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LEFT PHOTO: MARK WESTRUM. RIGHT: WRLA.



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# BRING ON 2021 & THE SHOWCASE WITH A TWIST!



**T**hank you to all vendor members that continued their partnership with the WRLA and have registered to participate in this 2021 Showcase with a Twist! We appreciate the unwavering support from the associate and affiliate members that quickly committed to participating in our modified platform.

Stepping up to support the industry association that continues to work on behalf of all member businesses has helped to sustain our operations and build our strength to support you. This will enable us to continue to cultivate our voice with government on your behalf, develop and execute valuable education programs that support your business and staff teams, as well as create valuable industry connections to help each other's businesses grow.

As I write this piece, I am reminded that this is my 4th anniversary working for the WRLA. I cannot help but reflect back on my experiences and many conversations I've had with members. Many of them were inspiring as they focused on growth, big ideas and initiatives we should be working on to better the industry. Others have been complaints (I'm sorry but there is no nice way to sugar coat it) about trade shows. Reliving the past and yearning for what once was came up often. I cannot tell you the number of times I've heard the stories of the truck raffle and cash draws. I hate being the bearer of bad news but - those days are gone. The sooner we can accept that, the easier it will be to manage each other's expectations as they need to be reflective of the current economic environment we live in.

Nostalgia certainly can give us an appreciation for what once was and gives us the opportunity to relive some great memories, but it can also be crippling if we are constantly looking in the rearview mirror rather than focusing on the road ahead. It puts our mindset in a state to resist change making it virtually impossible for the WRLA to meet these expectations because we simply don't have the means to live up to them and we can't turn back the clock.

This past year has been a roller coaster ride that doesn't seem to want to end. After every loop was/is another sudden turn without an end to the track in sight. Never before have businesses been expected to adapt so quickly and keep up with the speed of change from the external world in order to survive.

This crazy ride of 2020 is a roller coaster we don't want to get back on. It is a year in where we made history. We learned that our industry is essential, that proactive advocacy actually works, that virtual platforms cannot replace the human connection created by meeting in-person and at events and trade shows, and being adaptable is the recipe for success.

We look forward to having all of our members embrace the Showcase with a Twist and encourage the dealer community to connect with the vendors who made the choice to be present in this event and who chose the WRLA as an important industry partner.

Be sure to:

- Download the show app
- Share the show book and app with your staff
- Connect with the vendor community
- Expand your network
- Maximize the opportunities with this innovative event!

We look forward to having you participate in the event that annually kicks off the start of the year and of course seeing you in Winnipeg in 2022!

Liz Kovach  
PRESIDENT, WRLA

**Nostalgia certainly can give us an appreciation for what once was and gives us the opportunity to relive some great memories, but it can also be crippling if we are constantly looking in the rearview mirror rather than focusing on the road ahead.**

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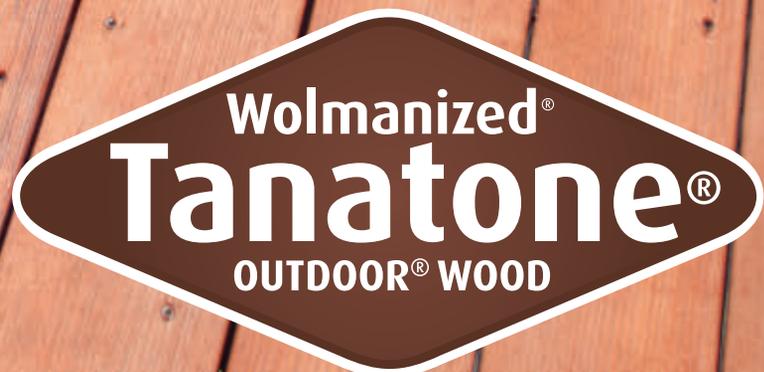
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# DIFFERENT IS GOOD

Without a doubt, the 2021 edition of the WRLA Building & Hardware Showcase is going to look quite a bit different than in years past. This being my first year as chair of the WRLA board, I was looking forward to carrying on the traditions of the WRLA chair at the show, from the ceremonial cutting of the log at the opening and the speech at awards night to presenting our progress and ideas at the AGM. All of these traditions and more will look drastically different this year, and as far as the 2021 WRLA Building & Hardware Showcase goes... different is good! I am excited about the platform on which this year's show will be held. The opportunities for vendors to reach new clients that normally would not be able to travel to the annual show will be great! I am eager to see how the vendors will capitalize on the unique features that the app has! I am optimistic that this new approach will open doors to more businesses, and be a feature that we will incorporate into face-to-face shows when it is safe to resume them!

This year we were forced to battle an obstacle like nothing any of us have seen before. Remaining true to our entrepreneurial roots, we saw what lay ahead, analyzed the situation, planned our attack and attacked our plan! This goes for both the WRLA and its member businesses. While we, as business owners, were at first fighting for the privilege to remain open and responsibly conduct business, the WRLA was fighting for our businesses at the provincial and federal level to be deemed essential services. While companies were fighting throughout the year for product to keep our customers satisfied, the WRLA embedded itself right in the middle of the supply chain to better understand the role it can play to help our industry as a whole. While business owners were



weighing the risks associated with attending this year's showcase, the WRLA was proactively developing alternative options for the event so member businesses and their employees did not have to needlessly risk their own health and wellness, as well as those of their families.

This year's show is going to be very different, but one thing that hasn't changed is the WRLA's mandate to care for its members. This year, through government meetings, media interviews, letters to MLAs, Premiers and Prime Ministers, and collaborating with sister associations, the WRLA has done more to promote our industry at a national level than ever before. It is the WRLA's goal to do everything it can to help OUR businesses succeed through hell or high water!

Thank you to the WRLA team for going above and beyond for us this year. Thank you to all my peers in the industry for the inspiration to continue to fight this year. Lastly, thank you to everyone who has come together to make this year's WRLA Building & Hardware Showcase a success!

A handwritten signature in black ink, appearing to read 'Joel Seibert'. The signature is stylized and fluid.

Joel Seibert  
CHAIR, WRLA

Folk traditions assign a different attribute to each leaf of a 4 leaf clover, the first: hope, second: faith, third: love, fourth: luck. But since we're dealing with luck let's go straight to Adam's, Eve. While they certainly didn't have much luck themselves, it was said that Eve, on her way out, picked a 4 leaf clover to remind her of the Paradise lost. So, anyone lucky enough to find a 4 leaf clover consequently has a piece of the blessed Paradise.



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# WRLA NEWS

## SHOWCASE WITH A TWIST!

May we present the show that comes to you! While we can't meet in person, our special edition show book (that currently sits in your hands) and app are the next best thing.

Connect with other members, grow your business and have some fun! Let's kick start a successful 2021! Find the special WRLA Building & Hardware Showcase section on page 24 to learn about exhibitors and discover new products.

And don't miss the rest of the show! Download the WRLA 2021 app to take part in the other half of the show and boost your show experience.

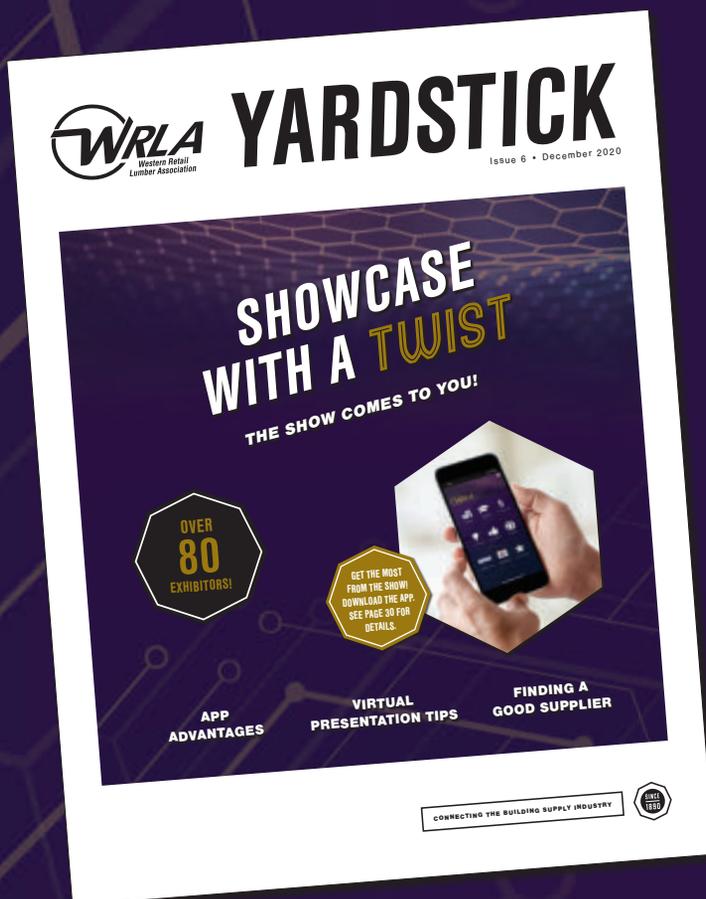
All WRLA retail members and participating exhibitors have been emailed a link and passcode to download the app. (The app can be downloaded to your mobile phone via Google Play or Apple Store or download the desktop app to your computer.)

Missed the email? Email [wrla@wrla.org](mailto:wrla@wrla.org) for the exclusive link and passcode.

The app includes:

- exhibitor booths
- new product showcase
- show specials
- warehouse sales
- product knowledge sessions
- educational sessions on industry and business topics
- opportunities to connect with other members via the chat function
- in-app contests

The Showcase with a Twist runs from January 18-29, 2021.



# LEARN NEW THINGS EVERY DAY

It wouldn't be a WRLA show without some training courses! Manual Estimating, levels 1 and 2 are being held at the Best Western in Leduc, Alberta during the week of January 25, 2021.

Manual Estimating, level 1: January 26 & 27

Manual Estimating, level 2: January 28 & 29

Manual estimating, level 1 is also available online for anyone unable to attend in-class. And we offer additional online courses, including Building Science & Energy Efficiency Awareness and WHMIS.

**To register or learn more, contact Erin Lubinski, WRLA member services and solutions manager at [erinl@wrla.org](mailto:erinl@wrla.org).**

[wrla.org/educate](http://wrla.org/educate)

## SHARING IS CARING

One of the best advantages of this innovative show format is that all staff can participate. While in the past, generally only a small number of staff were able to travel for the show, the show book can be shared amongst your team, and the app can be downloaded by everyone (on phones, tablets or desktops). So encourage your staff to check out the 2021 show and increase their knowledge of the industry, exhibitors, products and more!

## LUNCH & LEARN

Throughout the show weeks (January 18-29), WRLA is hosting education sessions on a variety of business topics. Our "lunch and learn" seminars are perfect for engaging more staff and involving those who would not normally be able to attend the show in person.

Visit the WRLA 2021 app for a full schedule.

**Email [wrla@wrla.org](mailto:wrla@wrla.org) for the link and password to download the app.**



## EXCLUSIVE SAVINGS

Just for being a WRLA member, you can save on a variety of products and services from pet insurance and phone plans to hotel rooms and travel packages (one day!) through HUB International. Plus, you can get cash back on online purchases in WRLA's discount marketplace. New perks are added regularly so check back often!

**To learn more, visit:**  
[wrla.org/save](http://wrla.org/save) (under "Additional Insurance, Travel & Communication Programs")

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Take advantage of the volume discounts that come with being a part of WRLA's larger health and dental plan. Together, Canada Life and PIB Insurance offer a full range of benefits and plans that can be customized to fit your budget and the needs of your employees. PIB can group multiple insurance providers in different ways to craft a plan that is unique to your company.

**Learn more: [pib.com](http://pib.com)**

# BUILD UP YOUR PRODUCT KNOWLEDGE

Visit the app to register for product knowledge sessions that interest you.

## PRODUCT KNOWLEDGE SESSIONS SCHEDULE

(Times are shown in CST. See app for your time zone's schedule.)

### January 18

- 10:00 a.m. – Westman Steel
- 1:30 p.m. – Johns Manville
- 3:00 p.m. – Gentek

### January 19

- 10:00 a.m. – All-Fab Building Components
- 1:30 p.m. – Fox Blocks & TRUEGRID by Airlite Plastics Co.
- 3:00 p.m. – Dupont

### January 20

- 10:00 a.m. – Jeld-Wen Windows & Doors
- 1:30 p.m. – Owens Corning
- 3:00 p.m. – Kohltech

### January 21

- 10:00 a.m. – Regal Ideas
- 1:30 p.m. – Alliance Doors
- 3:00 p.m. – Alexandria Mouldings

### January 22

- 10:00 a.m. – Taiga

### January 25

- 10:00 a.m. – Vicwest
- 1:30 p.m. – All Weather Windows

### January 26

- 10:00 a.m. – AFA
- 1:30 p.m. – Weyerhaeuser

### January 27

- 10:00 a.m. – ECI Software
- 1:30 p.m. – Brock White Construction Materials

### January 28

- 10:00 a.m. – PlyGem & Mitten
- 1:30 p.m. – CanWel Building Materials
- 3:00 p.m. – Spectrum Brands (Pfister & Weiser Locks)

**Schedule is accurate as of December 8; check the app for the current schedule.**



# WHY AREN'T YOU ONLINE?

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Our dealers that have setup Regal online stores are now selling much more than just railing. 99% of them have added other products they stock and have available via special order. Shopify allows the independent retailer to compete with the big boxes without having to spend money on extra resources and IT infrastructures.”

Andrew Pantelides, Regal Ideas

Have you ever thought of how your business could benefit from ecommerce? Learn how to get your business started online quickly and easily with Shopify. Try it out for free for 90 days! It’s a safe way to manage the online sales of your business and reach your customers, all with an easy setup.

**Try Shopify: [wrla.org/shopify](http://wrla.org/shopify) (under “Business Services”)**

***Listen to our past webinars to learn more about Shopify. Find them at: [wrla.org/webinars](http://wrla.org/webinars)***

# 2022 SHOW

We’re already optimistically planning for the 2022 show! The 2022 WRLA Building & Hardware Showcase dates are set for January 19-21, 2022 (knock on wood). Hotel information will be available this spring. We hope you all enjoy the Showcase with a Twist for 2021, but we look forward to seeing your faces in 2022!



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Liz Kovach

Left to right: Steve McLellan, Saskatchewan Chamber, Premier Scott Moe, Liz Kovach, WRLA President.

**A**dvocacy is a lot of work, but in the end it is worth it because it works! While many other associations don't engage in proactive government relations, it is an area that the WRLA feels strongly about being a part of because it adds so much value to members that have chosen to invest and partner with your industry association. If you don't speak up, your voice will not be heard and this applies to both government and the general public.

As we recounted our efforts and tabulated the volume of correspondence we had with government in 2020, we are reminded of the good work that we accomplished and progress we made towards one of our key strategic pillars: advocate.

Despite the derailment of our 2020 plans (as a result of the COVID dynamite stick), the WRLA remained agile and stayed true to its mission and members. As a result, we made inroads with government, letting the federal and provincial governments, and other stakeholder groups know who we are and who we represent, as well as communicated the value of the LBM industry to our local and overall economy. Some of the key areas of focus included:

- **Rail blockades.** Many have forgotten about this but back in February and March the illegal blockades not only impacted WRLA members but the greater economy as well. The WRLA advocated for quick resolution both federally and provincially, and were also asked to speak to the impacts it was having on the industry with media.

- **LBM as an essential service.** The call to action to ask government to see the LBM industry as an essential service in order to keep member businesses open and staff employed was well received. We had excellent engagement from membership, meaningful dialogue and correspondence with MLAs. While we can't 100 percent attribute our efforts to the official rulings, we received encouraging emails from members that expressed gratitude and felt that this call to action tipped the scales.

- **Working Towards Recovery Parts 1, 2 & 3.** Proposals for renovation tax and eco-retrofit tax credits were presented to governments as a strategic opportunity for economic stimulus. While we may not have registered a win in each of the provinces, we managed to engage in discussions, exchange correspondence and expand our partnership opportunities as a result.

As we dive into 2021, we are committed to build upon our efforts and the foundation established in 2020. We know that not all provinces and governments operate in the same fashion and one of our goals is to build our relationship with the Government of Alberta and engage in meaningful dialogue as we have been doing with the other provinces.

Last but not least, thank you to the members of the government relations committee! Your support and contributions were essential in helping moving the needle forward and I look forward to our continued partnership in 2021.

PHOTO: MARK WESTRUM

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# PRESENTING LIKE A PRO

Jolene Watson

Face-to-face meetings are still my go-to recommendation whenever possible (as long as COVID guidelines are strictly followed), but online chats, webinars and Zoom meetings have become the norm. To make the best of it, here are some tips on how to effectively navigate this new online world.

## ZOOM MEETINGS/PRESENTATIONS

1. Set up a professional meeting space.
2. Be the expert.
3. Use props/videos.

Sixty percent of my business has transitioned to Zoom since March. It has not been easy, but it is expected that, no matter what industry we are in, we will accommodate to the needs of our clients while respecting the new protocols in place.

To set me up for success, I purchased a USB microphone that plugs into my laptop to ensure my voice is clear and most importantly, psychologically speaking, your clients will see you as the expert if you look like one! It is quite fascinating how many positive comments I have received since using it! My recommendation is the USB Fifine microphone as no software is required. Second, I cleared a

space in my office to ensure the space behind me was not cluttered; you should be the central focus. I do not recommend using a background photo unless you have a green screen as it can be distracting. Also, adding a ring light will light up your face so your clients can read your facial expressions and body language.

Zoom fatigue is a real thing so keep your presentations as short as possible! Be engaging and be passionate about your topic! This comes through online as much as in person.

For product knowledge sessions, show videos in your PowerPoint or even better, record live demonstrations and allow for questions to be asked throughout the presentation. Breakout rooms, chat boxes and whiteboards can be used to further engage your audience.

## ONLINE CHATS (NO VIDEO)

1. Be concise.
2. Prepare digital marketing materials.
3. Know your audience.

Online conversations without the presence of a video can be difficult but it is possible to keep the attention of others with a few simple tips.

Be concise when responding to messages. If possible, keep your points in groups of three items and do not give too many details. If you need to, you can always send a link with your website or a document with further product information. When I facilitate networking sessions, my advice is to keep your elevator pitch to 20 seconds or less! I can guarantee a client will generally not read multiple paragraphs in a chat box.

In terms of networking online, ensure you have a digital business card or brochure that you can easily send via email.

Knowing your audience is key! Understanding personality types and communication styles can ensure you are using the correct wording and are respectful of their preferences.

In summary, creating connections can successfully be done online with a little creativity and confidence. You've got this!

*Jolene Watson, president of Clarity Coaching & Development, is a professional speaker and trainer, and MBTI-certified practitioner. Learn more about her services at [jolenewatson.com](http://jolenewatson.com).*



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**For more details on the membership referral program, contact:**

Erin Lubinski  
Member Services & Solutions Manager  
[erinl@wrla.org](mailto:erinl@wrla.org) | 1-800-661-0253 ext. 0



# BUILDING OR BLEEDING AWAY YOUR PROFITS

Pete Baran

I know what it's like deciding the price to bid – you want to win the sale. I've led many large bids in my career and in the heat of the competition, there is always a lot of pressure to cut the price a little deeper to get the sale. What many people don't understand is that winning the sale is not always a win for the business. When is a win not actually a win? When it's a bad deal.

Profit is the blood that keeps your business alive, not just sales. If you don't protect your profits, your business can bleed out. The Canadian Federation of Independent Business estimates one in seven small businesses will close permanently by the end of the pandemic in 2021. Don't be one of them!

The supply constraints of 2020 caused prices for some products to skyrocket. Despite significantly higher prices, demand surged. How could that be? Maybe it means that price is not as important a consideration as you may have thought.

Here is an economic fact: In a supply constrained market, being able to fill an order with what the customer wants is more important than the price. So why cut prices to get an order? Frankly, it makes no business sense at all. You are leaving money on the table and not protecting your profits, the blood of your business. It makes more sense to sell whatever product you can get, at the best possible price.

The key is in the relationship between profit margin and quantity, not the sale price and quantity. Let me prove it to you with some simple math. Say that you typically sell sheets of OSB sheathing for \$28/sheet that costs you \$24/sheet. You are making \$4/sheet in gross profit. After fixed costs, you could be left with about \$2.50/sheet in net profit. If you choose to cut your price from \$28/sheet to \$26/sheet (a 7% price discount) to get a big order, you are now

making only \$2/sheet in gross profit, and after fixed costs, less than \$0.50/sheet. This is a loss of 80% to your bottom line. For this deal to break even, you would need to sell more than five times as many sheets. If you can't do it, you would have been better off selling fewer sheets to someone else at the original \$28/sheet. Winning at a discount, in this example, is not winning. It is bleeding.

Pricing decisions are some of the most important business decisions you can make. The push to sell more product by cutting prices can be a rush to the bottom and to bankruptcy! Sometimes, as the math proves, holding the line on pricing and selling less can make you more money than cutting your prices to sell more product.

I used to have a saying when I was working for the big guys: If we can't sell at a profit, let the other guy sell at a loss – soon we won't have to worry about them!



Quantity	Sale Price	Margin Each	Order Profit
100	\$28/sheet	\$2.50	\$250
400	\$26/sheet	\$0.50	\$200

*Pete Baran, owner of both Blueneck Consulting and SiteSafe Software, is a successful former Fortune 500 executive who now shares simple and effective secrets with business owners to improve and grow their operations.*



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We would like to thank all of you for your support!**

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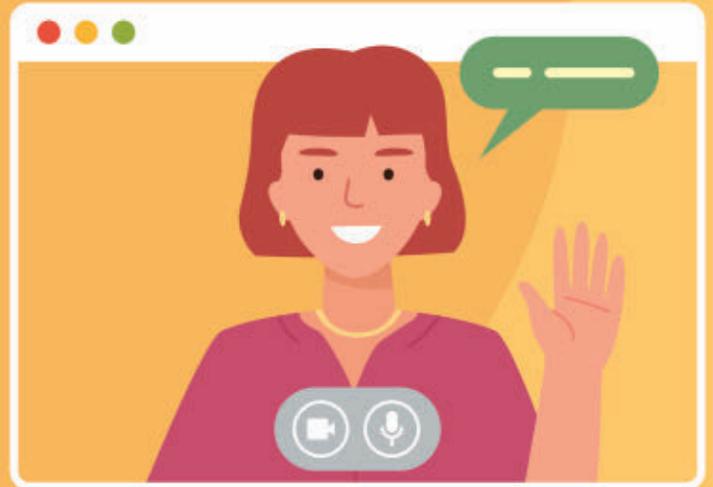
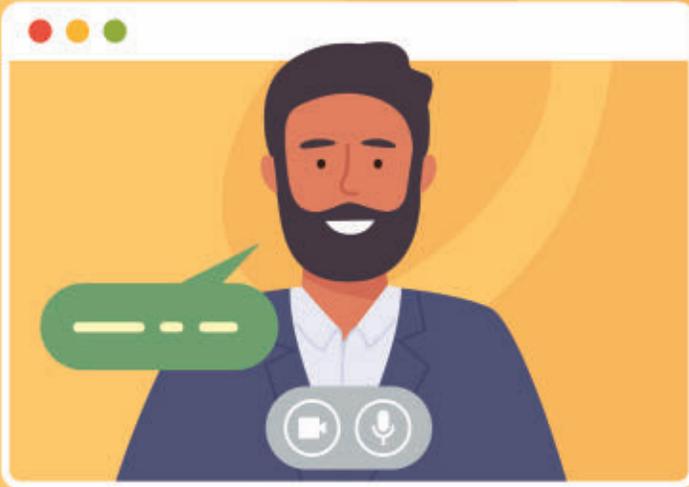


**Dealer Inquiries:**

**Wayne Hoogenboom** 403-896-1621  
[whoogenboom@cloverdalepaint.com](mailto:whoogenboom@cloverdalepaint.com)



**Cloverdale Paint**



# TRANSITIONING TO THE REMOTE SELL

## UTILIZING TECHNOLOGY TO DRIVE SALES IN BUILDING MATERIALS

Stephen Borer

Everyone has had to adapt due to COVID-19, but the inability for sales reps to travel has been a huge adjustment in the building materials industry. The transition to remote selling has taken some getting used to, but there have been new benefits discovered along the way.

