caledonia Plant** has Type “S” samples available for *Aberdeen, Bayhill, Cedar Lake, Nob Hill, Olde Detroit, Rosewood, Rustic Burgundy* and *Stratford*. All products modular size.
- **Marseilles Plant** thanks its customers for their patience while the Sample Dept. continues working to improve its response time. When Type I and Type II samples are not readily available, please remember that Type “S” samples not only accurate representation of actual brick, but are the perfect solution to an immediate need. The following Marseilles products are now available in Type “S” format:
 

<i>Ashbrooke</i>	<i>Heathermist</i>	<i>Remington</i>
<i>Bordeaux</i>	<i>Irish Crème</i>	<i>Silver Aspen</i>
<i>Cabernet</i>	<i>Laredo-M</i>	<i>St. Thomas</i>
<i>Calico</i>	<i>London Mist</i>	<i>Summerset</i>
<i>Camelot</i>	<i>Morning Dove</i>	<i>Vermillion</i>
<i>Cashmere</i>	<i>Navajo Red Velour</i>	<i>Wheaton</i>
<i>Colonial Sand</i>	<i>Red Velour</i>	<i>Windsor</i>
- **Bigler Plant** is experiencing low inventory levels on several popular products. It is advisable to verify availability *before* releasing trucks to the plant.
- When sending trucks to **Mid-Atlantic Plant** make sure your drivers carry all the information necessary to accurately identify your order: Customer name, order number, brick product, delivery destination. Any detail that is missing must be tracked down at the plant before brick can be loaded. These frustrating delays are easily avoidable with a little advance preparation.
- **Shapes contact at Iberia Plant is Mike Lyon.** Please direct your orders or any questions on shapes to Mike. He has a wealth of plant experience and can handle most first line questions.
- With fuel and transportation costs on the rise, **Capitol Plant** customers are asked to ship field panels at the same time brick loads are being pick up. Doing so will eliminate the additional costs of shipping filed panels separately by motor freight.
- **York Plant** has odd lots of *Paragon Series* products in utility (3-5/8x3-5/8x11-5/8) and economy (3-5/8x3-5/8x7-5/8) sizes.
- Due to high demand for its inventory, **Marseilles Plant** is enforcing the 14/30 day policy on all orders. If you have been advised that your brick is ready to ship, please pick it up as soon as possible to ensure availability. If you do not need the order, let the plant know so that the brick can be passed along to another customer in need. *Thanks!*

- As the last quarter of the year begins, **Redfield Plant** reminds customers to check their inventory needs. The plant wants to make sure it has what you need for yard stock, as well as for jobs.
- *Friendly reminder from Caledonia Plant:* Don’t overlook those 14/30 cancellation notices! They are your last chance to pick up brick before the order is cancelled.
- *Special note:* Early 6:00 am tickets for **Mid-Atlantic Plant** must be called in by 4:00 pm the previous business day.
- **Jersey Shale** reminds customers that they must arrange to ship brick as soon as it becomes available. Please help out the plant by being prompt in scheduling delivery!
- Watch for future *CommonBond* announcements on **Bigler Plant** products soon to be added to Type “S” sample selections.
- When ordering samples of **Iberia Plant’s Hometown Series** molded brick, remember to specify if the sample is for face or paving brick.
- Need a copy of your current open orders at **Marseilles Plant**? Give the plant a call at **800-441-6911** and they’ll gladly fax your information.

---

S U M M E R / F A L L L O A D I N G H O U R S

Bigler:	7:00 AM - 5:00 PM
Caledonia:	7:00 AM - 4:30 PM
Capitol:	7:00 AM - 4:30 PM
Hanley:	7:00 AM - 4:00 PM
Iberia:	7:00 AM - 4:00 PM
Jersey Shale:	7:00 AM - 4:30 PM
Marseilles:	6:00 AM - 4:00 PM
Mid-Atlantic:	7:00 AM - 4:30 PM
Redfield:	7:00 AM - 4:00 PM
York:	7:00 AM - 4:00 PM

---

*If you need an 6:00 AM early ticket from Jersey Shale, please call by 3:00 PM the day before; at Capitol call by 3:30 PM the day before. Early tickets at both plants can be picked up at 6:00 AM. Bigler trucks must be at the plant by 4:00 PM. Mid-Atlantic and York Plants start loading at 6:00 AM if ticket is called in by 4:00 PM the day before.*