While demand and supply chain issues are largely out of their control, the one thing salespeople can control is how quickly they can get up to speed with technology and maximize the opportunities to stay in touch without leaving the office.

“(Video conferencing) has been quite an asset because it eliminated the need to travel and to put more than a couple people in a room at any one time. Technology has made this (virus situation) a little more bearable,” says Gord Langley, sales manager at Kenroc Building Materials.

Beyond the typical Zoom, Microsoft Teams and GoToMeeting that everyone has now mastered, sales teams also had to learn online design tools, new customer

ordering systems, customer relationship management tools and online signature tools. Plus, the use of social media and its never-ending thirst for content has helped some salespeople stand out from the crowd and further develop relationships.

It is the maximization of these tools that really differentiates the best sales representatives and managers from the rest. It is not simply about whether or not you can use the technology, but rather how you take advantage of each tool.

For example, one of my sales manager clients explained to me recently that by reducing travel time and replacing it with more meetings, he is actually driving productivity within his team without any detriment to customers because they all expect video conference meetings now. Less expenses plus more meetings have increased sales all because of the smart use of technology.

As Vince Baraniecz, sales manager with Duchesne says “You can’t really go in and expect to change (a customer). You need to be able to demonstrate

what the benefits are. With the dynamic we have now, we all have to adjust. The old sales call process used to be ‘I have to be there to get the PO.’ We must now use technology and do it from the digital space. But to do so, we have to show them beforehand what the value is, what the benefit is to them.”

The very basis of sales has not changed. What the best salespeople now understand is how to deliver good relationships and great service through technology. They grasp how to best utilize the tools at their disposal to make their customer’s day easier not harder.

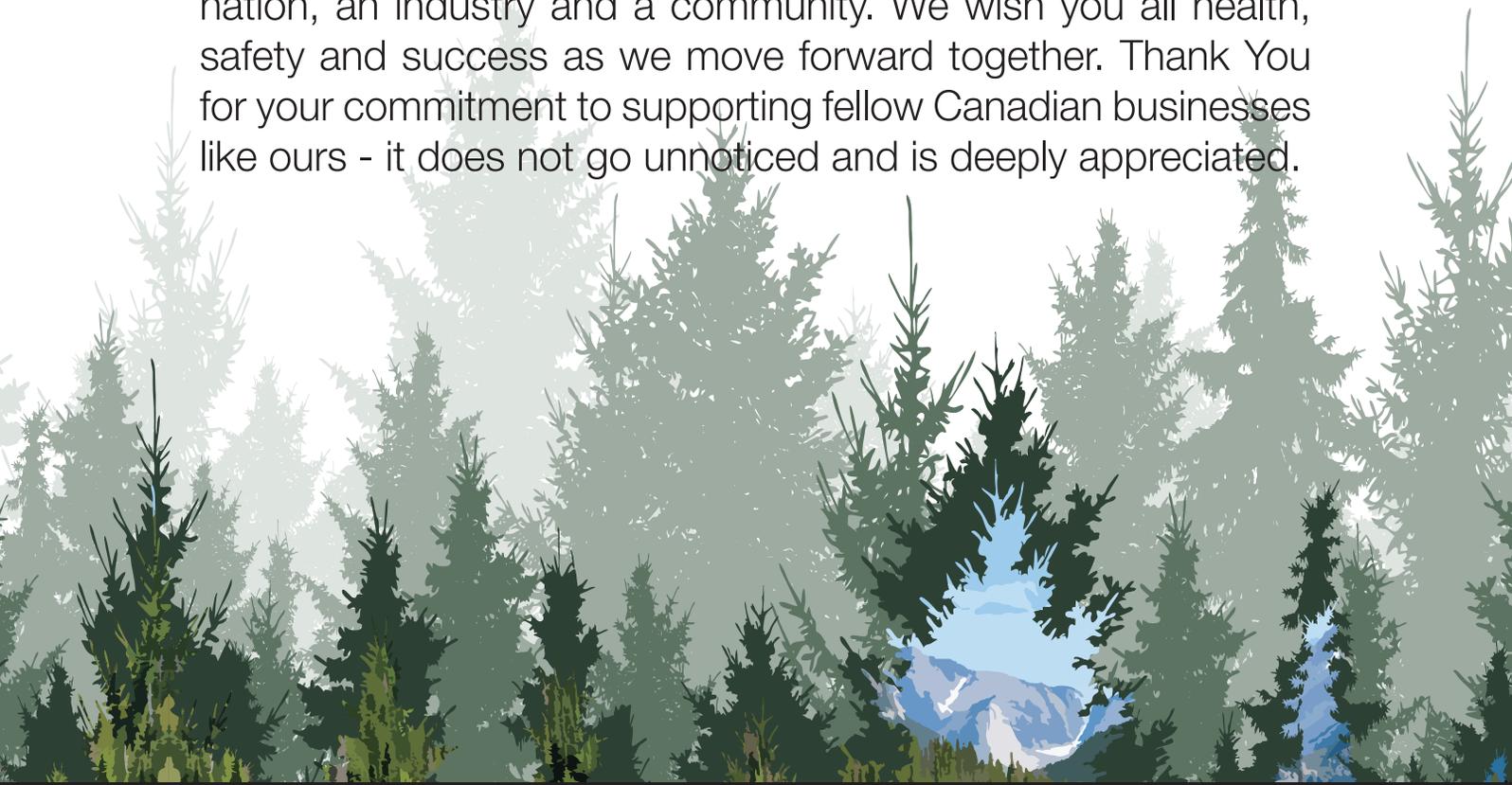
*Stephen Borer, Partner of DMC Recruitment Group, is a building materials industry recruiter with a track record of success in Canada and the US. Contact Stephen at [sborer@dmcrecruitment.com](mailto:sborer@dmcrecruitment.com) or 403-688-2489.*



**FOREST  
PRODUCTS**  
INC.

# THANK YOU

To our valued customers and suppliers, we Thank You for your continued support and patronage during this unprecedented year. Nothing about 2020 has been status quo and we want to recognize your contribution to helping our economy and families survive despite the challenges that we are all facing as a nation, an industry and a community. We wish you all health, safety and success as we move forward together. Thank You for your commitment to supporting fellow Canadian businesses like ours - it does not go unnoticed and is deeply appreciated.





# WHAT MAKES A GOOD SUPPLIER?

Lea Currie

For retailers, finding a vendor who treats your business like a partnership is essential to growing your business. A good vendor does more than just supply materials. They are valuable information sources who can help you discover new products, identify new opportunities and evaluate the competition. They can also have a direct impact on the bottom line by finding ways to cut costs, improve products and assist with marketing and merchandising. So what should you look for when identifying a solid vendor?

**Reliability.** Is a vendor able to get you the necessary products on time every time? Is their product quality consistent? Do they take accountability when something goes amiss? A large company may be more reliable as they have more resources, but on the other hand, if you're a large customer of a small company, you will likely get more attention and better service.

**Stability.** Look for a company that has a long-standing reputation. If a business has been around for many years, they're doing something right! What do customers say about them? What does their roster look like? Is there succession among their team so you have the opportunity to develop relationships? Consider their leadership team – do they each have considerable experience? Also, a vendor that is new to the business is not to be dismissed as everyone must start somewhere, but there may be hiccups as they endure growing pains.

**Innovation.** Does the company advance their products and introduce new ones to meet changing demands? Will they support your business as the needs of your own customers change? Do they understand your business and what products fit your product

profile? Innovation goes beyond products – is the vendor evolving when it comes to their business processes and sustainability?

**Fine print.** Make sure to evaluate the not-so-little things, including: What is the minimum or maximum order quantities? What is their return policy? How much lead time is needed from order to delivery? Where are the products coming from and how are they stored or shipped? What types of payment do they accept? What is their quality assurance process? How long is the warranty?

**Loyalty.** Loyalty cannot be judged by a score card. Loyalty and trust are huge factors that can make or break a business relationship, but it's something that often comes with time alone. Can you trust this person or company? Will they have your back? Are they open and honest in their communications? Do they over promise and under deliver or under promise and over deliver?

**Cost.** Last but certainly not least, for vendors with whom you do not have a relationship, price is the natural go-to that companies consider. But it's important to remember that you can't always compare on price alone. Some things, like a good partnership, are worth paying more for. Plus, there may be traits of one vendor that are more appealing and could help in other facets of your business, such as are their products made in Canada or is there a sustainability factor to consider? Good business is not always the cheapest.

Establishing and maintaining good vendor relationships is crucial to any company, from its customer service and quality to business growth. Make sure you find vendors who are allies and will be a part of your team.

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**20 NEW  
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**SHOWCASE**  
with a  
**TWIST**

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# THEN & NOW

## WRLA BUILDING AND HARDWARE SHOWCASE

Jess Cranmer

Our past board members and WRLA staff worked hard to build the WRLA Building & Hardware Showcase into what it is today. Evolving and changing year after year, adding things that worked, removing things that did not. Having the foresight to create an annual show and build it into the “must attend” show that kicks off each year took a lot of courage and planning. Today our show has helped elevate the industry, increase our membership and grow relationships across Western Canada.

In the past two years, WRLA has focused on three pillars: advocate, connect, and educate. This is reflected in everything we do including the annual show. With the show being our largest gathering of members, making connections and learning new things has become part of how it is planned.

Most of us will never experience a year like 2020 in our lifetime again and it was, and still is, a real test to the strength of our organization and the resilience of our members. When we saw that the 2021 showcase could not happen in-person, the WRLA team



took time to reflect on our history and how we could move forward in a creative way that was inclusive to all our members and would help them meet their business goals and needs.

For inspiration we began sifting through old archive boxes containing show programs, photos and other memorabilia. We wanted to highlight some of our favourite things that we discovered and maybe they will bring back some fond memories for you.

- **Event and show themes.** Wow! WRLA did some crazy themes, from Mardi Gras to Las Vegas nights! We love checking out how each year the board and staff planned an amazing, themed event.
- **That weather.** This is one we hear all the time from members... that Saskatchewan cold wind and running from hotel to hotel, event to event, and of course, attempting to load in exhibits in a freezing venue. Members laugh and reflect fondly on those days (must be our Canadian sensibility when it comes to weather).



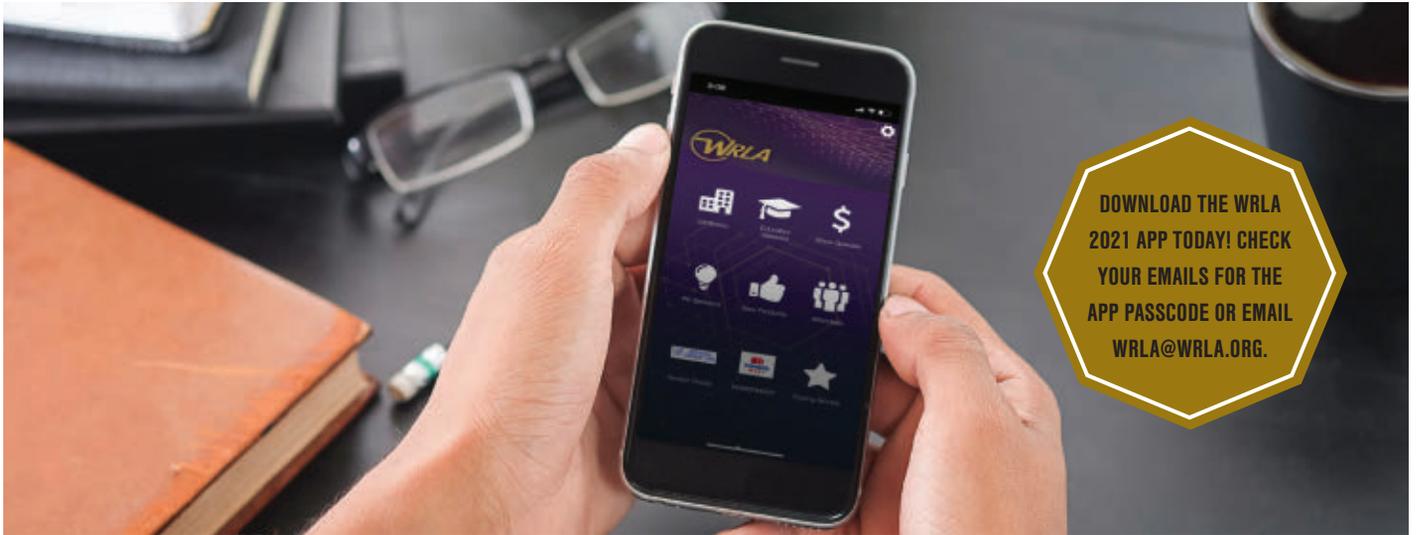
- **Before the show.** We discovered boxes of photos from WRLA conference days, which was held in a different city. We can find records going back to 1981 when the first Western Hardware, Home Improvement Show was held in Calgary, AB and WRLA was a sponsor. These initial conferences seemed to be the seeds that grew into our independent show today. And here is what we are excited about as we move forward.

- **Our app.** We just love this tool. It's a great piece of technology to help everyone navigate the show, download specs, find specials, communicate with one another, build connections and learn new things. We think this is going to be the future for shows such as ours, even when we are able to hold in-person events again.
- **Education.** Our education sessions are gaining traction and popularity. For our 2021 Showcase we are excited to offer almost daily "lunch and learn" sessions for all our members. These can be found via our app or on our website.

- **New cities.** Maybe the city doesn't matter this year, but moving the show every few years to a new location is a great way for WRLA to be present in each of our members' provinces. The show is a massive economic driver and alternating venues allows us to let different cities shine.

We hope you have some fond memories of past shows. We are excited to host this innovative Showcase with a Twist event for 2021 and we look forward to future in-person events in the years to come.

**Today our show has helped elevate the industry, increase our membership and grow relationships across Western Canada.**



DOWNLOAD THE WRLA 2021 APP TODAY! CHECK YOUR EMAILS FOR THE APP PASSCODE OR EMAIL [WRLA@WRLA.ORG](mailto:WRLA@WRLA.ORG).

# BOOST YOUR SHOW EXPERIENCE

Jess Cranmer

What makes WRLA's new Showcase with a Twist so innovative is that we're steering away from strictly virtual sessions and combining the tried-and-true print format – our *Yardstick* magazine – with modern advancements – via the app as well as Zoom for product knowledge and education sessions. We have created this show format to really enhance all members' experiences, from exhibitors to retailers, and help you save time, discover new companies and products, and make connections.

Here's what you can expect from the app:

## EDUCATION

We have "lunch and learn" sessions set for almost every day between January 18-29, 2021. There is something for everyone to enjoy. Sessions start at 12 p.m. CST. Check out the app to get the full schedule and set up reminders in-app to attend.

## NEW PRODUCTS

It wouldn't be a WRLA show without some new products! Check out our exhibitors' new products in app with specs and image. You can also email details to yourself so you can follow up with the company's contact and get more info for your business and customers. (Check out the new product showcase on pages 148-153 in the magazine too for a taste of the new goods!)

## WAREHOUSE SALE

Everyone loves a sale! Some exhibitors are offering limited time deals for our retail members. The warehouse sale will only last for 48 hours from January 19 to 21 so watch out for the pop-up message when you login and make sure you check out the warehouse sale icon in-app.

## CHAT AND MESSAGE

Almost everyone's favourite part of the WRLA show is the connections, whether it's reconnecting with old friends or making new relationships. To recreate the personal interactions you can get in-person, all participants can chat in app, either via the activity feed or using in-app messaging. You can search for people in your attendee list by name or company. Feel free to catch up, introduce yourself to people you've never met before and continue to build those relationships.

## HOW DO I SIGN UP?

All WRLA retail members and participating exhibitors will get a link and passcode to download the WRLA 2021 app (the passcode will be emailed to you or request it by emailing [wrla@wrla.org](mailto:wrla@wrla.org)). The app can be downloaded in the Google Play or Apple Store or by downloading a desktop app (details will follow via email).



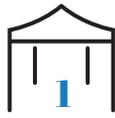
**App benefit! Any staff in your company can register and download the app, which creates a great opportunity for more members of your team to engage and learn more about exhibitors and products, and create new connections.**

# BUYING GROUPS

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**WRLA**  
SHOWCASE  
with a  
TWIST



# BUYING GROUPS SEXTON GROUP LTD.

The past year has been a roller coaster for the building supply industry, and Sexton Group continues to pride itself on being nimble and adaptable to the changing landscapes they have experienced over the years. The company was initially established to provide purchasing power to independent dealers specializing in gypsum, insulation and other related products. Those strong roots in building materials are still foundational today. As the business evolved and Sexton's membership base expanded to include LBMs, Specialty dealers and Manufactured Home Builders, the team ensures that the product offering continues to meet the diverse needs of their membership base.

Eric Palmer, Vice President and General Manager, recognizes just how important it is to stay in tune with the market and the changes that impact the members. His team's ability to provide service and value to a member relies on understanding the market dynamics. This is why the team at Sexton works hard to connect with members and suppliers to gather market intelligence that helps them constantly deliver beyond market competitive programs.

When asked how he was going to continue to drive the success of Sexton Group, Palmer says, "We will never stop listening to our members. Ideas are generated by our members. We take their ideas and use those as our foundation to drive for better programs and services. We will continue to do what we do best -to work hard every day on behalf of every member so they can focus on growing their business".



Sexton gives us access to a range of products, including the latest innovative solutions in the marketplace that help us meet the demand of our customers. We stay competitive on price while providing that extra level of quality and service; Sexton helps us do that. - Kerry Connelly, Glenora Lumber



## CELEBRATING 35 YEARS OF SERVING OUR MEMBERS



From humble beginnings to the powerful buying group we see in the Canadian Building Supply industry today, Sexton has been built on a strong foundation and an unwavering commitment to serve their members. 2020 marked our 35th anniversary. Ken Sexton, who owned the successful building materials distributor, Kenroc, started the company in 1985. The group grew by always putting the member first. That core value has never changed. Sexton's success has always been because of its members success. From 1985 until his retirement in 2009, General Manager, Bob Mondy, was instrumental to growing Sexton's membership.

In 2006, Steve Buckle was hired to lead the Group. Thus, began another round of rapid growth as the group expanded its membership base in Ontario and the Atlantic provinces. In February 2020, organizational changes were made to position the Sexton Group for continued strength and growth to maximize its ability to serve members' needs for years to come. Eric Palmer was appointed Vice President and General Manager of the Sexton Group. Steve Buckle moved into the role of CEO of Sexton Family of Companies.



Steve Buckle & Bob Mondy



Eric Palmer

Today the group serves over 400 member locations across Canada. Efficiency, accuracy and member focus remain the name of the game.

**LOOKING FORWARD TO WHEN WE CAN BE TOGETHER AGAIN!**

We're passionate about connecting with our members, and connecting our members with each other. This year we have found new ways to stay in touch safely, but we look forward to when we can connect with you in person again.



**THE SEXTON ADVANTAGE**

Here's What We Do Best

- **Competitive Pricing: Driven by the Market**  
We negotiate strong, regionally competitive programs.
- **Member Advocacy: On Your Side Every Day**  
We work with vendors to make sure our members get what they need.
- **Transactional Excellence: We are Driven by the Numbers**  
We are known for our transactional excellence. In fact, we have the fastest rebate payments in the industry, putting money back in your pocket.
- **Our Team: Here to Support You**  
We're a dedicated and efficient team of industry professionals focused on your success.

**PROUD ALLIANCE WITH ACE CANADA**

The Sexton Group has entered into a strategic alliance with ACE Canada and the agreement begins January 1, 2021. At the core of the two companies' new alliance is a joint supply agreement between two proudly Canadian companies, each with their own distinct offerings and expertise.

This agreement provides Sexton members who choose to take advantage of what the alliance can offer access to expanded and improved product selection, distribution and other services that only two innovative and exceptional leaders in their own areas could bring to the table.



**SEXTON GROUP LTD.**

P: 1-800-665-9209 | E: palmer@sextongroup.com

[sextongroup.com](http://sextongroup.com)





# TIMBER MART

## MEMBER SERVICES

**T**he Member Services suite of marketing programs and services offers your business the brand power, exposure opportunities and tools you need to increase consumer awareness and drive business into your stores! From print and digital flyers to curated social media posts and the AIR MILES® Reward program to national sports and media partnerships, we offer it all and at a fraction of the cost you'd pay anywhere else!

### FLYERS

TIMBER MART offers an annual print and digital flyer program geared to retail consumers.

### DIGITAL

TIMBER MART has an online program to offer dealers their own websites.

### SOCIAL

TIMBER MART has a program called TBM.social with tons of digital content for dealers to distribute through their social media channels.

### CFL

TIMBER MART is the official home improvement sponsor of the CFL.

### HOCKEY CANADA

TIMBER MART is a proud sponsor of Hockey Canada.

### CREDIT CARD

The TIMBER MART credit card is a deferred financing option for project-planning customers. Buy now, pay later.

### GIFT CARD

The TIMBER MART gift card is the home improvement gifting solution for everyone.

### AIR MILES® REWARD PROGRAM

AIR MILES is Canada's most recognized loyalty program. A powerful marketing tool that can increase dealers' sales and customer loyalty. A proven motivator for nearly 11 million AIR MILES Collectors and a competitive differentiator in the market.

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### STORE PLANNING AND MERCHANDISING

Renovating your store? Our virtual planning process and project-management team will help you build real retail success.

### HOME AND COTTAGE PLANS

TIMBER MART Design Services make a house, a home. We offer house, cottage, shed and garage plans, as well as customization options.

### LEADERSHIP SUMMIT

The TIMBER MART Leadership Summit takes place in a different city within Canada every fall and features business and leadership lessons and fosters the sharing of best practices amongst dealers.

*Experience true independence and ownership for yourself. At TIMBER MART you are a shareholder.*

*Learn more at [timbermartmember.ca](http://timbermartmember.ca) or call:*

**PHIL TEMPLE**

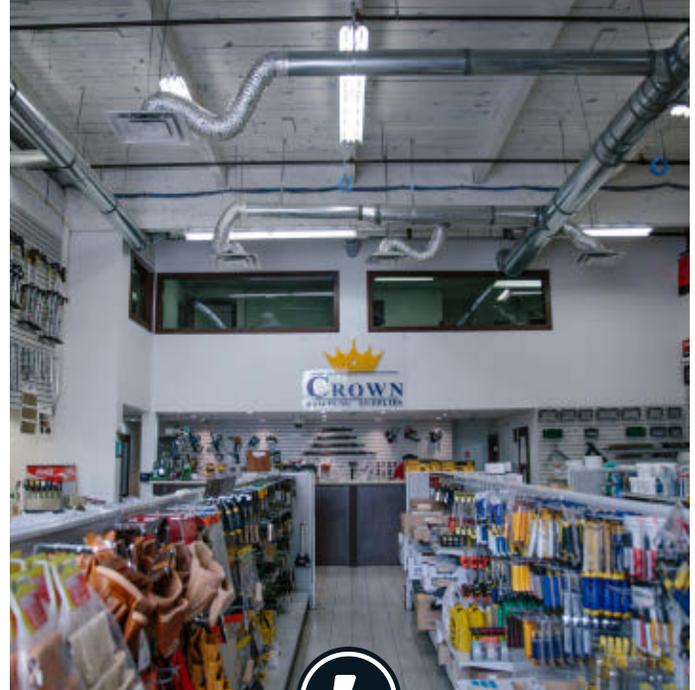
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[timbermart.ca](http://timbermart.ca)





# TORBSA

**O**riginating in 1966, TORBSA is a Canadian Buying Group of Independent Building Material Dealers. TORBSA works directly with all major Building Material vendors to ensure prompt payment of rebates and that their Shareholders are given the programs necessary to compete in today's marketplace. TORBSA is also a part of the North American buying group, OCTO which specializes in Hard Lines and Safety Equipment, among other lines. TORBSA Shareholders are the owners of the group and as such, are actively participating in regular meetings with the vendors, as well as among the Shareholders themselves. By creating direct relationships with the vendor community, the Shareholders are always up to date on what's going on in their markets, giving them the information, they need to make the best decision for their business. Our Shareholders sit on committees that negotiate with the vendor community, giving them a voice and empowering them to take true ownership of their business. Through our regular Shareholder meetings, we cultivate a community among our dealers, allowing them to share best practices, as well as industry knowledge with each other. TORBSA believes in being fully transparent to its Shareholders, giving full disclosure to all vendor rebates as well as access to full financial audits of the group itself. Nothing is hidden and nothing left to question. We operate with a lean team of staff who support our Shareholders, providing very low overhead within the group. This allows our Shareholders to pay minimal fees to the group, putting more money in their pocket. At TORBSA, we believe our role is to work on behalf of the Shareholder, supporting independent business to succeed and stay highly profitable.



TORBSA underwent a lot of change through 2020, moving into 2021. The group added new Shareholders in multiple regions within Canada. *Materiaux de Construction Letourneau* (Waterville, Quebec) was added in June, 2020, while *Rehill Building Supplies* (Peterborough, ON) and *A Line Acoustic Inc.* (Concord, ON) were added in September, 2020. The additions helped bolster an already strong group of businesses across Canada. TORBSA will continue to be very active in the Canadian market, seeking growth opportunities throughout, while ensuring they maintain the integrity and business practices that have made them successful for more than 50 years.

The largest shift in the business came with the decision from Bob Holmes, General Manager for TORBSA, deciding to retire at the end of 2020. Bob is retiring after serving 26 years with the business, leaving an incredibly strong legacy behind, with a wealth of business acumen and market knowledge, that will live on for years to come. In August of 2020, a successor was hired, as Paul Williams was brought in as Group President for TORBSA, after spending 15 plus years working in the vendor community, most recently with Owens Corning and CGC Inc. Bob and Paul worked closely together during the transition of the business, ensuring that the TORBSA model of full transparency to the dealer, disclosure of all vendor rebates, while cultivating a real community within TORBSA and its Shareholders, remain intact.

Bob will remain close to the TORBSA business, continuing to mentor Paul and their Shareholders into 2021 and beyond.



**GARY SANGHA**



**PAUL WILLIAMS**

**Meet Gary Sangha, Owner at Crown Building Supplies and Paul Williams, Group President at TORBSA. Gary is the Vice Chairman of Operations for TORBSA and he also sits on the Board of Directors for the BSIA.**



P: (416) 570-8560  
E: paul@torbsa.com  
**torbsa.com**



# HOME HARDWARE

## THE FEELING YOU GET WHEN YOU GET HOME.

**F**ounded in 1964, Home Hardware is 100% Dealer Owned with close to 1,050 independently owned stores across Canada. Where every owner has an equal voice, Home Hardware has the strongest program in the industry for independent owners.

### LBM MERCHANDISING

Home Hardware has dedicated representatives in all regions to support our building centres' dealer owners. They offer competitive pricing on lumber and other building materials that no other buying group can match.

- Favourable supplier arrangements, including sourcing specialty products
- Advertising special buys
- Regular buy schedules
- Daily communication on pricing, market trends, inventory recommendations and supply
- National buying programs with all major vendors

Every LBM Home Dealer benefits from bulk buy opportunities and volume buys of key commodities - Buying power that can be difficult to achieve on your own.

#### Merchandise

- Hardlines
- LBM Merchandising
- Paint

#### LBM Marketing

- Contractor Marketing
- Architectural Solutions
- Project Sales
- Installed Sales

#### Operations / Logistics

- Distribution / Delivery
- Retail Operations

#### Finance

#### General Marketing

- National Flyer Program
- Direct Mail
- Print Advertising
- Digital Advertising

#### Dealer Support & Services

- Information Technology
- Dealer Support
- Store Planning & Merchandising
- Market Research Services
- Dealer Development

### 99.6% BRAND RECOGNITION

With rebates, buying power, and a brand presence that cannot be matched, we work tirelessly to maintain your reputation throughout the industry.

#### DALE MACPHERSON

Senior Director, National Retail Operations  
P: (519) 664-4905

#### ANDREW PARKHILL

Senior Dealer Development Manager  
P: (604) 751-3853

#### DARREN MCCOOEYE

Dealer Development Manager, AB/SK  
P: (780) 271-7570

#### BRIAN HOLLINGSHEAD

Dealer Development Manager, MB/ON  
P: (226) 749-0715



## WE'RE PROS AT HELPING PROS

### Top Notch Rewards

Top Notch Rewards is a loyalty program specifically suited to meet the needs of our contractors. Members of Top Notch earn points at participating locations based on their purchases and can redeem for rewards from the Top Notch catalogue ([www.homehardware.ca/top-notch-rewards-catalogue](http://www.homehardware.ca/top-notch-rewards-catalogue)), website or even for something down the street! Think of Top Notch as your own personal shopper. Whether it's a snowmobile, tickets to the big game, a vacation package or even your daughter's wedding dress, we'll get it for you!

### PRO News

Deployed to our PRO email database, the PRO News features articles, tool reviews and products catered specifically to help PROs build their business. Whatever the season, the PRO News will feature themes that focus on what PROs are interested in at that time of year.

### PRO Digital Flyers

Deployed monthly throughout the year. They have exclusive pricing available only to your contractor customers. There are many PRO grade items per flyer specifically selected for PRO customers.

### E-Offers

Deployed in conjunction with the Digital Flyer and as a follow up. Features the HOT BUY and select Digital Flyer Products.



[homehardware.ca](http://homehardware.ca)



# RONA

## PARTNER IN YOUR SUCCESS

Being an affiliated dealer in the Lowe's Canada family means being part of a unique network within the industry, composed of both corporate stores and independent dealers. It is our strength and what makes us proud.

It means having access to our large supply chain and benefiting from our strong purchasing power to offer the best product selection to your customers.

It also means being part of a group that has vision. At Lowe's Canada, we were among the first industry players to invest massively in the development of efficient e-commerce platforms so that our affiliated dealers can meet the changing expectations of Canadian consumers and take full advantage of this new growth driver.

And finally, being a RONA affiliated dealer means receiving advice and support from a team of experts driven by a shared aspiration: to be partners in your success by helping you reach your business goals and grow your business.

Contact our development team to learn more about the opportunities available to you when you join Lowe's Canada as a RONA affiliated dealer.

*Discover the advantages of RONA, visit [rona.ca/becomeRONA](http://rona.ca/becomeRONA)*

*Be part of something bigger. Join us now: [becomeRONA@rona.ca](mailto:becomeRONA@rona.ca)*



*To know more, contact:*

### TONY PERILLO

Director of Business Development - RONA  
P: (204) 292-0501  
E: [tony.perillo@rona.ca](mailto:tony.perillo@rona.ca)



## BECOME ONE OF OUR RONA DEALERS

Supporting our RONA affiliated dealers' growth is a constant priority at Lowe's Canada. Operating over 230 stores across the country, these entrepreneurs help their local economy thrive. We are excited to be teaming up with them to grow their business and offer the best to their customers.

*"We were looking to enhance our business by accessing a wider selection of products and vendors, participating in the best flyer program, and offering our customers the possibility of buying online.*

*RONA hit all the targets on what we wanted to do."*

**Andrew Neustaeter, RONA La Crete, Alberta  
RONA dealer since 2019**





# CASTLE

Castle would like to thank the WRLA, our Members in Western Canada and our Regional Vendor Partners for your dedication and commitment to our communities across the country. We appreciate your continued support!

*working together, stronger than ever!*



## AT CASTLE YOU ARE THE BRAND!

Castle's business model is focused on the future success of our members, above all else. We understand that "you are the brand" and for almost 60 years, Castle's mission has been to strengthen our independent retailers by maximizing each shareholder's profitability and growth.

*Join a Banner where*  
**YOU ARE THE BRAND**



**MATTHEW RAESTEN**  
Business Development Manager  
P: (204) 771-1908 | E: mraesten@castle.ca



**BRAD DIXON**  
Business Development Manager  
P: (778) 808-7795 | E: bdixon@castle.ca



castle.ca

# WAIT!

## Don't Miss the Rest of the Show!

The show book is just one part of  
WRLA's Showcase with a Twist!



Download the  
**WRLA 2021 APP**  
to take part in the  
other half of the show  
and boost your  
show experience.



All WRLA retail members and participating exhibitors have been emailed a link and passcode to download the app. (The app can be downloaded to your mobile phone via Google Play or Apple Store or download the desktop app to your computer.)

### MISSED THE EMAIL?

Email [wrla@wrla.org](mailto:wrla@wrla.org) for the exclusive link and passcode



# DISTRIBUTION

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**WRLA**  
SHOWCASE  
with a  
TWIST



# TAIGA BUILDING PRODUCTS

Since 1973 Taiga has been committed to serving the building materials industry. With 15 distribution centers across Canada, eight of which are located in western Canada, we are only a phone call away. Taiga also owns and operates three Envirofor treated wood plants, two of which are located in western Canada.

Given Taiga's large product portfolio, we are able to supply an extensive variety of products including but not limited to, pressure treated lumber, dimensional lumber, panels, engineered wood products, composite decking, exterior siding, flooring, insulation and interior mouldings. We are committed to advancing your business through

innovative distribution strategies, excellent customer service and broad product offerings.

While Taiga has always been dedicated to the success of its customers and vendors, in recent years the company has seen tremendous growth in the realm of technology. Taiga has invested in several new advances such as its Warehouse Management System (WMS), and the upcoming launch of its online ordering platform (TaigaNow), set to release nationwide in early 2021. The company is focused on ensuring these programs are successful and efficient, to maximize the customers' experience.

Great people doing "Whatever it takes."



## LP SMARTSIDE EXPERTFINISH

The advanced durability you expect from LP® SmartSide® Trim & Siding now comes in colour. Launching in Canada 2021, LP SmartSide ExpertFinish® is available in a versatile 16 prefinished colour collection that are guaranteed to look great and remain durable for years to come due to a factory finish with acrylic latex paint. ExpertFinish lap also features a proprietary joint that helps you avoid the need for seam caulking, joint molds, or pan flashing. Complete your home's look with these LP SmartSide ExpertFinish products. They help create a more beautiful, finished look and offer Advanced Durability for Longer Lasting Beauty®.

## JOHNS MANVILLE

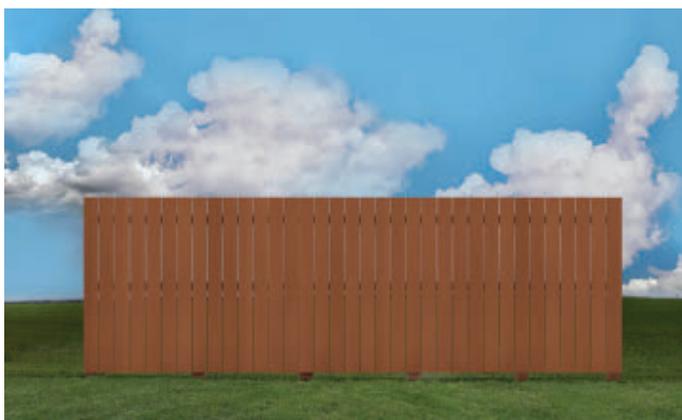
Johns Manville is your single source for insulation in Canada. JM products include Formaldehyde free™ fibreglass insulation, closed-cell and open-cell spray foam, foam board, mineral wool and blow-in fibreglass insulation. When it comes to insulation projects ranging from large to small, you can count on Johns Manville for expertise and exceptional quality.

## TREX

Engineering what's next in outdoor living® isn't just a motto; it's our mission. More than 20 years ago, Trex® revolutionized the industry by introducing a high-performance, eco-friendly alternative to wood decking. Today, we're proud to offer more ways than ever to live outdoors—whether you're building on a budget or seeing your biggest, boldest idea come to life from start to finish. It's never been easier to make the Trex decision that's right for you.

## STONEWEAR+

Gorgeous rooms - prepare to meet your dent, scratch & water-resistant match. Stonewear+ is the perfect flooring solution for any project that you have in mind, featuring a four-sided bevel and attached IXPE Pad boasting a IIC rating up to 72. Stonewear's construction makes it capable of withstanding extreme temperature ranges and appropriate for any application, residential or light commercial. Plank and Tile visuals make this flooring product versatile for any environment. Keep an eye out for brand new Stonewear+ colour introductions in 2021.



## LP ELEMENTS PERFORMANCE FENCING

LP Elements® Performance Fencing 76 Series is the latest fencing product line extension from LP Building Solutions. The 76 Series combines the low maintenance of vinyl fencing with the durability and rich grain texture of softwoods like redwood, cedar and cypress. Featuring consistent quality, LP Elements pickets will not bend, warp or twist and are designed to stand up stronger and longer than typical softwood and vinyl alternatives. An innovation to the privacy fencing market, LP Elements fencing is the only engineered wood fencing on the market.

The 76 Series is impact resistant up to 80 KPH from everyday objects and can withstand wind gusts up to 322 KPH. The actual picket dimensions for the 76 Series are 0.375" x 5.3" x 71.875". Flat-top pickets are available in both 3.5" and 5.3" widths. Finished 76 Series pickets are available in four beautiful and natural colours: Mojave Ridge, Carolina Cedar, Key Largo Surf and Portland Storm. Primed 76 Series pickets are also available and come ready to be painted any colour by the installer.

*Learn more at [LPCorp.com/fence](http://LPCorp.com/fence).*



TaigaNow.com is our first all-inclusive B2B ordering system that puts the Taiga warehouse at your fingertips. Keep on top of your transactions, your order history and your deliveries wherever you are 24/7, anytime and anywhere.

Just another example of how Taiga Building Products is putting into practice their mission, 'Whatever it takes.'



[taigabuilding.com](http://taigabuilding.com)





# AFA FOREST PRODUCTS INC.

**F**ounded in 1974, AFA Forest Products Inc. is a 100% Canadian-owned and operated National two-step distributor of commodity and allied products, with a focus on serving Canada's independent lumber and building material retailers.

Those who have worked with AFA Forest Products Inc. over the years know that we value the importance of being reliable and trustworthy people who do what we say, and say what we mean. Our Nation-wide team spans across all of Canada, from coast to coast, with 13 branches from Newfoundland to B.C. and consists of authentic people who live, play and give back in the communities in which we do business.

The men and women who represent AFA Forest Products are hardworking, loyal and proud of the products they sell and the people they serve. Each and every one of our branches takes pride in providing products that are specifically selected for their region's unique needs and environmental requirements. Our best-selling products in Longueuil are not necessarily the best selling products in Kelowna... and we embrace this challenge as an opportunity to further differentiate ourselves in an increasingly competitive market. This is a part of the AFA Advantage; we keep our fingers on the pulse of the market to ensure we are always providing the best quality and value to our customers.



## GAF TIMBERLINE® HDZ™ SHINGLES

More homeowners in North America rely on Timberline® High Definition® Lifetime Shingles than any other brand. They offer just the right combination of beauty, performance and reliability - and are arguably the best value in roofing today. GAF is now introducing the same shingle you know and love, but with new LayerLock™ Technology, which powers the industry's widest nail zone and first wind warranty with no maximum wind speed limitation.

The new HDZ™ shingle has a 99% nailing accuracy due to its StrikeZone nailing area feature that is 600% larger than the previous HD™ shingle. It also gives you a 30% faster nail fastening upon installation than the previous HD™.

When installed with the required combination of GAF Accessories, Timberline® HDZ™ Shingles are eligible for the industry's first wind warranty with no maximum wind speed, making them suitable for not just any home, but those in high wind and storm-susceptible areas such as Canada's Coastal Regions or the infamous Chinooks of Southern Alberta. This wind warranty is unlike any of it's kind in the roofing industry, and only further sets GAF apart from the competition.

The HDZ™ Shingle is an architecturally stylish product that brings great curb appeal to any home with it's exceptional depth and dimension, while the Advanced Protection® Shingle Technology provides the excellent protection that Canadian homeowners need to ensure warmth, dryness and comfort though all of our region's seasons.

Timberline® HDZ™ Shingles are part of the complete GAF Roofing System and provide homeowners with the peace of mind and reassurance they need that their home and family is protected. AFA Forest Products Inc. is proud to be a distributor of all parts of the GAF Roofing System - including the new HDZ™ Shingle - within Canada at a number of our locations.



## NORTHERN BOREAL FLOORS AND BARRICADE SUBFLOOR PANEL

Northern Boreal Floors and Barricade Subfloor Panels go together like Fall 'n flannel; a perfect pairing of warmth, style and comfort. Northern Boreal Floors are high-performance floors with exceptional durability, stylish colour choices with the warmth and feel of wood, as well as being incredibly easy to install and maintain. When paired with Barricade Subfloor Panels, you are provided added warmth and protection against moisture as well as sound dampening and promised excellent durability. Barricade Insulated Panels are ideal for most floor types and are the perfect compliment to Northern Boreal Floors for a variety of residential or commercial projects. Contact the AFA Forest Products Representative nearest you for more information.

## TITAN HD (BY NORTHERN BOREAL)

One of the most common complaints about many of today's flooring products is the material's inability to withstand day-to-day life such as spills, scratches and general wear. Now more than ever, building material retailers need to provide Canadian customers with flooring products that are more durable yet flexible than ever before.

Introducing TITAN HD. TITAN HD is a Luxury Stone Plank (LSP) collection unlike anything available on the market today. This product is so durable it can withstand over a minute of continuous abrasion using a grinder and wire brush application. Performing the same test on a leading competitor's plank renders it completely ruined. In addition to being extremely durable, TITAN HD features ultra low expansion and contraction, ultra resistant UV coating, AC5+ wear layer and painted beveled edges. The planks are completely 100% waterproof as well as anti-mildew, antibacterial and fire retardant. The drop lock system and a pattern repeat of 6 makes for easy installation and beautiful, timeless style for any space. The TITAN HD Collection includes 6 timeless colour options that look and feel like real wood, providing warmth, texture and reliability to any space.

*Kyle is a member of the Oak Bluff, MB team and has been since 2010. He provides super service to our customers for all of their building material and commodity needs and does so with honesty and a great attitude.*



## GEORGE MCCART

P: (416) 735-2783 | E: [GMcCart@afaforest.com](mailto:GMcCart@afaforest.com)  
[afaforest.com](http://afaforest.com)





DISTRIBUTION

# BROCK WHITE CONSTRUCTION MATERIALS

**B**rock White is a professional grade construction materials supplier with a proven track record of delivering the highest quality supplies and service to our customers. Whether you own your own business, or you're a weekend do-it-yourselfer, we're confident that you'll find what you're looking for with our huge and diverse product selection.

We'll go above and beyond to make sure you find the right materials for your project. We're always on hand to answer questions or provide you with the expertise to make an intelligent purchase that matches your specifications. Our job is to help you do your job. Contact one of our 11 Canadian locations today! You can count on us for:

### 1. Dependable Service

Our customers depend on us to deliver the materials and service they need to complete their jobs on-time and in-budget. Offering service they can count on is the very essence of the Brock White promise.

### 2. Above + Beyond Attitude

We do more than just deliver the products our customers order. We make a point of finding the right solutions for our customers whenever possible, to ensure we're always going the extra mile.

### 3. Local Expertise

In this industry, where you are matters. Regional differences in landscape can have a big impact on product selection. Our local expertise means we can get the right supplies for your job, no matter where you are.

### 4. The Professional Choice

Our customers are pros. They come to us looking for the professional-grade products and materials they rely on to get their jobs done right.

### 5. Candid Partnership

We believe in handshakes. Honesty. Holding up our end of the deal.



### BUILDING ENVELOPE PRODUCTS



### GEOTECHNICAL PRODUCTS



### CONCRETE FORMING & ACCESSORIES





### INTRODUCING BRIKCLAD

- Easily installs to all wall types for new construction and renovation projects.
- Time proven clay brick and stainless-steel fastening system.
- Does not require any special corners.
- Clay brick is thru-body colour and will not change over time.
- Drainage cavity behind the brick to allow for drainage and ventilation.
- Resists the effects deicing salts.
- Mechanically attached to the wall with Stainless Steel anchors and screws - not adhered.
- Easily installed by numerous types of labour.
- Can be installed in all weather conditions - extreme hot and cold.
- Solves durability and warranty issues for most other siding products at the grade level.
- Does not require a support foundation.
- 3 standard colours and custom colours are available.



#### THOMAS STANG

Alberta  
Sales Representative  
P: (780) 686-6629



#### SHAWN MANYK

Saskatchewan  
Sales Representative  
P: (306) 931-9255



#### JOHN MACDONALD

British Columbia  
Sales Representative  
P: (604) 825-0060



#### ALEX SCHELANDER

Manitoba  
Sales Representative  
P: (204) 996-5328

#### SAFETY PRODUCTS NOW AVAILABLE!



Speak to the Brock White sales representative in your area to obtain a copy of this year's show specials!

<https://ca.brockwhite.com>

**BROCKWHITE**   
CONSTRUCTION MATERIALS



# BUILDERS CHOICE

## WHY BUILDERS CHOICE?

**W**e can provide the materials you need, delivered where you need them when you need them, backed by full technical support. We have been doing this for over 30 years, and we know how to do it right.

Builders Choice is a specialty vendor supplying unique and hard-to-find products for many contractor building materials dealers. Builders Choice provides the Kenroc Building Material yards throughout Western Canada with the goods they offer out of their showrooms. We are the buying and procurement arm for Kenroc's purchases of fasteners, adhesives, sawhorses and ladders, spray foam, and Trim-Textvinyl bead products. We buy fasteners, scaffolding, joint tape, and adhesives by the truckload.

As a wholesale distributor for Trim-TexDrywall Products, Grabber Construction Products, Columbia Taping Tools, Dura-Flo Roof Vents and Sturdy Ladder, we provide a valuable option for any contractor building supply yard based on our prepaid freight on any mix of product shipped across Western Canada. Strengthen your offering with your drywall, roofing, and stucco contractors by teaming with the right vendor.

**We ship any combination of these products across Canada based on the following prepaid levels:**

- Saskatchewan - \$1,000
- Alberta, Manitoba - \$1,200
- BC, Ontario, Atlantic - \$1,500
- Newfoundland - \$2,500
- Quebec - \$2,000

*We welcome a chance to become one of your trusted vendor partners.*

*Take a look at our product offerings at [builderschoice.ca](http://builderschoice.ca)*



**RON YEOMANS**

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E: [sales@builderschoice.ca](mailto:sales@builderschoice.ca)  
[builderschoice.ca](http://builderschoice.ca)

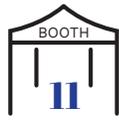


## FEATURE PRODUCTS WE CARRY

**3015 3M™ Air and Vapour Barrier** is a translucent membrane that uses an acrylic adhesive that provides an extended application temperature range between -18°C (0°F) to 66°C (150°F). The 10-mil engineered sheet membrane self-seals against nails and staples.

## KEY WHOLESALE PARTNERS

- Columbia Taping Tools
- Trim-Textvinyl beading products
- GRABBER Construction Products
- 3M



# CANWEL BUILDING MATERIALS DIVISION

DISTRIBUTION

For us the best part of previous WRLA Shows was the opportunity to meet you at our booth. We love showing innovative products while providing our customers with solutions to help grow their business, not to mention having a lot of fun at the networking events.

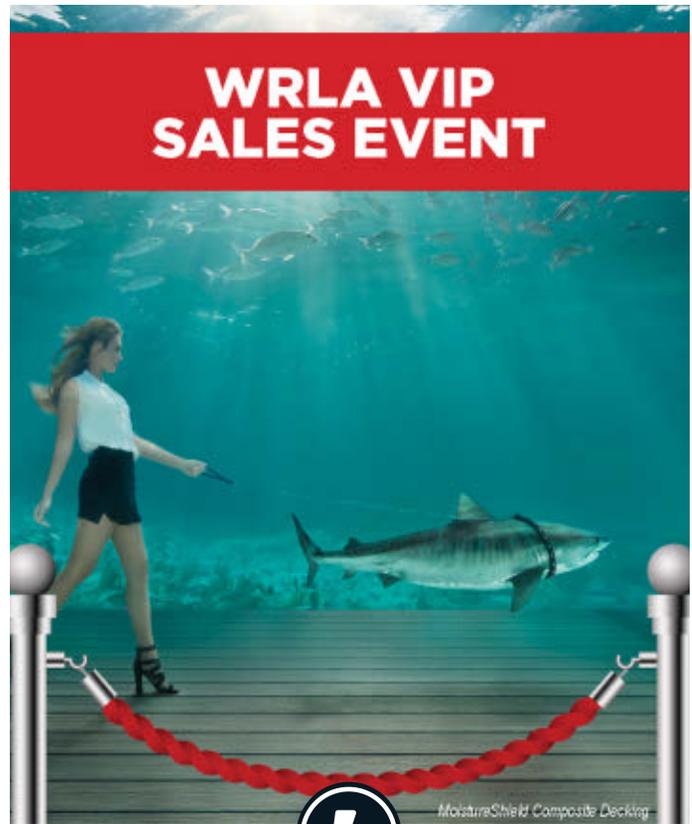
While we won't miss the cold weather in Winnipeg, we are disappointed that we won't be seeing you this January. With health and safety a priority we look forward to the opportunity to virtually connect with WRLA members as we continue to build lasting relationships.

As always our dedicated team of sales reps are available to help you.

- Product knowledge sessions
- Merchandising support
- One stop, one shop product families
- National coverage with regional support

## ABOUT CANWEL

Founded in 1989, CanWel Building Materials Group Ltd is headquartered in Vancouver, British Columbia and trades on the Toronto Stock Exchange under the symbol CWX. CanWel distributes a wide range of building materials, lumber, and renovation products, and is Canada's only fully vertically integrated national distributor in the building materials and related products sector.



### YOU'RE INVITED TO OUR WRLA VIP SALES EVENT

- Special deals & discounts
- Exclusive offers
- Learn about new products

Contact your CanWel Sales Representative.

### PRODUCTS

SIDING · DECKING & RAILING · INSULATION  
TREATED WOOD · ROOFING · EWP  
LUMBER & PLYWOOD

*Ask about our new products!*

*Please contact your local CanWel Sales Representative or service center for more details on CanWel's special offers and new products.*



[canwel.com](http://canwel.com)



DISTRIBUTION

# TRIMLITE

Since its inception in 1982, Trimlite has been a leading manufacturer, fabricator and distributor of high-quality wood stile & rail doors, Jeld-Wen interior door products, fiberglass doors, door glass, and related building products.

Our Surrey, BC facility services the entire Western Canadian market and now offers prehung services for both interior and exterior residential doors.

Experts in the residential door market, we are a service-oriented company that always strives to exceed the needs of our customers.



**Eddie Choe is Director of National Accounts and Business Development. With over 20 years experience in building materials business, his career in industry began with a summer job on a production floor in 1997 and he has since held positions in operations, product management, marketing, sales and management. Eddie came to Trimlite in 2006 and sits on the Education Committee with the WRLA, and is a board member with Fenestration Canada.**



**EDDIE CHOE**  
P: (403) 835-6928  
E: eddiec@trimlite.com  
[trimlite.com](http://trimlite.com)



Trimlite is a manufacturer, fabricator, and distributor of wood stile & rail doors, JELD-WEN interior door products, fiberglass doors, door glass, and related building products servicing the door industry.

We offer prehung services for interior and exterior residential door products. Our exterior prehung doors are NAFs rated and we offer prefinishing services through our sister company, CODEL Doors.

Our products can fit any budget and we are the choice for homeowners, contractors, and builders. Please contact us if you have any questions.



# NATIONAL CONCRETE ACCESSORIES

National Concrete Accessories is Canada's largest manufacturer, and most diverse distributor, of concrete hardware, accessories, and construction products. We have 16 branches across the country, from BC to Ontario, so there is always a location nearby! With over 75 years in the industry, we have the right products, the best service, and the experience to meet the needs of the retail lumber industry.

With a focus on product variety, quality, and superior service, we are your one-stop shop for concrete form hardware and accessories. We also distribute a complete line of construction and restoration products, including tools & equipment, decorative concrete, tile, and masonry, and building envelope materials.

NCA works in partnership with premium brands like Acrow-Richmond, Titebond, W.R. Meadows, Mapei, Krylon, UCAN, Sika, Xypex, Marshalltown, Cosella Dorken, Greif, Albion, CTM Epoxy, Lackmond, Famowood, Ram Board, Sait and Chapin to provide you with perfect and cost-effective solutions for your concrete jobs.

## BRITISH COLUMBIA

### VICTORIA

Branch Manager:  
Jared Suggitt  
(250) 388-4257

### BURNABY

Branch Manager:  
Danelle Pope  
(604) 435-6700

### LANGLEY

Branch Manager:  
Bright Kozlof  
(604) 881-2030

### KAMLOOPS

Branch Manager:  
Norm Meyer  
(250) 374-6295

### KELOWNA

Branch Manager:  
Kevin Slater  
(250) 717-1616

## MANITOBA

### WINNIPEG

Branch Manager:  
Manny Briol  
(204) 233-4107

## ALBERTA

### EDMONTON

Branch Manager:  
Clinton Paul  
(780) 451-1212

### CALGARY

Branch Manager:  
Keith Latimer  
(403) 279-7089

### RED DEER

Branch Manager:  
Sean Edwards  
(403) 342-1555

### FORT McMURRAY

Branch Manager:  
Corey Gazloff  
(780) 790-1804

### LETHBRIDGE

Branch Manager:  
Wesley Dewsbery  
(403) 327-8820

## SASKATCHEWAN

### SASKATOON

Branch Manager:  
Cory Rodych  
(306) 242-3831

sales@nca.ca | @NationalConcreteAccessories  
1-888-777-9272 | www.nca.ca



BYRON PUGH  
P: (604) 346-6682  
E: bpugh@nca.ca  
nca.ca



DISTRIBUTION

NCA works in partnership with premium brands like Acrow-Richmond, Titebond, W.R. Meadows, Mapei, Krylon, UCAN, Sika, Xypex, Marshalltown, Cosella Dorken, Greif, Albion, CTM Epoxy, Lackmond, Famowood, Ram Board, Sait and Chapin to provide you with the quality products your customers need.



We've been hard at work putting together a solid lineup of show specials. Please log into the WRLA app to view this year's specials and promotions.



Above: Meet our NCA Team



# DISTRIBUTION BOYD DISTRIBUTORS

**B**oyd Distributors Inc. is one of Western Canada's leading building materials supply company. We supply your local lumberyards with a multitude of building materials for commercial and residential needs at the best price possible. Boyd Distributors is built on expert knowledge of the products we sell and represent. We take pride in our excellent customer service, our efficient delivery and our superb customer relationships.

Boyd Distributors Ltd. was established in 1961 and was privately owned by the Guinness family. In 1994 it was acquired by Cameron Ashley. In 2002 it changed its ownership once more. Insulwest was founded in 2000. In 2009 Insulwest changed its name to Boyd Distributors Inc.



Boyd Distributors is pleased to offer show specials on many of our products such as:

- Insulation
- Poly
- Tyvek
- Roofing products

Please contact your local branch to discuss pricing specific to your area.

Boyd Distributors Inc. carries a wide selection of industry leading building products. Our large warehousing facilities can ensure your order will be filled and delivered efficiently. We carry many lines such as CertainTeed, Georgia-Pacific, CGC, Knauf, Fiberon Decking, Tyvek, Duchesne, Resisto, and many others. Our vendors links will help you find any product information that you need.

If you do not see what you are looking for, we have the knowledge to secure that hard-to-find product for you.

“Building on Service” and “Profit through Partnerships” were Boyd Distributors mottos in 1961 and are still the mottos we live by today.



A deck collection curated to perfection. Inspired by a relaxing day at the beach, Promenade's six unique multi-tonal hues boast of rustic sophistication.

Meticulous detail and precision craftsmanship are carefully scrutinized for authentic multi-tonal color, sophisticated grain embossments, and performance testing to withstand the harshest environmental conditions.

Timeless beauty captured with a wire-brush texture and a low-gloss finish.

Next-generation surface coating material designed for superior weather-resistance and durability.

Features a slip-resistant\* surface texture, making it ideal for docks, marinas and other water-side applications.

A synthetic solid core construction provides protection from cracks, splinters and mold.

Promenade meets the requirements of CSFM 12-7A-4A\*\*, for use in all WUI Fire Hazard Severity Zones.

Made of 100% recyclable PVC synthetic material.



## BOYD DISTRIBUTORS INC.

**ABBOTSFORD BRANCH:** (604) 851-2855

**EDMONTON BRANCH:** (780) 451-8876

**VERNON BRANCH:** (888) 597-2797

[boyddistributors.com](http://boyddistributors.com)



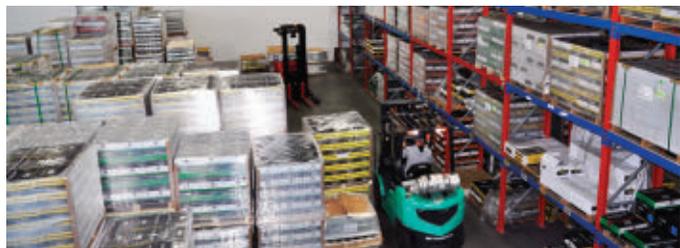
# AIRFAST DISTRIBUTORS LTD.

**B**ased in Surrey, British Columbia, Airfast Distributors Ltd. has leveraged the Impact Fasteners brand to become one of Western Canada's leading wholesalers of bulk and collated construction fasteners.

Our customer centric philosophy coupled with over 25 years of industry experience makes us the best choice for independent retailers.

## THE AIRFAST DIFFERENCE

- Our company name is not in our branding – we protect the dealer.
- Customized display racks – designed specifically for your market.
- Dealer friendly packaging – colour coded to reduce shipping errors.
- Industry leading fill rates – no more back orders.
- Attractive rebate programs – higher net profit for you the retailer.



*As a director of Airfast Distributors Ltd. Brian Lotz utilizes 25 years of industry experience and an extensive network of global contacts to source the highest quality products on time for competitive prices.*

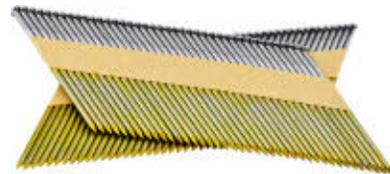
*Contact Brian for the 2020 Airfast Distributors WRLA specials as well as any direct ship container and/or private label fastener programs.*



**BRIAN LOTZ**  
P: (604) 597-9557  
E: [brianl@airfastdistributors.com](mailto:brianl@airfastdistributors.com)  
[impactfasteners.com](http://impactfasteners.com)



DISTRIBUTION



Impact Fasteners 34 degree paper strip nails are engineered to fit all major brands of 30-34 degree strip nailers.

Because our high quality 34 degree nails are available in bright and hot dipped galvanized ranging from 2" – 3 1/4" you can be assured we can provide the right product for any job.



**metabo HPT**



**IMPACT FASTENERS**  
Diamond Driven

As is tradition at WRLA, Airfast Distributors Ltd. will be offering show discounts on our complete line of fasteners as well as all Metabo HPT (Formerly Hitachi Power Tools) nail guns.

We will also be introducing our bulk drywall screws and offering red hot introductory prices for interested retailers.



DISTRIBUTION

# METRIE

**O**ur state-of-the-art, technologically advanced MDF mills produce premier mouldings and boards and use water-based, low VOC coatings. Operating our own mills in North America allows for responsive lead times, higher inventory turn rates and more accurate forecasting. In addition, our unwavering focus on quality with multi-stage quality control checks mean that our mouldings are among the highest quality available.

## BENEFITS OF MDF

### High quality raw material

MDF's uniform nature gives it consistency from surface to core, allowing for high detail and precise machining techniques run-to-run.

### Easy to paint

MDF provides a flat, smooth surface that is uniform, dense and free of knots and grain patterns, which makes finishing operations simpler and more economical.

### Smart length supply

Engineered products create a variable length supply. This allows for custom lengths catered to specific requirements to prevent waste.

By having oversight of the manufacturing and distribution of our MDF products, we have the flexibility to provide the right solutions at the right time to the markets we serve. With Metrie manufactured MDF products, you can be confident that the products you purchase are produced with the same care and attention that you give your business.

*Tim has been a proud member of the Metrie team for over 15 years. He works hard to advance his knowledge of the industry and strengthen his business relationships. Tim has earned the respect of his co-workers and customers by exhibiting a strong work ethic and collaborative spirit. The Metrie Prairies team is lucky to have Tim to work with.*



**TIM COLOSIMO**  
P: (204) 632-7544  
E: Tim.Colosimo@Metrie.com  
**Metrie.com**



## METRIE COMPETE®

Metrie Compete moulding is not just primed; it's a pre-painted moulding solution that provides impactful results while addressing multiple pain points of builders and contractors.

- No on-site painting means a simplified production schedule and faster project completion
- Smooth professional finish that is durable and non-metal marking to maintain a pristine appearance, even during the installation process
- Metrie Complete is a total product solution, combining a factory painted finish with colour-matched finishing products to handle post installation touch-ups

As a dealer offering Metrie Complete, you can be confident that you have a quality solution that not only improves your margins, but enables you to provide a product that saves your customers time on the job site.



Help your customers transform their space with Metrie Complete® pre-finished rustic shiplap. Available in either charcoal or white, these wood boards are easy to install and will help your customers add visual interest to their homes.

- Pre-finished and ready to install – No painting or staining required
- Made from real wood, with a texture that feels like true barn wood
- Lightweight boards make it easy to lift and install
- On-trend colours – Charcoal and White
- 1/2" x 5-3/8" x 8' – Five shiplap boards per pack
- Made in Canada

**Contact your Metrie Representative for pricing.**



# GOODFELLOW INC.

**G**oodfellow Inc is proud to be your distribution partner. Together we help the building supply industry source innovative products and services that meet or exceed customer expectations. Goodfellow's core products are flooring, panels, siding, decking and lumber. Inside these core products are many trending consumable items that retail customers buy on a daily basis.

In our flooring category we are supplying various collections of vinyl in SPC/LVT ranging from entry-level price to very high value. In addition we also still carry laminate flooring, solid wood and engineered flooring.

Our Panel category covers commodity panels, Industrial panels and hardwood panels.

**See the feature piece on Goodstyle Engineered Wood Siding in the box to the right. We have the shortest lead time supplying custom and stock color jobs.**

Decking comes in various substrates from exotic woods like Ipe, Cumaru and Tigerwood. Composite decking by Fiberon. Other solid woods available in cedar and fir.

Hardwood and softwood lumber are also specialties we distribute. We are the mill when it comes to hardwood lumber. Our softwood offering is mainly pine, cedar and fir with most of the standard profiles. Rough fir and cedar are staple items for Goodfellow. We distribute all of these important products from five Western distribution centres with a sales force of over 25 inside and outside sales reps. All of this with our own logistics and trucking network to supply your needs on time, every time.



DISTRIBUTION

## GOODSTYLE ENGINEERED WOOD SIDING

Goodstyle by Goodfellow is our proprietary prefinished engineered wood siding made with LP SmartSide substrates ranging from lap siding, panels, trim, shake and soffit. We produce Goodstyle in house and offer a wide range of trending stocking colours and profiles just in time. Custom colours are limited only by your imagination. Marketing materials range from chain sets to wall boards and brochures. Custom designs are welcome to suit your unique store situation. If having your own collection of colours is something that interests you, we can help you develop your own private label siding collection. Another way to differentiate you from your competition. We can also supply various species and profiles in real wood siding.

Why not consider Goodfellow as your first and only choice in the siding world? Check us out you will be happy you did!



Please reach out to any one of our sales personnel during the WRLA Building and Hardware Showcase (Jan. 18-29). Specials will be offered in five key categories: flooring, siding, decking, panels and hardwood lumber. And don't miss our "WAREHOUSE SALE DAYS" on January 20 & 27. Contact us for details.



[goodfellowinc.com](http://goodfellowinc.com)

### WINNIPEG

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#### JULIAN SCOTT

Territory Manager, Winnipeg & Southwest  
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### SASKATOON

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#### DARREN MILLER

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### EDMONTON

#### RANDY LADRET

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### LIANA LANDA

Inside Sales/Procurement  
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### CALGARY

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#### MIKE TSCHUMI

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### DAVE KARASZ

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#### TIM DERBY

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### VANCOUVER/RICHMOND

#### DERRIK LUDER

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Sales Manager, Panels West Canada  
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DISTRIBUTION

# MADERO

**M**adero Exterior Doors are manufactured in Saskatoon, Saskatchewan, and can be purchased through our dealer network. Madero is a leader in the use of fiberglass and steel doors in wood or composite frames. We fabricate several lines of door systems, with quality craftsmanship being our focus for every door we build. By searching the globe, we have found the best in door system components.

Madero sells door and hardware products, for architectural, commercial and residential applications.

With distribution centres in Calgary, Saskatoon and Winnipeg, we partner with the best manufacturers in our industry to supply our 800 dealers a selection we are proud to stand behind. Each of our locations have fabrication for welding and wood, and are licensed to provide fire-rated products.

For the past 35 years, we have supported both our vendors and customers with the same highest regard. Madero has grown to become one of the largest, privately owned Western Canadian distribution companies for our product category.



### Account Representatives:

#### RODNEY DAWSON

C: (306) 250-6983  
E: rodneyd@madero.ca

#### LONDON O'TOOLE

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#### LEIGH MORRELL

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#### BEN MACNEILL

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#### BOB DAWES

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E: bobd@madero.ca

#### CHEVY ALEXANDER

C: (204) 899-2438  
E: chevya@madero.ca



P: 1-800-667-6977  
E: canada.orders@madero.ca  
**madero.ca**



*Vog 2 steel door with stainless steel decorative elements and direct glazed sidelite with clear glass. Shown with MegaTek 60" Offset Pull and Schlage B60 deadbolt.*

### NEW TO MADERO 2020

#### Z-Series Articulating Cap Sill and Sealing System

- Z-AC cap sill never needs adjustment, automatically adjusting for a lasting seal against leak and air infiltration.
- Sealing System Gaskets are provided to give an additional seal and to eliminate caulking. Matching corner pads are factory installed to seal out air and moisture. Compression weatherstrip seals tight when the door is closed and expands when open. The Z-AC door bottom is adhered to the door forming a tight seal every time.
- Sills are provided with sill and cap covers to prevent damage during installation.



### WRLA MADERO SHOW SPECIALS

#### Huge Savings

Check the WRLA app to view show specials or contact your Madero Account Representative for more details.



# CSI CANADA

**C**SI Canada has been in business for over 30 years, being an industry leader in providing quality sporting, hunting, fishing and giftware products on a wholesale level, coast to coast across the country. Our goal is to be the supplier of choice by providing an outstanding level of service, the highest standard of product, and helping all stakeholders achieve optimum success every step of the way. CSI leads by example with a competitive and passionate spirit. Building long-lasting relationships and upholding fair and honest values are of utmost importance. We are driven as a team to continually advance our product, processes and services. At the heart of CSI our vision is to be the leader and most admired for our people, partnership and performance.



DISTRIBUTION

CSI is here to offer guidance on the latest product offerings and provide Dealers access to outdoor products and information through assortments, special buys, planograms and closeouts.

Our 30+ year expertise in the industry allows us to curtail product assortments and sell-thrus to match demand for products in your area. CSI staff prides itself on superior customer service with access to ordering via phone, email, and online.



**ANDREW MCPHERSON**

P: (204) 284-1874

E: [andrew@csisports.net](mailto:andrew@csisports.net)

[csisports.ca](http://csisports.ca)



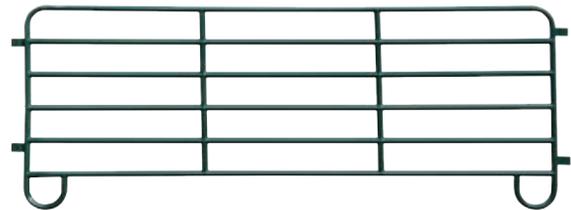
**Hot specials for WRLA Members. Contact your rep via the show app or directly to find out how we can help you and become partners in profit! We look forward to working with you!**



# DUET DISTRIBUTION

Represented by Barry Allen Marketing

**D**uet Distribution is a new Western Canadian Distributor, based out of beautiful Sundre, Alberta, dealing in high quality goods focusing on the farm/cottage sector. We have partnered with JM Lahman MFG INC, creators of Diamond Bar and True North Gates, from Linwood Ontario, to bring their premium gates and panels to the West. We service British Columbia, Alberta, and Saskatchewan, while Manitoba is serviced out of Ontario. Whether you are looking for light duty economical gates, gates with mesh for smaller livestock, or the revolutionary square tube design of the Diamond Bar gates and panels for the most demanding applications, we have something that will exceed your expectations at a price you will love!



Diamond Bar gates and panels have been manufactured in Canada for over 25 years where strength is an ethic and why the brand is trusted by Farmers, Ranchers and land owners alike. Featuring a welded unibody, Diamond Bar has a unique design taking 14 ga. Square tubing and inverting it on edge for added strength.

True North farm duty gates are made with heavy duty 16 ga. round tubing, built to contain cattle and horses. Also available with mesh for containment of smaller animals.



**JOSH HENGEN**

P: (403) 636-1645

E: [jhengen@duetdistribution.ca](mailto:jhengen@duetdistribution.ca)

[diamondbargates.com](http://diamondbargates.com)

[truenorthgates.com](http://truenorthgates.com)



**On all orders placed during the "show", you will receive an extra 5% off your order! Contact us for pricing, we look forward to hearing from you!**



DISTRIBUTION

# CAN-CELL INDUSTRIES

Can-Cell Industries is a 100 percent Canadian, family-owned business that has been providing top-quality building products and solutions to the residential, commercial, industrial, and agricultural markets since 1976. With applications ranging from residential improvement and general construction to large commercial projects, Can-Cell has everything you need.

Can-Cell's goal is to keep you competitive by providing a wide variety of quality products with exceptional services. Can-Cell's team of experts in sales, administration, and operational roles allows them to provide you with the service needed to compete in today's demanding industry.



**FOR SALES INQUIRIES, PLEASE CONTACT:**

P: 1-800-661-5031  
E: sales@can-cell.com  
[www.can-cell.com](http://www.can-cell.com)



Can-Cell Industries distributes and produces a wide range of residential, commercial, and industrial products that help to conserve energy, which also saves our customers money. We strive to make our customers' experience with us hassle free and, as such, we sell our products through E-Commerce, so that you can conveniently and easily obtain what you need.

**Register today at [www.can-cell.com/e-commerce](http://www.can-cell.com/e-commerce)**



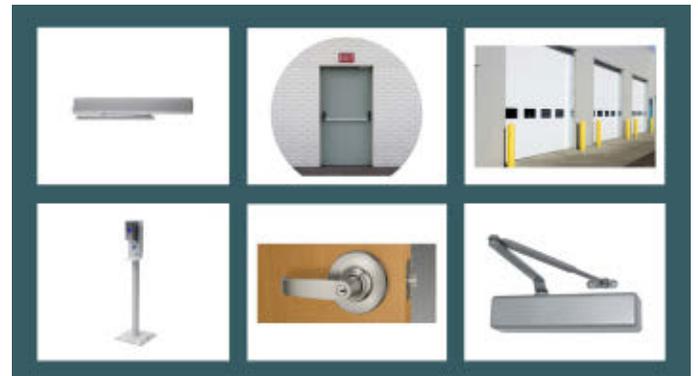
# ALLMAR INC.

Allmar is Canada's largest team of architectural door, hardware, and construction specialty experts, trained to help you in meeting fire & life safety codes and security requirements. In our early days, we sold lumber from a small feed and grocery store, so lumberyard businesses are close to our heart and in our blood! Since 1957, Allmar has served the commercial, industrial, institutional, and residential markets of the architectural openings industry with high quality products and services.

In our 13 Canadian locations from B.C. to Ontario we have a team of over 300 highly knowledgeable and experienced staff. Each branch is staffed with experienced sales consultants ready to meet customers' design, consulting, installation, and service needs.



**MARK SORRENTI, DEHC**  
P: (613) 316-9835  
E: mark.sorrenti@allmar.com  
[allmar.com](http://allmar.com)



We offer the latest in: architectural hardware, keyless access and egress control solutions, automatic operators, hollow metal doors & frames, sliding doors, wood doors, security solutions, miscellaneous building specialties, washroom accessories, toilet partitions, lockers, residential and commercial overhead doors, loading dock equipment, rolling steel and many more products, including touch free and antimicrobial solutions. We also offer important services including fire door inspections, installation & service, and consulting & specifications.

# GYPSUM, INSULATION & BUILDING ENVELOPE

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**WRLA**  
SHOWCASE  
with a  
TWIST



# OWENS CORNING

**C**anadians tell us we are the most recommended and most preferred home insulation brand in the country. That gives us top-of-mind awareness with your customers. This high level of brand recognition helps you close the sale. Why? Because the Owens Corning® PINK® brand resonates so strongly with your customers.

Our most recent research had some unexpected learning: the PINK PANTHER™ provides a strong visual cue that's highly memorable because he's well known, and because our signature colour isn't widely used in both the DIY & DIFM categories.

Owens Corning® EcoTouch® PINK® FIBERGLAS® Insulation contains 73% recycled content and provides the same outstanding thermal performance Canadians have come to rely on. And it's also GREENGUARD Gold certified for indoor air quality and validated to be formaldehyde-free. EcoTouch by Owens Corning. Just one more reason to think PINK.

Looking to minimize unwanted noise between spaces? QuietZone® acoustic batt insulation provides the performance of PINK FIBERGLAS with noise control for interior wall, ceilings and floors.

*For further product information or details on show specials, please contact your Owens Corning Area Sales Manager:*

## CHRIS LEE

**Saskatchewan & Manitoba**

P: (833) 540-0212 | E: christopher.lee@owenscorning.com

## MARK JOEDICKE

**Southern British Columbia/Island**

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## RYLAN OSTROSKY

**Northern Alberta & British Columbia**

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## MARK GERES

**Southern Alberta**

P: (866) 446-0432 | E: mark.geres@owenscorning.com



Grow your business with Owens Corning® AttiCat® Expanding Blown-In Insulation System and differentiate from the competition. There are millions of under-insulated attics in Canada. The innovative AttiCat System can help you leverage this opportunity targeting:

- DIYer who wants to re-insulate their attic over the weekend.
- Small contractor who can do the job for homeowners.
- Local roofing contractor where the opportunity is literally below their feet.

Designed for safe, efficient, and simple installation for the homeowner or contractor to complete with very little dust or mess and virtually no settling over time. An afternoon insulation project can bring a more comfortable home together with heating and cooling cost savings.



**BIG SHOW. BIG SURPRISE!** Buy one truckload of EcoTouch® PINK® FIBERGLAS® insulation and receive a great premium of great value from a great brand! Speak with your Area Sales Manager for details – quantities are limited so place your order before the premiums run out.

**D**urable. Versatile. Resistant. Owens Corning® FOAMULAR® is a high-performing insulation, trusted by architects, engineers, builders and contractors to deliver superior insulating power and moisture resistance. Foamular XPS is well suited to meet the needs for a wide variety of building applications.

Introducing FOAMULAR® NGX! Canada and a growing number of U.S. states have committed to eliminating use of high Global Warming Potential (GWP) HFC blowing agents; an important contributor to climate change. Owens Corning celebrates this important step by introducing FOAMULAR NGX™ (Next Generation Extruded) insulation, produced with a proprietary blowing agent that goes well beyond most regulations. The new formulation and production process meets or exceeds new, more stringent regulatory standards without sacrificing product performance. FOAMULAR NGX is now available by special order.



Introducing Owens Corning® Thermafiber® RainBarrier® ci High Compressive insulation - designed to be used in continuous insulation applications where the cladding and cladding attachments are fastened outboard of the mineral wool insulation. Using ThermaCrimp™ technology makes this the highest compressive strength mineral wool ci on the market. This proven technology can be used behind any cladding type - including combustible and open-joint assemblies. Available in three compressive strengths for a variety of building needs.

**RYAN ROPER (FOAMULAR)**

P: (844) 232-6465  
E: ryan.roper@owenscorning.com

**MATTHEW SCHIEDEL (THERMAFIBER)**

P: (844) 304-1623  
E: rmatthew.schiedel@owenscorning.com



*Ask your Area Sales Manager about show specials on FOAMULAR® XPS and Thermafiber® Mineral Wool insulations.*

**O**wens Corning is more than just a trusted name, we are a market leader in roofing shingles, underlayment and components products. Our systems look better, last longer and offer more choices to perfectly fit your project. TruDefinition® Duration® Shingles provide the ultimate protection and impressive curb appeal, and also come with the advanced performance of SureNail® Technology—with Triple Layer Protection® in the nailing zone for superior holding power. Colour coordinating Hip & Ridge shingles provide a finished look to the roof's peak. Protect the roof where water tends to collect with ice and water barriers, while underlayment products provide the final line of defense between the home and the elements. A total roofing protection system from Owens Corning.



**NEW TRUDEFINITION® DURATION FLEX® SHINGLES WITH SURENAIL® TECHNOLOGY**

Duration FLEX® shingles are more flexible than standard shingles, for enhanced durability and performance in all environmental conditions, including storms and cold weather installation. And they're the only SBS modified polymer shingle that also comes with the advanced performance of SureNail® Technology for added confidence in windy conditions. Available in four colours featuring bold, lively contrast and complementing shadow lines for great dimension.



**JONATHAN MACSWEEN**

P: (833) 996-1757 | E: jonathan.macsween@owenscorning.com



*Ask your Area Sales Manager about roofing show specials.*

[owenscorning.ca](http://owenscorning.ca)



# JOHNS MANVILLE

**W**hen you do business with Johns Manville, you can count on a strong relationship for the long haul, with the support that enables you to run your business your way. With access to one of the industry's broadest ranges of insulation solutions, you can meet virtually every demand and get the most from your inventory.

## A BIRKSHIRE HATHAWAY COMPANY

Johns Manville is proud to be part of Berkshire Hathaway, one of the most respected, financially sound companies in the world. We operate with unquestionable integrity and

stability and have unmatched resources to invest in developing future insulation solutions designed to exceed our customers' needs.

## MORE THAN 160 YEARS OF EXPERIENCE

When JM was founded in 1858, we focused on developing materials to make diverse environments stronger, durable, more energy-efficient and comfortable. We also believed in building relationships by providing outstanding service and support. The world has changed, but our principles still hold true today.



## FIBREGLASS INSULATION

Johns Manville Formaldehyde-free™ fibreglass insulation provides thermal and acoustical control for both vertical and horizontal applications.

For effective management of heat flow and unwanted noise, Johns Manville unfaced batts provide thermal and acoustical insulation for wood, engineered wood, and steel framing. Unfaced fibreglass insulation is available in a wide range of thermal resistance RSI/R-values to provide thermal.

JM Sound-SHIELD® Formaldehyde-free batts are lightweight, sound-absorbent insulation made of long, resilient glass fibres bonded with a thermosetting resin. Sound-SHIELD batts help provide a more comfortable interior environment by reducing transmission of conversations and the sounds of televisions, stereos and ventilation systems. In floor/ceiling assemblies, sound control batts may also help reduce transmission of impact generated sounds between adjacent areas. Used in conjunction with the caulking of joints and resilient channels for drywall attachment, insulation can increase STC ratings by 8 to 10 points. The fibreglass batts are made to fit standard spacing and thickness of wood frame or steel stud construction.

Climate Pro® blow-in fibreglass offers thermal and sound control along with fire-resistance. Engineered for professional use with high-volume blowing machines, it's ideal for attics, nonconforming spaces and hard-to-reach areas making the job faster and easier.



### GOBOARD® TILE BACKER BOARD

GoBoard® LT is the latest ultra-light, waterproof and durable tile backer board from Johns Manville. It's engineered for durability yet is up to 85% lighter than cement boards. GoBoard LT is easier to handle and can be cut right where it's installed with a basic utility knife without crumbling or disintegrating. Best of all, it has waterproofing already built-in, reducing installation time and eliminating extra steps since only board joints and fastener locations need to be sealed.

GoBoard® Point Drain Shower System from Johns Manville is a time saving, versatile shower system that offers easy to do on-site shower pan customization. The Shower System accommodates all types of shower areas and offset drain locations. GoBoard Point Drain Shower System is ultra-lightweight, and easy to install.



Place a half truckload (or more) order of unfaced fiberglass batts during the 2021 WRLA show, and choose from one of the prizes listed in our 2021 WRLA Premium Guide. Prizes include a massage chair, standing desk converter, noise-canceling headphones, an air fryer/toaster oven and more!

[www.jm.com/bi-2021-wrla-premiumguide](http://www.jm.com/bi-2021-wrla-premiumguide)



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**JERRY WIK**  
Alberta Territory Manager  
P: (403) 341-0093  
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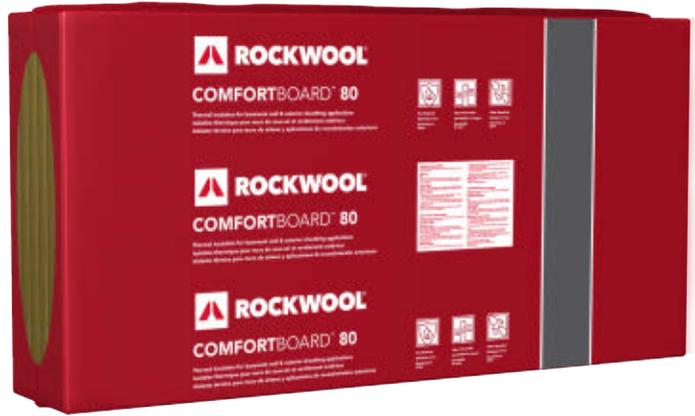


**LAKHEI DUSANJ**  
BC Territory Manager  
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# ROCKWOOL STONE WOOL INSULATION

**R**OCKWOOL Group is the world's leading manufacturer of stone wool insulation. We offer a full range of high-performing and sustainable insulation products for the construction industry. We are committed to empowering everyone to rise to the development challenges of modern living. By using stone, one of the world's most abundant natural resources, you can make a lasting impact across generations. Fire resilience, water repellence, and soundproofing are just some of the many benefits of choosing ROCKWOOL products to insulate your spaces. From classrooms to stadiums, land to landmarks, people need spaces not only to dream big but to act on those dreams, making the world a better place for everyone. This commitment is set in stone.



ROCKWOOL Comfortboard™ 80 thermal insulated sheathing is a rigid stone wool insulation board designed for use as an exterior continuous insulation. Comfortboard 80 does not produce smoke or propagate flames, keeping occupants safe and reducing property damage in the event of a fire. Vapor permeable, this solution allows fast outward drying, keeping moisture out of your wall assembly.

Non-structural thermal insulation in non-fire-resistant rated dwellings.

- Exterior perimeter insulation around foundation
- Under flat concrete slab.
- A component of residential wood-framed cathedral ceilings.



## 5% OFF ROCKWOOL PRODUCTS

- COMFORTBATT
- SAFE N SOUND
- COMFORTBOARD 80/110
- SAFE 45
- AFB

**\*First Available Delivery - 1/2 and Full Truck orders**

**\*\*Free T-shirts with every order (While Quantities Last)**

**\*\*\*All orders enter in to a draw for 1 of 2 ROCKWOOL North Face Jackets**



**Randy Ganz** - *Western Canadian Sales Manager who has been with ROCKWOOL for 3 years.*



**Chris Hogan** - *Senior Sales Representative who manages S. Alberta and S. Saskatchewan and has been with ROCKWOOL for 7 years.*



**Omar Abu Holy** - *Specification and Sales Representative who manages BC and the territories who has been with ROCKWOOL for 3 years.*



**Andrew Brassington** - *Senior Sales Representative who manages N. Alberta, N. Saskatchewan, and Manitoba and has been with ROCKWOOL for 5 years*

**ANDREW BRASSINGTON**

P: (587) 341-5268

E: [andrew.brassington@rockwool.com](mailto:andrew.brassington@rockwool.com)

[rockwool.com](http://rockwool.com)





# CERTAINTEED CANADA, INC.



GYPSUM, INSULATION & BUILDING ENVELOPE

**T**hrough the responsible development of innovative and sustainable building products, CertainTeed has helped shape the building products industry for more than 110 years. Founded in 1904 as General Roofing Manufacturing Company, today, CertainTeed® is North America's leading brand of exterior and interior building products, including roofing, siding, fence, decking, railing, trim, insulation, gypsum and ceilings. A subsidiary of Saint-Gobain, one of the world's largest and oldest building products companies, CertainTeed and its affiliates have more than 6,300 employees and more than 60 manufacturing facilities throughout the United States and Canada.

From the Rock to the Rockies, CertainTeed has been working closely with our valued partners across Canada to achieve the long-term growth and success we both share. CertainTeed does this by providing innovative drywall and finishing, sustainable insulation and the right ceiling solutions that enhance the comfort of homes, offices, schools, hospitals and more.

**KYLE AKERSTREAM (Interior Products)**

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**TARA RYTON (Interior Products)**

P: (587) 338-4479  
E: Tara.L.Ryton@saint-gobain.com

**STEPHEN MOLNAR (Interior Products)**

P: (604) 355-1279  
E: Stephen.Molnar@saint-gobain.com

CertainTeed Canada, Inc. offers the widest selection of Premium Building Products in the industry with: Roofing, Restoration Millwork & CertaTrim PVC trim, Cedar Impression Polymer Shake, Selects and SimTek Fence, Evernew Deck and Railing Products & CertaWrap Housewrap.

Part of this selection is our Landmark Pro which is designed specifically for the professional roofing contractor that takes pride in providing more to their customer. Landmark Pro offers the industry's strongest warranty. Protecting your reputation and safeguarding homeowners from manufacturing and aesthetic defects.

Another premium building product by CertainTeed is Northgate ClimateFlex. Made from a blend of premium roofing asphalt, Northgate ClimateFlex architectural shingles offer: Class 4 impact rating durability for added protection to the elements, hail, etc. 40% improvement in tear strength. 40% improvement in Nail Pull Resistance. Cold weather flexibility for application. These features go above and beyond standard shingles.



[certainteed.ca](http://certainteed.ca)

**JEFF ESTEY (Exterior Products)**

P: (250) 732-0360  
E: Jeff.D.Estey@saint-gobain.com

**ANDREW SMITH (Exterior Products)**

P: (403) 464-3156  
E: Andrew.J.Smith@saint-gobain.com

**NATHAN ELLIOTT (Exterior Products)**

P: (701) 541-0053  
E: Nathan.R.Elliott@saint-gobain.com



# DUPONT PERFORMANCE BUILDING SOLUTIONS

**D**uPont Performance Building Solutions - the solutions you need, all in one place. Since the introduction of DuPont™ Tyvek® HomeWrap®, DuPont has been recognized as an industry leader in residential building and construction materials. By flawlessly integrating the powers of Tyvek, Styrofoam™, and Great Stuff Pro™, we deliver innovative solutions for the next generation of new construction and renovation of existing homes.

Our unique heritage and foundation in building science provides a legacy of technology, leadership and innovation, that allow us to continuously evolve to meet industry needs. With cutting-edge materials that protect walls, floors and rooftops of homes and commercial buildings, DuPont PBS knows how materials work together—providing a sure fit for building excellence and design freedom.



## STYROFOAM BRAND XPS BLUE IS TRANSITIONING TO GREY

Along with a game-changing reduced global warming potential (GWP) formulation, we're transitioning the traditional blue you have come to know to a new grey colour — so you'll know it when you see it. But some things will never change: Styrofoam™ Brand XPS performance, its long-term value, plus our commitment to your project's success. It will be available on January 1, 2021 throughout Canada. To learn more, visit [BeyondBlue.DuPont.com](http://BeyondBlue.DuPont.com).



**DAVID KELLY**

P: (416) 460-9876

E: [David.Kelly@DuPont.com](mailto:David.Kelly@DuPont.com)

[dupont.com/building](http://dupont.com/building)



# PLASTI-FAB LTD.

**P**lasti-Fab® has a mission to provide its customers with expanded polystyrene (EPS) product solutions used as components in energy efficient buildings, flotation for marine construction, lightweight fill and compressible fill for geotechnical construction projects, and component solutions for Original Equipment Manufacturers. Excellent insulating qualities enabling cost-effective solutions that reduce energy consumption used in heating and cooling of buildings.

Plasti-Fab EPS insulation is an integral component for many LEED® certified buildings; Net Zero Energy, Active and Passive homes. Plasti-Fab operates EPS manufacturing facilities strategically located across North America that produce EPS insulation and Insulating Concrete Forms (ICFs).



DuroSpan® GPS is manufactured using a graphite-enhanced expandable polystyrene (GPS) insulation with a thin film laminated to the top and bottom surfaces. The DuroSpan GPS products provide continuous insulation required by energy codes.

Available in thicknesses to meet R5, R7.5 and R10, the DuroSpan GPS insulation is more durable and provides reduced heat loss, enhanced thermal resistance, and improved interior wall temperatures for a more energy-efficient structure.



**TONY LOURENCO**

Sales Manager

P: (204) 777-4705

E: [tlourenco@plastifab.com](mailto:tlourenco@plastifab.com)

[plastifab.com](http://plastifab.com)



*Visit **Plasti-Fab** to order your spring requirements of **Advantage ICFs** and **Plasti-Fab** insulation. Find out more about our **DuroSpan® GPS** featured product.*

# HARDLINES & GENERAL MERCHANDISING

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**WRLA**  
SHOWCASE  
with a  
TWIST



# AUTO-STAK SYSTEMS (CANADA) INC.

## YOUR LUMBERYARD STORAGE EXPERTS FOR OVER 25 YEARS

**A**uto-stak Systems, Inc. designs, engineers, manufactures and installs storage and merchandising equipment, pre-engineered metal buildings and bulk storage sheds for the lumber and building material industry.

### OUR PRODUCTS INCLUDE:

- Automated auto-stak roller bin system
- Cantilever racks
- A-frame vertical storage racks
- Pallet racks
- Door and windows racks
- Portable stack racks
- Free standing and rack supported mezzanines
- Drive-thru rack supported buildings
- Drive-in rack
- Push-back rack
- Pre-engineered metal buildings and sheds

### THE AUTO-STAK ROLLER BIN SYSTEM CAN STORE:

- Composite lumber
- PVC trim boards
- MDF moulding
- Cement board siding
- Any materials with excessive deflection

Known as the industry innovator, auto-stak pioneered the automatic end loading system for building materials more than 25 years ago. Now with over 2,500 installations, auto-stak is truly the undisputed leader in this field.

Auto-stak has a Canada-wide sales force, in-house design and CAD departments, registered engineers and equipment installers in all provinces and territories.

### SERVICES

#### Design

Auto-stak’s design team has over 60 years of combined experience in designing lumber and building material storage and



handling systems. We base all of our designs on the two most fundamental elements, the products being stored and the site we have to work within. Our years of experience in the building materials industry gives us the ability to design storage systems that are efficient, reliable and affordable, designed to solve your storage needs today, yet flexible enough to satisfy any future plans.

#### CAD Drawings

Auto-stak’s designs are accompanied by a detailed CAD conceptual drawing that will allow you to merchandise the proposed plan and confirm that our design will accommodate your complete product list.

#### Engineering

We can supply engineer stamped drawings for all of our rack systems, buildings and foundations throughout Canada, meeting all National Building Code and local building codes.

#### Installation

At auto-stak we have national installation crews to install all of our rack systems and buildings throughout the United States and Canada. Our crews have years of experience and understand the importance of completing your project on time.



### AUTO-STAK SINGLE-SIDED SYSTEM

- Building materials are loaded and picked from one side.
- Can be designed as a new rack-supported building or installed into existing buildings and sheds.
- The best system for picking orders, material is always up front and easy to reach.
- It's safe. Material is contained and cannot fall out, no leaning-in or climbing on rack to pick orders.

### AUTO-STAK DOUBLE-SIDED SYSTEM

- For rack-supported buildings, end-loading provides the best protection from the elements.
- Hand pick all bin levels.
- Auto-stak System uses less than 1/2 the space vs. cantilever racking.
- All bins equipped with a 3" beam for product labeling.



Toll-free: 1-888-318-0141

P: (905) 719-3766 | E: paul@autostak.ca | [autostak.com](http://autostak.com)





# HOLLAND IMPORTS

## CREATING CHANGE

For nearly 50 years, Holland Imports has helped Canadians complete thousands of projects on the job site and in the home through its wide selection of quality tools, hardware, seasonal products, and accessories. Our longevity has earned us the trust and respect of our customers and manufacturers alike. We are firmly committed to creating value for our customers through the quality of our brands, competitive pricing, and excellent customer service.

## OUR VISION

Our commitment to creating excellent customer experiences continues to be the core of our business. We strive and continue to be an industry leader by investing in people, partnerships, and the community.



*Greg brings over 15 years of experience in the hardware and garden industries with both retail and distribution channel development. He has worked closely with some the largest national retailers while continuing to drive and focus on innovative strategies for independent and grassroots retail partners. Greg's mission is to provide a high value return to Holland's customers through continued long-term growth.*



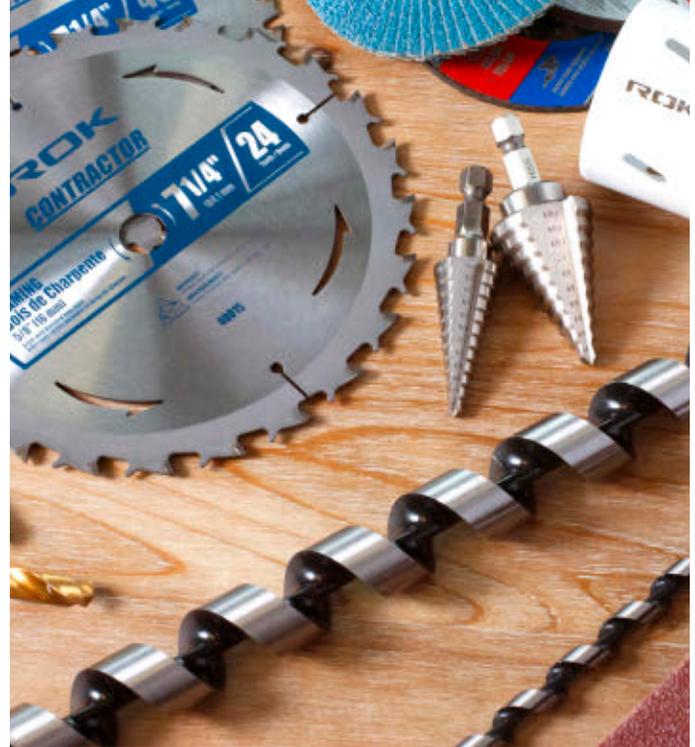
## HOLLAND IMPORTS

**GREG DUROCHER**

P: (780) 819-3300

E: [greg.durocher@hollandimports.com](mailto:greg.durocher@hollandimports.com)

[hollandimports.com](http://hollandimports.com)



## CONSTRUCTING POSSIBILITIES

Focused on quality, performance, and durability, ROK is dedicated to delivering outstanding products for contractors, industry professionals, and DIYers that offer unmatched value. Our ROK vision is to bring quality tools to every tradesperson, through passion, design, and a relentless pursuit of innovation. Powerful, dynamic, and advanced, the ROK product range includes power tool accessories, measuring and layout tools, hand tools, clamps, air accessories, gloves, safety products and more. We at ROK concentrate on providing innovative, trade-specific solutions while constantly pushing forward.



## TOOL FOR EVERY JOB

ROK tools are not just about helping you work smarter and faster; they are also about helping you construct possibilities. That is why for every project on your to-do list there is a ROK tool ready to get it done right. Please visit our website or speak with your sales representative about our exclusive WRLA member specials. We also have a selection of other Hardware, Garden and Outdoor Living specials available.

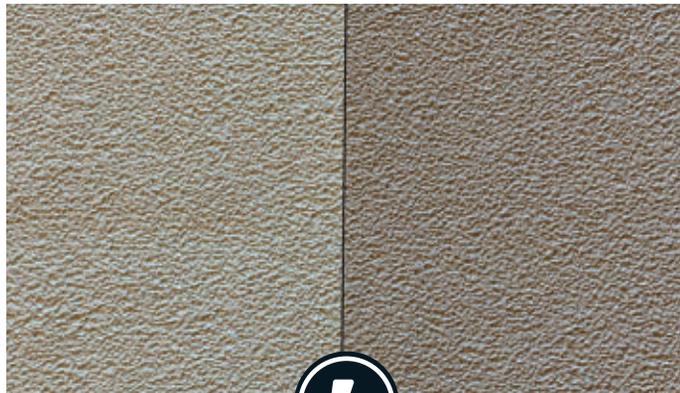


# VIPCO INDUSTRIES

Vipco Industries has been manufacturing a wide variety of high quality pre-finished decor products to meet the needs of our diverse customer base for over 50 years. The evolution of the company has provided for the introduction of many innovative product and design solutions. Our knowledgeable staff of dedicated professionals is at the core of what we do, willing and able to help you succeed with your customers next project.

Ask us about our two newest product lines: Visual Boards and Decorative Panels including High Gloss and Super Matte Laminates.

Vipco Industries is a custom laminator of decor panels and profiles serving a wide variety of customers. We specialize in the manufacturing and distribution of laminated wall panels including vinyl, woodgrain, high gloss and super mate finishes.



## SHOW SPECIAL FEATURES

Vipsum 71 Gold, CCMC Approved Vinyl Covered Gypsum Panels

Vipsum 71 Gold meets and exceeds all 1/2" Standard Drywall Specifications PLUS: NO Taping, Mudding, Sanding, Priming or Painting!

Show Special Feature Available in Two Colors: Stardust White and Stardust Oyster, At One Outstanding Price

4' x 8' Sheets @ \$9.95 / Sheet



Chocolate Barnboard



Cappuccino Barnboard

## BARNBOARD PANELS

Two Brand New Barnboard Finishes Available Now at One Special Price.

Chocolate Barnboard & Cappuccino Barnboard

3mm x 4 x 8 Vipcore @ \$ 19.96

2.7mm x 4 x 8 Plywood @ \$ 23.76



**DIANA OBODZINSKI**  
Office Administrator  
P: (403) 279-7501  
E: Diana@Vipco.ca  
[Vipco.ca](http://Vipco.ca)

# SIMPSON STRONG-TIE

**A**long with Simpson Strong-Tie's Vision to provide the most trusted construction solutions on jobs world-wide, our corporate values focus on nine principles that are core to our culture:

- Relentless Customer Focus
- Long-Range View
- No-Equal Quality Products
- Be The Leader
- Everybody Matters
- Enable Growth
- Risk-Taking Innovation
- Give Back
- Be Humble, Have Fun

Guided by these principles for more than 60 years, Simpson Strong-Tie has focused on creating structural products that help people build safer and stronger structures. As a leader in structural systems research and technology, Simpson Strong-Tie is recognized as the genuine connector brand in wood-frame construction. With a long-range focus, Simpson Strong-Tie has expanded further with products for mass timber, cold-formed steel, infrastructure, commercial and industrial construction, including structural fasteners, mechanical/adhesive anchorage, and various products that repair, protect and strengthen concrete and masonry. As a trusted resource known for its value-engineering and technical support, Simpson Strong-Tie continually develops software technology solutions to support Engineers and Architects, Builders and Developers, Lumber Yards and Component Manufacturers and the DIY market.



**Customer service, left to right: Denise Nancy, Scott Matheson, Jo Carver, Joanne Fahel, Stephanie Hansma, Arthur Mnatsakanian. Missing: Jerry Wong, Chelene Macaulay.**



Repair  
Retrofit  
Build  
Design  
Protect



Simpson Strong-Tie is more than just a trusted connector brand. Innovation has also produced No-Equal® products in such categories as Outdoor Living, structural fasteners, auto-feed systems and concrete anchoring and repair solutions. Online ordering, deck and pergola planner and various apps to help you select the correct connector, fastener or anchor are some of the tools available. Please call your local Simpson Strong-Tie Sales Representative to find out how these products and resources give you The Power to Build.



To find out more about Simpson-Strong Tie's WRLA show specials and how our best in-class merchandising can help you grow your business with your customer in mind, please contact your local Simpson Strong-Tie Sales Representative.

**BRETT ENGLE**

Sales Representative British Columbia  
P: (604) 612-8637 | E: bengley@strongtie.com

**BRIAN PARSON**

Sales Representative Southern Alberta including BC East Kootenays  
P: (403) 470-5862 | E: bparson@strongtie.com

**KARTIK TRIVEDI**

Sales Representative Northern Alberta including BC Peace Country and Yukon/NWT  
P: (587) 873-8284 | E: ktrivedi@strongtie.com

**TED COUTURE**

Sales Representative Saskatchewan and Manitoba  
P: (204) 290-8299 | E: tcouture@strongtie.com

**WESTERN CANADA CUSTOMER SERVICE**

General inquiries, order status, pricing and availability  
P: (800) 999-5099 | E: 28orders@strongtie.com  
[strongtie.com](http://strongtie.com)



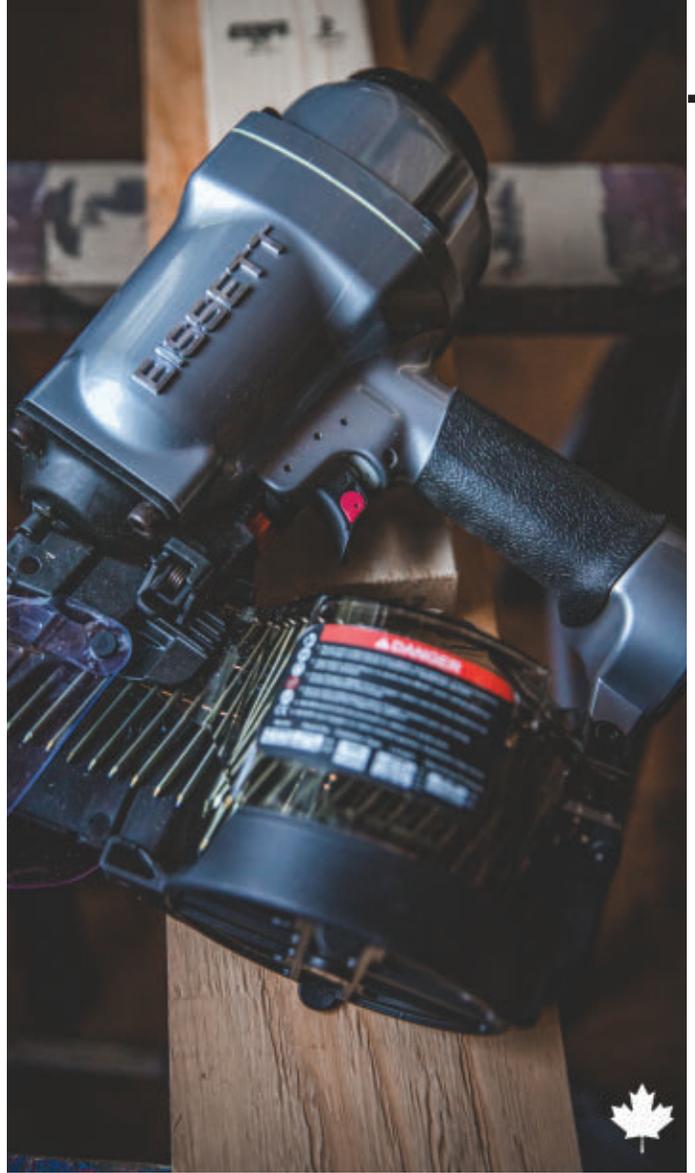
# BISSETT FASTENERS

**A**s a proud family owned Canadian company that began in 1929, we know that construction professionals need products and service they can count on. We are Canada's largest privately held distributor of construction fasteners and related accessories for professional users. With 12 locations from coast to coast, Bissett has quickly risen to become an industry leader for professional users. Our slogan, "Driven by Professionals," says it all.

With an extensive lineup of over 600 fastener SKUs, a brand-new pneumatic tool line, packaging products, compressors, and related accessories, Bissett's wide offering of products can meet our customer's needs for every application. Bissett branded fasteners are compatible with a wide range of pneumatic tool brands.

At Bissett we don't compete with our dealer partners. Our goal is to work closely with our partners to create an easily shoppable merchandising program, tailored to their needs, and provide them with the right products for their customers. Our programs have been proven to increase sales, reduce inventory investment, and dramatically improve the customer shopping experience. To make the purchasing experience as seamless as possible, Bissett has developed innovative solutions such as the FastenerFinder™ (ff.bissettfasteners.ca) to ensure that the customer never goes home with the wrong fastener.

Our knowledgeable team is always ready to help support our customers.



HARDLINES & GENERAL MERCHANDISING



**BILL KINCHEN**  
**Bissett Fasteners Ltd.**  
63 Fawcett Road, Coquitlam  
BC, V3K 6V2  
P: (204) 990-9997  
E: bkinchen@bissettfasteners.ca

*Bill is the Bissett Regional Manager for the Prairies and Ontario. With 24 years of experience in the construction industry he knows the business and has likely been to your store at some point. He can often be found touring the country on his motorcycle, this year alone he covered Vancouver to Toronto on business related travel.*



**CHRISTY TWITCHEN**  
**Bissett Fasteners Ltd.**  
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BC, V3K 6V2  
P: (604) 916-0186  
E: ctwitchen@bissettfasteners.ca

*Christy is the Bissett Regional Manager for BC and Director of National Accounts. She is extremely experienced in sales, with the majority of her career being focused in the construction industry. She is very adventurous and loves spending time in the BC wilderness hunting and fly-fishing.*

**BISSETT™**  
DRIVEN BY PROFESSIONALS

[bissettfasteners.ca](http://bissettfasteners.ca)

# ALLDEC-ARMSON SALES LTD.

## IMPORTER & WHOLESALE

**W**e are an importer and wholesaler of high quality, brand recognized Tools, Floor protection and Health & Safety products from Europe and the USA. We are proud to service independently owned and specialty businesses across Canada. We are a niche player aiming for fast and efficient delivery of goods with a competitive pricing and freight program. We have a very dedicated and professional sales team in-house and in the field. Our products allow for above average profit margins for not being in the top competitive tier.



**MR. PETER H. BLADT**

President  
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**MR. ROBERT D. JONES**

National Sales Manager  
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**MR. RUSS BLANCO**

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**MR. HAROLD ROBERTSON**

Sales: Alberta  
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E: hdhagency@gmail.com



**MR. PETER CORR**

Sales: Interior BC  
P: (604) 761-9044  
E: pmcprop21@gmail.com

### WE WHOLESALE FROM OUR SURREY, BC WAREHOUSE

- TOMMYCO - Professional Knee Pads
- WOBBLELIGHT - Construction Lighting
- C.H. Hanson - Private Label Carpenters Pencils
- Dripless - Caulking Guns
- Easy Mag - Magnetic Access Panel
- FISCH TOOLS - Austrian made Precision Wood Cutting Tools
- Fredrickson Square - Metric Framing Squares
- Gatorback - High Quality Professional Nylon Tool Belts
- GREX - Airbrushes
- GREX - Air & Cordless Brad Nailers, Pinners, Staplers & Fasteners
- KAPRO - Precision Box and Laser Levels
- KOMELON - Tape & Wheel Measures
- Markal - High Performance Industrial Markers
- MARXMAN - Pressurized Chalk Markers
- NEW LINE - Hybrid Polymer Air & Water Hoses
- OMER - Air Finishing Brad Nailers, Pinners, Staples & Fasteners
- Pro Chamfer Shear - Specialty Mitre Shear
- Quick-Loader - ULTIMATE Automatic Retractable Ratchet Tie-downs
- SNAPBACK - Calk line
- STRINGLINER - Mason Line
- SWANSON - The Original Builders Squares
- Wekador - German Made Professional Driver Bits
- BIG WIPES - Industrial Cleaning Wipes
- Bulls Eye - Hose Nozzle
- Concrobium - Mold Control, Moisture Absorbers, Disinfectant
- OilLift - Environmental Certified Degreaser & Oil Remover
- Bond-Aide - Epoxy Sticks
- Instant Bond - Instant Industrial 2 component glue
- Trimaco - Floor & Paint Protection
- Velcro - 25 ft



### WRLA SHOW SPECIAL

12% WRLA Show Discount on all Show Orders. Freight prepaid on orders >\$1,000.00 (some exemptions apply).

**Our slogan: If you make money with our products - we win your loyalty.**

*Importer and wholesaler of top, brand recognized products for the building trade.*



P: (604) 534-3688  
[www.alldec.com](http://www.alldec.com)

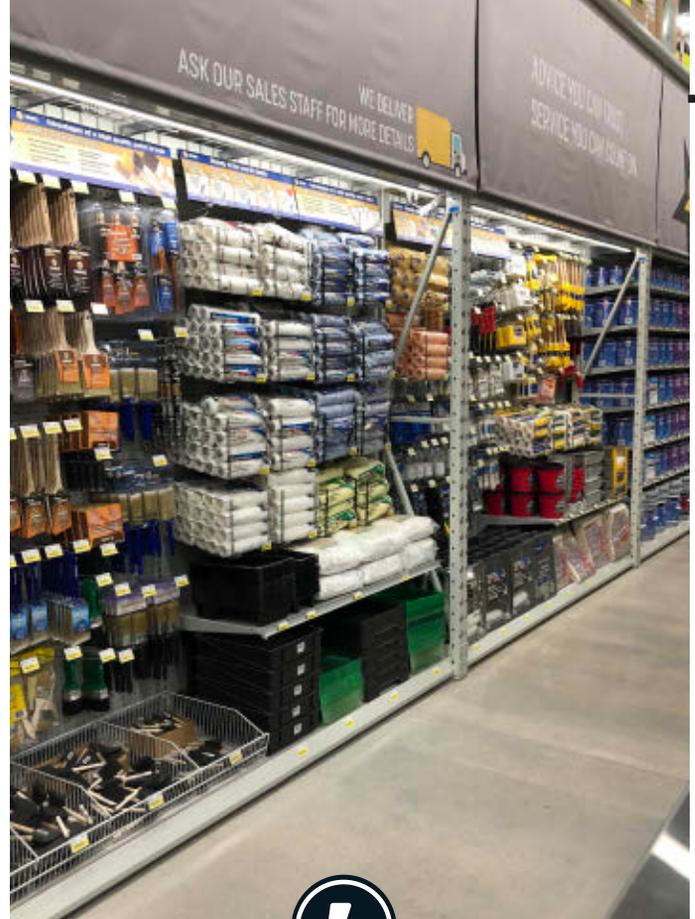


# BURLINGTON MERCHANDISING AND FIXTURES INC.

## HELPING RETAILERS BE MORE PROFITABLE

**B**urlington Merchandising & Fixtures Inc. (BMF) was founded in 2003 to help independent retailers renovate their stores. BMF has developed several proprietary fixturing, signage and display systems, which significantly improve functionality, sales and profitability of our clients. BMF is the Home Improvement Industry's preferred supplier for custom fixtures and displays for manufacturers and distributors, and support big box retailers to execute successful resets.

- Location: Burlington, ON
- In Business Since: 2003
- Number of Employees: 35



HARDLINES & GENERAL MERCHANDISING



Our purpose is to drive innovations to support the brick-and-mortar retail industry (both retailers and manufacturers) to ensure it remains relevant and profitable in the face of online retail and the class of competitors it creates.

Everything we do drives uniqueness, sales and profitability for our clients.



### BRIAN GLEN

Director of North American Sales  
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E: bglen@bmfonline.com



### SARAH HOUNSLOW

VP, Sales and Marketing  
P: (905) 407-6030  
E: shounslow@bmfonline.com



[bmfonline.com](http://bmfonline.com)



# STABILA

**S**TABILA is a well-known, distinguished manufacturer of branded measuring tools of the highest quality. The product range comprises spirit levels, lasers, electronic measuring tools, folding rules and tape measures. More than 550 employees are committed to STABILA's success worldwide, including around 350 in Germany at the headquarters in Annweiler in the Palatinate. The STABILA brand can be found in over 80 countries and, in many of these, it is the market leader in important measuring technology sectors. We owe our worldwide success and the continuation of our sustainable growth trajectory to our innovative strength, our application-oriented product development in close cooperation with construction and trade professionals, our numerous patents, our modern production techniques and the constant development of our sales and marketing activities.



## LAR160G ROTARY LASER COMPLETE KIT

- Fully automatic, motor-driven rotation laser – self-leveling accuracy of 1/8 in @ 100 ft.
- STABILA GREENBEAM technology for improved visibility.
- Four laser functions for versatile use – horizontal, vertical, plumb, and square.
- IP 65 – dust and waterproof. Shock-absorbent casing provides protection against impacts.
- Easy to use via three control buttons – on/off, tilt mode, manual mode.
- Range up to 1800ft in diameter.
- 2-year Warranty. Service centre in Canada.



**MICHAEL OPENSHAW**

P: (778) 237-8053  
 E: michaelopenshaw@gmail.com  
[stabila.com](http://stabila.com)



**Show special to be announced - check app or reach out to your local rep for details.**



# IMPERIAL BLADES

## EVERY TOOL | EVERY USER | EVERY APPLICATION

**I**mperial Blades is dedicated in providing quality solutions for every oscillating multi-tool user. With tool fitment compatibility for every brand, our innovative blades power through the widest range of applications whether it's on the job site or at home.

As part of our continuous improvement mission, Imperial Blades' products are made from high-quality materials for professional grade performance and longevity. Look for our industry-leading, titanium-coated STORM range for increased longevity compared to our competitors and standard materials.

**Made in North America.**



Imperial Blades offers blades for 100% of the oscillating multi-tool market tool fitment compatibility. After the creation of the One Fit™ anchor in 2009, Imperial Blades expanded its product offering with the addition of Starlock™ (2017) and SuperCut™ (2011), making it the only true universal brand.

Our Storm Titanium range provides the longest life and best performance in oscillating multi-tool blades. Imperial Blades' Storm Titanium Series are Titanium Nitride (TiN) coated. Titanium Nitride coating repels heat, reduces friction and increases hardness for longer life and better performance.



**MIKE DE MINTER**

P: (608) 318-2941  
 E: michael.deminter@imperialblades.com  
[imperialblades.com](http://imperialblades.com)



**New Gen 4 Planograms: 50% off only for NEW customers. Inquire on pricing for existing customers. More details in app.**

# HEAVY EQUIPMENT & SAFETY TRAINING

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**WRLA**  
SHOWCASE  
with a  
TWIST



# CERVUS EQUIPMENT



**C**ervus Equipment is more than just an equipment dealer, we're a solution provider. With brands like Sell-ick, Doosan, Clark and JLG, we're backed by the best to meet all of your material handling needs. Whether it's parts and service, training or rentals, our team has the expertise and dedication to help you get the job done.

WRLA members receive up to 40% off the regular price on select safety training, including on-site and at any CERVUS Equipment training centre ([wrla.org/cervus](http://wrla.org/cervus)). Benefits of taking a CERVUS course:

- Reduce equipment, product and facility damages.
- Reduce worker's compensation claims and premiums.
- Increase productivity.
- Improve maintenance condition of equipment.
- Enhance employee morale and company safety culture.

Whether it's a forklift for the warehouse or on-site, you'll find reliable, versatile, and efficient materials handling equipment at all Cervus Equipment branches. Not only that; we offer a vast selection of premium quality, genuine Sellick, Doosan, JLG and Clark parts and accessories ready when and where you need them most.

As one of the leading materials handling equipment dealers in Western Canada, we have expert certified technicians to keep your equipment up and running at all times. We also offer equipment rentals, heavy equipment training and storage and racking solutions to meet your business needs.



## RORY PETERS

P: (306) 216-7446

E: [rpeters@cervusequipment.com](mailto:rpeters@cervusequipment.com)

[cervusequipment.com/forklifts](http://cervusequipment.com/forklifts)

## ARE YOU TAKING ADVANTAGE OF YOUR BENEFITS?

- Strong industry voice working together.
- Educational opportunities.
- Networking events.
- WRLA showcase – the largest of its kind in Canada.
- Discount on safety training courses.
- Discount on advertising opportunities to reach WRLA members.
- Discounts on insurance, travel, fuel, courier services, health services.
- And more.

REFER  
A MEMBER  
and get a  
\$50 gift card  
when they join!

For more information about your benefits visit [wrla.org](http://wrla.org) or contact:

Erin Lubinski  
Member Services & Solutions Manager  
[erinl@wrla.org](mailto:erinl@wrla.org) | 1-800-661-0253 ext. 0



# INSURANCE

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**WRLA**  
SHOWCASE  
with a  
TWIST



# INSURANCE PROGRAMMED INSURANCE BROKERS INC.

**P**rogrammed Insurance Brokers Inc. (PIB), is a multi-line insurance and financial services agency with 40 years experience, providing coverage to the retail hardware and building supply industry across Canada.

We are pleased to have been appointed as the Group Benefits provider to the Western Retail Lumber Association.

Offering a competitive benefits package can significantly improve your company's success in both attracting top talent and retaining your existing employees. We are confident that we can provide you with a customized Employee Benefits Plan that fits both your budget and the needs of your employees.

Whether you choose traditional or customized benefits, we have the ability to group multiple insurance providers, in many different ways to craft a plan that's unique to you.

Whether we are matching your current plan or designing a new one, WRLA members benefit from volume discounts.

## THE ADVANTAGE OF BUYING GROUP POWER

Your company can be part of this large association plan and pay lower premiums because of the collective volume of WRLA members, leveraging the groups size in exchange for discounts.

*In addition, we offer: Commercial Insurance, Group Home & Auto, Individual Life, Disability & Critical Illness, Wealth Management, Financial Planning and more.*

### Meet your representative

#### CRAIG DOUGHAN, CLU, CFP

Account Executive  
#130-110 Quarry Park Blvd. SE  
Calgary, Alberta  
T2C 3G3  
P: (403) 771-0429  
E: craig.doughan@pib.com



PROGRAMMED INSURANCE  
BROKERS INC.  
[www.pib.com](http://www.pib.com)



### Specifically for Members of WRLA

## EMPLOYEE HEALTH & DENTAL BENEFITS

### Custom Plan Designs, Competitively Priced

PIB provides expert advice by utilizing traditional insurance and self-insured products to craft a truly unique solution for you and your employees.

#### Life Insurance

Accidental Death & Dismemberment

Dependent Life

Short-term Disability

Long-term Disability

Prescription Drug Plans

Practitioner Coverage

#### Hospital Coverage

Vision Care

Travel insurance

Dental Care

Critical Illness

Medical Second Opinion

Employee Assistance Plans

Health Spending Accounts

## EXAMPLE OF SAVINGS FOR WRLA MEMBERS QUOTED TO DATE

9 employees = \$4,173/4 employees  
= \$1,053 in savings



## GROUP RETIREMENT PLANS

PIB offers retirement plans that maximize your tax benefits and help you attract, motivate and retain employees.

Group RRSPs

Registered Pension Plans

Deferred Profit Sharing Plans

Employee Savings Plans

Group TFSA Plans



# CHERRY INSURANCE LTD.

A full-service insurance brokerage providing an exclusive insurance program for WRLA Members. Our broad range of insurance products include:

- Commercial Property
- Commercial Auto
- Professional Liability
- Management Liability
- Commercial General Liability
- Business Interruption
- Cyber Breach
- Course of Construction
- Construction Bonds

### Program Includes:

- Exclusive Coverage Extensions at no extra cost
- Exclusive Rates and Membership Discounts
- Disappearing Deductibles for losses exceeding \$25,000
- Dedicated Claims Service & Support
- Comprehensive Liability to meet the needs of all business operations

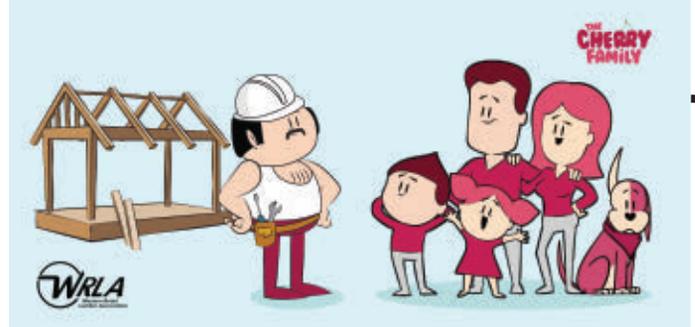


### ROB ROBINSON

P: 1-800-667-3919

E: rrobinson@cherryinsurance.net

[cherryinsurance.ca/wrla](http://cherryinsurance.ca/wrla)



INSURANCE

Over the last 75 years, Cherry insurance has become one of the largest and most reputable independent insurance brokerages in Saskatchewan. Our experienced staff provide a wide range of insurance products and solutions for a diverse portfolio of clients.

We are proud to be the broker for the WRLA Property & Liability Insurance program and are committed to providing exceptional service and one of the most stable, competitive and comprehensive programs in the industry.

Our program manager, Rob Robinson has been a trusted insurance advisor since 1998. His experience combined with a history in the lumber and building industry is key to understanding and meeting the insurance needs of his clients.



# FEDERATED INSURANCE

Federated Insurance is one of Canada's leading direct commercial insurers. Our industry experts are committed to understanding the risks and opportunities of your business. With a dedicated agent and risk management team on your side, you always get the right protection.

In 2020, we are celebrating our 100th anniversary and we are proud of our long history of marketing to Trade Associations.

### CUSTOMIZED INSURANCE SOLUTIONS

Because we understand the unique risks you face each and every day, we provide:

- Dedicated advisors to give you expert advice and support
- Customized insurance solutions tailored to your business
- Expanded coverage options including cyber risk
- Flexible payment and deductible options
- Complimentary loss prevention programs to help protect you and your business
- Superior claims handling to get your company back up and running as quickly as possible



### REZA KAMRANI

P: (778) 995-8504

E: reza.kamrani@federated.ca

[federated.ca](http://federated.ca)

# WE ARE THE VOICE OF THE INDUSTRY.

WRLA actively supports the lumber and building materials industry by advocating to the provincial and federal governments, and the general public for the interests and needs of member businesses.



**TOGETHER,  
WE HAVE  
A STRONG  
VOICE.  
WE WILL  
BE HEARD.**

Learn more about our advocacy efforts:  
[wrla.org/advocacy](http://wrla.org/advocacy)

Or contact Liz Kovach, WRLA president  
at 204-953-1691 or [lkovach@wrla.org](mailto:lkovach@wrla.org).



# LANDSCAPING & CONCRETE

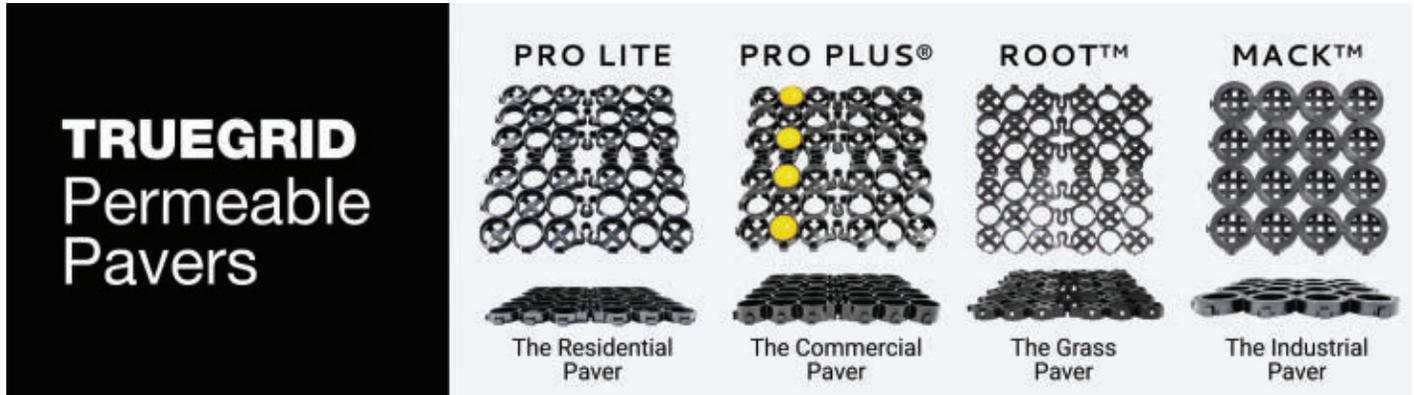
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**WRLA**  
SHOWCASE  
with a  
TWIST

# FOX BLOCKS & TRUEGRID BY AIRLITE PLASTICS CO.

**A**irlite Plastics Co. was founded in 1946, and today, it is still a family-owned business. Airlite produces plastic containers and insulated packaging products for a variety of industries, so we share knowledge of plastics innovation throughout the company. Airlite Plastics won the Edgerton Award for quality. Airlite produces

plastic containers and insulated packaging products for the food, medical, pharmaceutical, animal health, agricultural, mail order and sporting goods markets, as well as ICFs and permeable pavers for the construction industry.



The TRUEGRID® paving system is a 100% permeable paving alternative to concrete and asphalt that offers land and construction cost savings. Eliminate or greatly reduce detention and retention ponds and utilize more of your land for revenue.

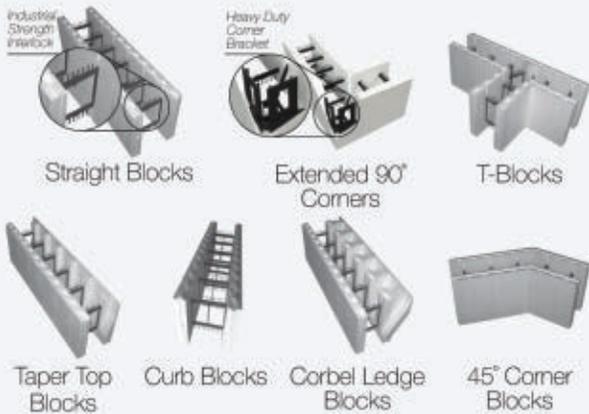
TRUEGRID is a useful solution for stormwater management and meeting impervious cover codes. HS20 rated for heavy loads and traffic including trucks and RV's, TRUEGRID is fast and easy to install. Drive on the surface and store stormwater below in the subbase. Maintenance-free, 40-year+ life. Aesthetically pleasing and strong enough to support heavy loads and traffic, TRUEGRID works in all soils and climates. Millions of square feet of TRUEGRID pavers have been installed across the USA. Commercial and industrial parking lots that are ADA accessible, fire lanes, access roads and numerous self-storage, RV and boat storage sites, gravel and grass driveways, shed bases, extra parking, paths and trails, dog runs, stables and paddocks, pool skirts and patios.

Save land, time and money with the TRUEGRID permeable paving system.



# FOX BLOCKS Insulated Concrete Forms

## PRODUCTS



## ACCESSORIES



In 2006, after 20 years of producing all brands of ICFs, Airlite Plastics Co. introduced the Fox Blocks ICF brand as the latest generation of insulated concrete forms available from the manufacturer to the market. By being a top-notch plastics company, Airlite delivers one of the highest ratios of recycled plastics weight to foam content in the industry - all at a competitive cost.

Since we make both the EPS foam and the plastic ties for our Insulated Concrete Forms, Fox Blocks quality control, efficiency and sustainability is an industry standard.

As one of the industry leading ICF manufacturers in North America, the Sustainable Building Products division of Airlite has manufactured millions of square feet of Fox Blocks ICF wall surface for the construction industry. Fox Blocks ICFs provide an energy efficient, resilient and durable building envelope.

With manufacturing facilities throughout North America, Fox Blocks is able to provide direct access to products that are in stock and ready to ship.

### CANADA

Montréal, QC • Starbuck, MB • Cap Pele, NB • Bruce, AB, and 14 Manufacturing Locations throughout the U.S.



**Check out our show special in-app for more information!**



**RON FUNK**

P: (604) 309-8511  
E: ron@foxblocks.com

*Ron Funk heads up business development for Fox Blocks in Canada. In his role as Business Development Advisor, he works with homeowners, builders, dealers and other industry professionals providing education and guidance to them on their ICF projects. Ron has been directly involved in the commercial and residential building industry for over 20 years throughout Canada. Ron has worked tirelessly to educate consumers on the benefits of building with ICF. His endless energy and impassioned leadership have contributed to the ongoing successful completion of numerous Fox Blocks projects in every province.*



**TRISTON ZACHARY**

P: (402) 408-2029  
E: tzachary@airliteplastics.com

*Triston Zachary is one of the newest members of Airlite Plastics Co.'s Sustainable Building Products Division. While new to building materials industry, Triston brings great creative insight and numerous transferable skills into his role as Inside Sales Specialist with his primary focus being the TRUEGRID Pavers product line. Triston's territory includes Eastern U.S. and Canada.*



**GLEN KLASSEN**

P: (204) 890-3576  
E: glen@foxblocks.com

*Glen Klassen is the Manager of Technical Services for Fox Blocks in North America. He has over 30 years of experience in the concrete industry. Glen's background includes Red Seal Journeyman Carpenter and co-creator and trainer of ICF installation course for over 25 years.*



foxblocks.com

# BARKMAN CONCRETE LTD.

Since 1948, Barkman Concrete Ltd. has manufactured concrete products for residential and commercial applications. Our product line includes a wide selection of pavers, slabs, retaining walls, landscape kits, site furnishings and other landscape accessories. We also specialize in trenching, agriculture and specialty products that cater to the needs of our different customers.

Barkman products are designed with easy installation and durability in mind. Our wide selection of precast concrete products is available in a range of colours and styles, ensuring that whatever look you want to achieve, you will find it in a Barkman product. In applications where visual aesthetics are paramount, our products are the ideal choice.

From our humble beginnings to our pursuit of excellence in customer service, we aim to deliver high-quality products, continuing to uphold the values we were founded upon while being proud to be a Canadian and a family-owned company. We've upgraded our manufacturing capabilities with our state-of-the-art facility in Steinbach, Manitoba, which is among the most advanced precast concrete plants



in North America. With our new manufacturing facility being built in Merritt, BC, we are investing in our company's future. These expansions represent our commitment to creating time-tested and visually stunning concrete. But we know that it's not just concrete. It's the spaces we live in. It's our home where we relax, entertain and create memories. It's also our urban spaces where commerce and industries thrive. In all these spaces, we write our story, by helping create concrete solutions for you.



*Any questions? Just ask Tim Fast, our Director of Sales at Barkman. He is responsible for managing and overseeing all sales functions across the company. Feel free to contact him and virtually shake his hand.*



**TIM FAST**  
 P: 1-800-461-2278  
 E: [tfast@barkmanconcrete.com](mailto:tfast@barkmanconcrete.com)  
[barkmanconcrete.com](http://barkmanconcrete.com)

Barkman's newest paver for 2021, Fjord, has a beautiful, understated slate finish. Its subtle colour grains and texture result in a paver that is both modern and natural. Fjord pavers are designed for walkways and patios, promising to leave a lasting impression in any space. Fjord is available in three sizes and two colours – Glacier, which has light grey and dark grey blends and Bedrock, a colour that has dark greys and charcoal blends.



# EXPOCRETE, AN OLDCASTLE COMPANY

**E**xpocrete has earned an unmatched industry reputation for exceptional paving stones, retaining walls and backyard living elements. Our Belgard Hardscapes are manufactured by the principals of uncompromising quality, integrity, innovation and value.

Bringing your vision to reality is what we do, and best of all, we're proudly Canadian and in 2021 we're enjoying our 42nd year of business.

Get a sneak peek at what is popular in various markets around western Canada and visit our booth on the WRLA App to take advantage of our excellent deals.



*Jim Dejewski has been an Expocrete Key Account Manager in Southern Alberta since 2011. Committed to providing aesthetically pleasing, industry leading quality concrete products, Dejewski's primary goal is to deliver innovative, sustainable hardscape solutions to our customers.*



**JIM DEJEWSKI**  
P: (403) 973-5295  
E: jim.dejewski@oldcastle.com  
**expocrete.com**



LANDSCAPING & CONCRETE

Natural beauty in every step! Bonneville Plank™ offers an authentic woodgrain profile in multiple profiles and in two classic colour choices, suitable for multiple design applications. Its size also makes it ideal for professionals or DIY enthusiasts.



Offering enticing show specials on featured products including our ZenWall that infuses linear dimension through simplicity and clean design. For slabs, we offer Belgravia Smooth Slab in both 300x600 and 600x600, and our new Bonneville Plank™. We'll also be including our renowned Planter Block, a DIY favourite. The attractive garden block can be stacked and secured with 2x6 inch boards to create fabulous backyard features that are attractive and functional. Lastly our innovative panelized stone siding solution, Beonstone featuring the refined appearance of stone with simple, efficient installation and the protection of an exclusive integrated drainage system.

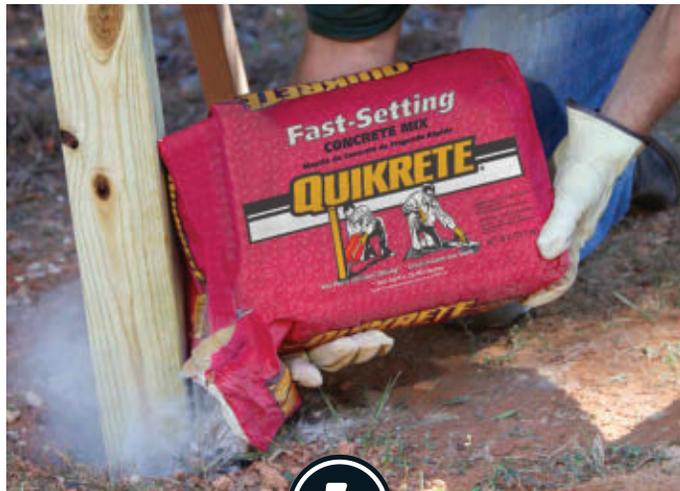


# TARGET PRODUCTS

**T**ARGET PRODUCTS / QUIKRETE CANADA are suppliers of cement, concrete and sand products to the building material industry supplied through lumberyard and home center distribution from our plants in British Columbia, Alberta, Manitoba, Ontario and Quebec.

QUIKRETE® Technical centers across Canada also ensure that professionals and consumers alike are provided with the most innovative and highest quality products available on the market.

For more information on QUIKRETE® visit [www.target-products.com](http://www.target-products.com), [www.quikrete.com](http://www.quikrete.com), Facebook, Instagram, Twitter, YouTube, and Pinterest.



*Sets posts without mixing*

**10% OFF**

**CONTACT YOUR AREA SALES REPRESENTATIVE FOR DETAILS!**



### ReCap™ Concrete Resurfacer

A blend of portland cement, sand, polymer modifiers and other additives. Designed for making thin repairs to sound concrete in need of surface renewal. Can be squeegee, trowel or brush applied.

### FastSet™ All-Crete™

A fast-setting non-shrink structural grout for concrete construction and repair. For concrete repairs from 1/4" to 24". Sets 30 minutes. Sets up to 8,000 PSI (55.1 MPa) after 28 days.

### Polymeric Jointing Sand

Designed for filling joints between pavers, brick, block and natural stone. Applied dry, once placed and dampened, hardens to lock pavers and stone in place providing a durable traffic resistant joint.



**MARA MARSDEN**  
BRITISH COLUMBIA  
E: [mmarsden@quikrete.ca](mailto:mmarsden@quikrete.ca)



**BRENT FOSTER**  
ALBERTA  
E: [bfoster@quikrete.ca](mailto:bfoster@quikrete.ca)



**MIKE COGHILL**  
MANITOBA/SASKATCHEWAN  
E: [mcoghill@quikrete.ca](mailto:mcoghill@quikrete.ca)



**TARGET PRODUCTS LTD.**  
Abbotsford: (604) 856-7976  
Calgary: (403) 279-8189  
Winnipeg: (204) 654-8320  
[targetproducts.com](http://targetproducts.com)

# SIKA

**S**ika Canada is an industry leader in the development and production of systems and products for the building materials industry in Canada since 1957. At Sika we anticipate and meet both present and future challenges by providing reliable, innovative, sustainable and long-lasting bonding & sealing, waterproofing, and concrete repair & protection solutions to our customers.

Sika complements its well proven and highly regarded products with unmatched technical support and customer service. Our dedicated teams provide Dealers and their staff with informed expert knowledgeable

assistance. We can help with designing a comprehensive product offering to suit your local needs, and to provide product knowledge training for store staff.

Sustainability is a key component of the company's innovation, at Sika we are committed to reducing resource consumption both within the company as well as for our partners who trust in our products. Trust is the foundation of our success and is a part of everything we do, our name is our seal of quality which our employees, customers and all stakeholders can rely on – Building Trust every day.



Our Sika Boom® low pressure expansion polyurethane foams are formulated specially for Canadian climate use in a wide range of applications. They're long-lasting, airtight, weather-resistant, and won't bow door and window frames while enhancing energy efficiency.

- Sika Boom® AS: Soft & flexible, straw applied (application between -12°C and 30°C).
- Sika Boom® AS PRO: Professional and precise application using our Sika Boom® PRO Dispenser.
- Sika Boom® Arctic: Extreme cold weather conditions (application between -25°C and 30°C).
- Sika Boom®-130 3XL: Triple expansion for large gap filling application. NEW!
- Sika Boom®-130 FB: Fire-resistant foam featuring a fire resistance up to 235 minutes. NEW!

**Bobby Cliffe has more than 25 years of sales and marketing experience in the Building Materials industry developing new territories, and helping customers grow their businesses. Based in Calgary, he services Northern & Western Canada in our Distribution/Residential Construction Division.**



**BOBBY CLIFFE**  
 Technical Sales Representative  
 P: (403) 999-2228  
 E: [cliffe.bobby@ca.sika.com](mailto:cliffe.bobby@ca.sika.com)  
[sika.ca](http://sika.ca)



- All WRLA 2021 Purchase Orders receive between 5% and 30% Discount.
- New Sika PRO-Select Dealer Assortments qualify for additional discounts.
- Sika Boom Foam – up to 30% off.
- Sika Deck Fix & Sika Post Fix – up to 20% off.
- Sika Concrete Repair, Bonding & Sealing, and Floor Levelling – up to 10% off.
- Booking and Multiple PO & Ship Date options available.



# ACCUPIPE

**A**ccuPipe is a southern Manitoba-based corrugated pipe manufacturer. We are 100% Canadian owned and operated. Being locally owned means our solutions are quick and tailored to your needs.

We produce and supply quality water management products for construction and agriculture. From concept to manufacturing, when it comes to water management, we know what we're doing.



## PIPE SPECIFICATIONS

- Pipe is lightweight and easy to maneuver, making installations fast and efficient
- Meets or exceeds ASTM F667 requirements
- HDPE material resists erosion, material degradation, rusting, and corrosion
- Available in perforated (reg. perforated and narrow slot) and non-perforated
- Fabric options available for perforated pipe include geotextile and knitted fabric
- Available in rolls (ft): 100, 250, 3550



Narrow Slot



Perforated



Geotextile



Knitted Fabric



**GARNET PETERS**

P: (204) 325-0559

E: pipe@accupipemfg.ca

[accupipemfg.ca](http://accupipemfg.ca)



4" x 3" COMBO TEE



90° ELBOW TEE



WYE



STEP DOWN REDUCER



REDUCING TEE

# “Build Up”

Our Shop Local Campaign

# Campaign

- Share WRLA's Support Local posts. **Follow us on social media @wrlainc.**
- Add your company's logo to the campaign and run ads, post on social media and promote in store. **(Email [marketing@wrla.org](mailto:marketing@wrla.org) to request access to the materials.)**



Do your part to help build up our industry and local communities.



# LIGHTING, ELECTRICAL & PLUMBING

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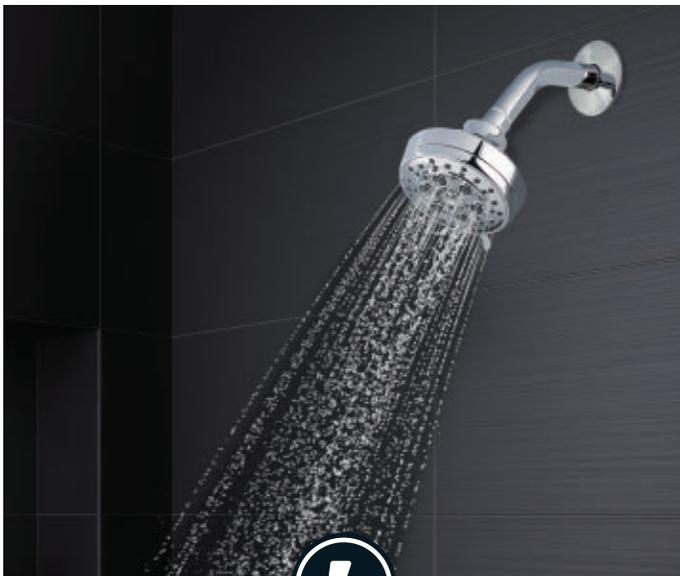
**WRLA**  
SHOWCASE  
with a  
TWIST

# PFISTER

At Pfister, we've been making plumbing fixtures for over 100 years, so we know a few things about how to get water right where you want it. We were the first to market a lot of innovations that are standard today.

But the whole regular people thing is the true key to our success. Because faucets are a part of our real, everyday lives, just like they're part of yours.

We know what you want out of a faucet because we know what we want out of a faucet. And because we're faucet people, we know how to make that happen—beautifully, reliably, and affordably.



Pfister's beautiful array of showerheads and hand held showers are designed to deliver a luxurious showering experience.

## CHOOSE FROM ONE OF PFISTER'S SHOWERING TECHNOLOGIES

Pfister's HydroDrench technology provides focused coverage with invigorating force to provide you with the ultimate shower experience.

Restore technology feature innovative nozzles that focus like a camera or flashlight beam. This allows unlimited spray configurations with a simple turn of the spray face. Seamlessly switch from a concentrated narrow spray to a wide spray

ThermoForce is a specially engineered system of four spray nozzles that provide 320% more coverage\* for a satisfying drenching effect.



## MIRI PULL DOWN KITCHEN FAUCET

Miri's captivating, faceted body-to-handle transition creates a subtle, timeless elegance. Touting a tall arcing spout and a high positioned handle, Miri is the showpiece for any contemporary kitchen. Featuring Spot Defense Stainless Steel Finish, Solotilt one handed soap dispenser and TopPfit Technology. TopPfit technology allows you to easily install your kitchen faucet from above the sink in minutes! Simply twist the TopPfit tool to raise the below-sink swivel bracket for a quick and secure fit. Less hassle, less anger, no yoga poses.



## PENN BATH COLLECTION

Balancing strong lines with soft curvatures, the Penn collection exudes soft modern design. The sleek, flat sides are accompanied by the subtle curves to create a look of modern elegance. The slim-profile handle and spout makes this collection a great fit for bathrooms large and small.

Available in multiple finishes: Polished Chrome, Spot Defense Brushed Nickel and Matte Black.



### PFISTER

P: 1-800-732-8238

E: Customer\_Service\_Canada@spectrumhhi.com

<https://ca.pfisterfaucets.com/>



# SMOOTH ARC MFG

Smooth Arc is an innovative manufacturing company providing clients with a 2" residential floor drain and a 4" commercial floor drain for any size of project. Our drains all have a slope built into them so they always drain to the sump box. We stock all common sizes of floor drains so they are ready to ship when you need them. We also manufacture highly efficient insulated door sills that come in varying widths and depths to fit your buildings need. The door sills are easy to install and level with the pipes and set screws that come with it. Clients that purchase these door sills will save on heating costs and reduce maintenance on their overdoor doors. It is Smooth Arc's commitment to build quality products that provide our customers with the best experience at an affordable cost. We want to build lasting relationships with you our customers.



We manufacture floor drain with mild steel that is run through a few cleaning processes and then hot dipped in galvanizing zinc to create a durable long lasting finish. Our door sills are either galvanized mild steel or stainless steel. Our goal is to provide you with an exceptional customer service that will make you want to come back.



**LINLEY DOERKSEN**  
P: (204) 208-0356  
E: [linley@smootharcmfg.com](mailto:linley@smootharcmfg.com)  
[smootharcmfg.com](http://smootharcmfg.com)



*We are offering a promo on Smooth Arc floor drains - 12% off dealer cost if ordered in January or February 2021.*



## SPREAD THE GOOD WORD

### KNOW A DEALER WHO IS NOT YET A WRLA MEMBER?

Refer them and when they join the WRLA, you will receive a \$50 Visa gift card.

(You can share it or not... we won't tell!)



**For more details on the membership referral program, contact:**

Erin Lubinski  
Member Services & Solutions Manager  
[erinl@wrla.org](mailto:erinl@wrla.org) | 1-800-661-0253 ext. 0

# WAIT!

## Don't Miss the Rest of the Show!

The show book is just one part of  
WRLA's Showcase with a Twist!



Download the  
**WRLA 2021 APP**  
to take part in the  
other half of the show  
and boost your  
show experience.



All WRLA retail members and participating exhibitors have been emailed a link and passcode to download the app. (The app can be downloaded to your mobile phone via Google Play or Apple Store or download the desktop app to your computer.)

### MISSED THE EMAIL?

Email [wrla@wrla.org](mailto:wrla@wrla.org) for the exclusive link and passcode



# LUMBER (EWP, COMPOSITE & DECKING)

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**WRLA**  
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TWIST



# ALL-FAB BUILDING COMPONENTS LP

All-Fab is motivated to help our customers succeed by offering great building solutions and striving for excellence in customer service.

The All-Fab Group of Companies is a growing network of eight professional design and manufacturing centres located in Winnipeg and Brandon, MB, Regina and Saskatoon, SK, Edmonton, AB, Cobble Hill and Creston, BC, and Winsted and Howard Lake, Minnesota. All-Fab has more than 550 staff and a fleet of over 125 vehicles committed to the delivery of quality building materials to customers throughout Western Canada, the upper Midwest and Pacific regions of the United States. We provide structural component solutions for your building project. All-Fab employees have established a reputation for consistently putting customers' needs first. We honour our commitments and take pride in our accomplishments, working in stride with our customers.

**We demonstrate our commitment to customer service by providing our customers with:**

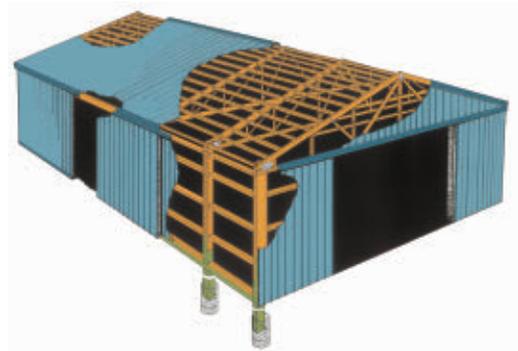
- Technical expertise and creativity
- Innovation and productivity
- Accuracy and precision
- Effective communication
- Quality and safety

**Our portfolio of structural building solutions consists of:**

- Engineered Roof Trusses
- Engineered Floor Systems (I-joist and Wood Webs)
- Prefabricated Wall Systems
- Engineered Beams
- Laminated Posts
- Stairs
- Garage and Shed Packages



# POSTS



## ALL-FAB POSTS

Our manufactured laminated posts are superior, cost-effective structural components.

### Advantages of All-Fab Posts:

- Glued and mechanically fastened for strength with #2 and better SPF lumber.
- Built up posts are lighter and allow for longer lengths than solid sawn lumber.
- Lamination allows for a straighter post, less prone to twisting, improving cost and saving time on site.
- Treated bottom section with PWF lumber allows for 6' and 8' burials for below grade stability.
- Construction with either 3 or 4 ply, select 2x6 or 2x8 lumber in custom lengths.

**Our posts and your building will stand the test of time.**



## HOW CAN WE HELP?

*Get in touch with a sales representative in your area.*



ALBERTA



SASKATCHEWAN



MANITOBA

(780) 962-4484

(306) 667-5590

1-800-665-0335



[all-fab.com](http://all-fab.com)

## REGAL IDEAS

**A** Innovation runs deep at Regal Ideas. Over 30 years ago, the company opened its doors with one product line, Regal Aluminum Railing. Today, Regal Railing is the largest selling brand of Aluminum railing in North America. With a wide range of innovative products designed to make life easier for homeowners and contractors alike, Regal Ideas is an industry leader on both sides of the border and across the globe.

Regal Ideas spends a considerable amount of time researching and evolving its product mix adding LED-lit railing systems, frameless glass systems and Aluminum

stair stringers, just to name a few, to its portfolio of innovative building materials.

Regal Ideas is not just building materials! Regal Ideas is also the inventor and manufacturer of the most innovative and comprehensive line of engineered climbing products – Telesteps ([telestepsladders.com](http://telestepsladders.com)). The Telesteps brand provides a full range of automatic telescopic ladders for use around the home as well as professional grade equipment for trades and commercial use.

**For product information visit [www.regalideas.com](http://www.regalideas.com)**

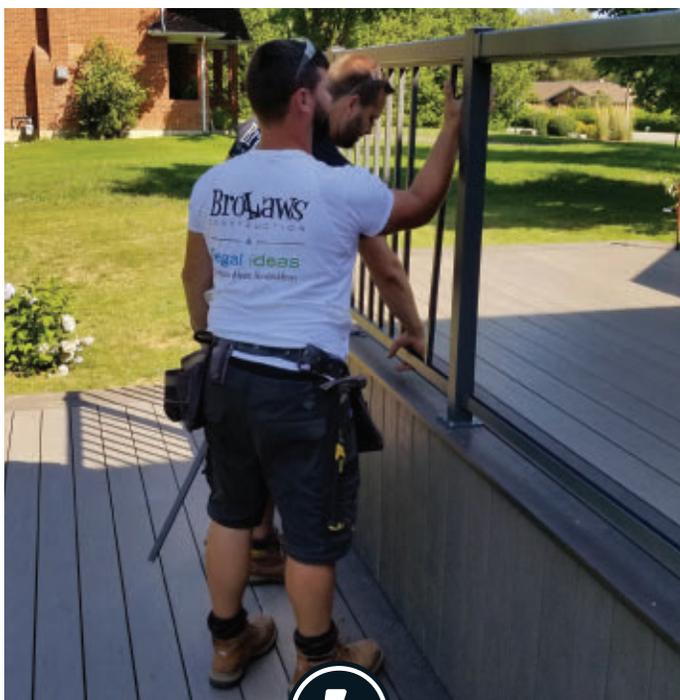


### NOTHING BETWEEN YOU AND THE VIEW!

The ultimate in outdoor living luxury, Crystal Rail provides customers with a completely unobstructed, clear view of their landscape. The industry's only frameless system features 10mm tempered glass panels that are free of iron, producing a crystal-clear view so pure, that you hardly notice any railing at all. The system also includes LED lighting in the mounting brackets, which will light up your area with a stunning perimeter glow, turning a deck and patio to a live piece of art.

The award-winning Crystal Rail system has become a massive trend and a favourite of legendary deck builder, Dr. Decks. "My customers LOVE the Crystal Rail. It's a higher end product but the results are stunning and rewarding. And for me as a contractor, so simple to install...it's also helped me differentiate my decking business!"

- Stunning clarity of Regal Ideas' White NO IRON tempered glass panels provides stunning views
- Glass mounting brackets include pre-installed LEDs that display an eloquent ray of light
- Winner of the prestigious International Builders' Show Product of the Year Award and 12 time Nadra Deck Competition winner



## DeckStars

Be a part of the fastest growing network of professional deck builders and retailers in North America.

DeckStars award-winning training and turn-key install program will grow your market share and drive business to your location. The DeckStars program has three specialized courses specifically designed for contractors, dealers, and distributors. DeckStars is about growing both the retailer and the contractor's business while providing a service for customers. It's not just about installing... it's about customer service, branding, and growing your business.

### BENEFITS TO A RETAILER:

- In-person training sessions
- Installation webinars with replay functionality
- In-store product knowledge sessions
- Planning and quoting training
- Be the first to learn about new products
- Direct connection with you local DeckStars
- Gain new customers
- Grow market share

Regal ideas continues to innovate and inspire homeowners and contractors. Their focus on quality, service and ease of installation is what makes them the #1 railing system around the globe! Regal ideas patented locking picket system allows for quick and easy installation, while their durable powder coat finish allows less maintaining and more enjoyment of the outdoors.

Fall in love with the outdoors all over again by creating that perfect outdoor living sanctuary and make your deck come alive with Regal ideas LED lighting system.

Residential, commercial and multi-family, one system for all your railing needs!



### NEW FOR 2021

#### Regal ideas Accent/Stair Lights

Perfect for illuminating steps, pathways or used as accent lighting around your deck and outdoor space. These energy efficient lights will add a feeling of comfort and style to your outdoor space. The lights are designed to integrate with both Regal ideas LED and Crystal Rail power systems.

Lights are available in 3 colour outputs: White, Gold and Blue.

**Order yours today and be in-stock for the season!**

#### ERNIE COUILLARD

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# Regal ideas



## WEYERHAEUSER

**W**eyerhaeuser knows building. We provide premier products and the innovative solutions you need to build better homes. Our customers rely on us for our building expertise, trusting in our integrity and building experience. From start to finish, we can help you learn, solve problems, and improve your team's performance and profitability. At WRLA, you'll have a chance to talk to our building experts about new and existing products. We are committed to growing your business.

### ENGINEERED WOOD PRODUCTS

Backed by the industry's most experienced territory managers, engineering support, training, and software, Trus Joist® Engineered Wood Products provide you with complete integrated structural frame solutions for residential and light commercial applications. Trus Joist building experts comprise the largest and most respected team in the industry and will help you solve problems quickly. Start building your business today with Trus Joist.

### FLOORS & ROOFS

Start with the best framing components in the industry: Trus Joist® TJI® joists; TimberStrand® LSL rim board; and TimberStrand® LSL, Microllam® LVL, and Parallam® PSL headers and beams. Pull them all together with our Weyerhaeuser Edge Gold™ floor panels with our self-gapping, easy-fit tongue and groove edge and durable Weyerhaeuser roof sheathing.

### WALLS

Use TimberStrand® LSL studs for tall walls, kitchens or bathrooms, and use our solid-sawn lumber everywhere else. TimberStrand LSL Sill Plate will ensure your framing has the support it needs. Cut installation time by using TimberStrand LSL headers and Weyerhaeuser OSB 9' x 4' wall sheathing panels. Our 9' x 4' wall sheathing panels are engineered specifically to provide you with even faster installation and better product performance.

## WEYERHAEUSER EDGE GOLD™ PANELS

Weyerhaeuser Edge Gold enhanced floor panels install flat, stay flat and look great for customer walkthroughs. The face of every panel is stamped with a fastening template and each bundle ships face-up, ready for easy and accurate installation right off the truck. Our panels withstand the elements so well that they allow some framers to extend their building season. Plus, Weyerhaeuser Edge Gold panels come with a 50-year limited warranty and a 200-day no-sand guarantee when used as directed.

## PARALLAM® PSL

The superior strength of Parallam PSL makes longer spans possible, giving you more design options with open, spacious floor plans or combine their great load capacity with the strength of Parallam PSL beams for additional possibilities.

## TIMBERSTRAND® LSL

TimberStrand LSL is straight, free of knots, and resistant to twisting, shrinking and bowing after installation. TimberStrand LSL is available in framing lumber, sill plate, framing for tall walls, headers and floor joists.

## TJ® INSULATED RIM BOARD

The TJ Insulated Rim Board assembly takes the worry and extra work out of insulating the floor perimeter by providing a simple, one-piece solution. The full-depth insulation provides a more consistent R-value, and when installed properly, meets current Part 9 code requirements for exterior wall insulation. The one-piece assembly reduces installation time, which provides labour and material savings.



## WEYERHAEUSER EDGE GOLD™

First-Time Customer Rebates  
 \$3.00\* back per sheet of 7/8" & 1 1/8" Edge Gold flooring, for the first 100 sheets  
 \*\$1.50 for 23/32" Edge Gold flooring, first 100 sheet  
<https://wy.com/rebate>

## PARALLAM® PSL

Please refer to the app or sales representative for details on the show special.



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**Territory Manager - Southern Alberta and Saskatchewan**



## WEYERHAEUSER

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 E: osb@wy.com

<http://wy.com/woodproducts>





# FIBERON

## HELPFUL, CREDIBLE EXPERTS

**F**or nearly two decades, Fiberon has been working with families like yours to create beautiful, easy-to-own outdoor spaces. Whether it is understanding the value of composites versus wood, or providing a step-by-step guide to selecting the right contractor, you can count on Fiberon for helpful, credible advice.

## THE BRAND CONTRACTORS TRUST

Bulletproof, easy to install, and virtually no product warranty calls – these are just a few of the reasons why the pros prefer Fiberon. But don't take our word for it.

## BORN AND BUILT IN THE USA

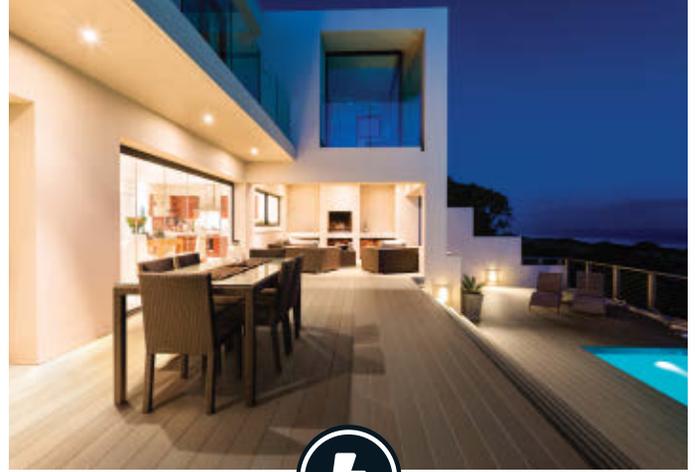
Since 1997, Fiberon has been manufacturing and selling high-quality composite decking and railing products designed to make outdoor living easy. Everything is made in the United States, either in our home state of North Carolina or in our Idaho facility. Today, Fiberon products are sold throughout North America, and to more than 30 countries in Europe, Asia, Australia, and Central and South America.

## WE STAND BEHIND WHAT WE SELL

Fiberon introduced the industry's first 25-year stain and fade warranty. We continue to offer industry-leading warranties, so you can buy with confidence. You can build with confidence as well, because decks installed by recognized Fiberon Partner Premier or Select contractors are also backed by a labor warranty. And if you ever need help, you can reach our friendly Technical Support team.

## PROTECTING THE ENVIRONMENT & YOUR FAMILY

Fiberon products are made from recycled materials. That means we divert more than 70,000 tons of wood and plastics from landfills and incinerators each year. For more information about our recycling process, contact [recycling@fiberondecking.com](mailto:recycling@fiberondecking.com). Our products are free of harmful chemicals, produced using sustainable processes, and contribute toward points in LEED and other green building rating systems. Plus, we use a closed-loop water cooling system for zero water discharge and we recover 98.5% of the waste materials we generate. We transport U.S. goods via rail cars from two manufacturing plants: one on the east coast; the other, on the west. This practice enhances efficiency while reducing our greenhouse gas emissions.



## FIBERON PRODUCTS & SERVICES

**DECKING:** High-performing wood alternative decking for easy, care free living!

- Promenade** - The art of outdoor living for PVC Decking offered in 6 Multi Chromatic Colours
- Paramount** - High Performance, low maintenance PVC Decking offered in 3 Multi Chromatic & 1 Solid Colours
- Concordia** - Beautifully Balanced PE Decking offered in 8 Multi Chromatic Colours
- Sanctuary** - Rustic Refined PE Decking offered in 5 Multi Chromatic Blending Colours
- Goodlife** - Entry Level PE Decking at High Level aesthetics offered in 4 Multi Chromatic & 2 Solid Colours

**RAILING:** Take your outdoor space from okay to Outstanding!

- HavenView-Country Side** - Strong and Stylish Composite Railing System
- HavenView-CitySide** - Maximize your view with our Aluminum Offering
- Brio Rhythm Railing** - Quick and Easy Composite Railing Installation system with a Drink Friendly Flat Top Rail Profile

**CLADDING:** Rich, nature inspired embossing in multi chromatic for superior wood emulation! Offered in 8 colours.

**DECK FASTENERS:** The right fasteners for the right job, available in Hidden and Face Screwing applications.



### MIKE FORFYLOW

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[fiberondecking.com](http://fiberondecking.com)



# FULL CIRCLE PLASTICS LTD.

Full Circle Plastics is a Made in Canada alternative to traditional wood lumber. Our 100% recycled plastic lumber lets you help your customers save time by providing them with fenceposts for the harshest conditions, or low-maintenance lumber that won't rot.

We have a large variety of lumber sizes and other products such as parking curbs and park benches available often in stock or with low turn-around times. Unsure of what to suggest to build? Examples of projects are decks, windwalls, patio furniture, garden boxes, docks etc. Visit our website for other suggestions and photos.

With the ability to use your current tools and impressive fastener holding ability, it can make switching to plastic lumber for your non-structural applications an easy choice.



**JONATHAN BEEKMAN**

P: (403) 380-4424

E: [info@fullcircleplastics.com](mailto:info@fullcircleplastics.com)

[fullcircleplastics.com](http://fullcircleplastics.com)



Our newest product is a 2x4 garden box which provides a sustainable growing option where a traditional garden may not work. With bottom drainage and lumber that won't rot, this garden box can easily help your customers grow their own food. When paired with drip or sprinkler irrigation, they are an easy maintenance free garden your customers can enjoy for years to come.

Help your customers complete their outdoor garden and landscaping projects this summer.

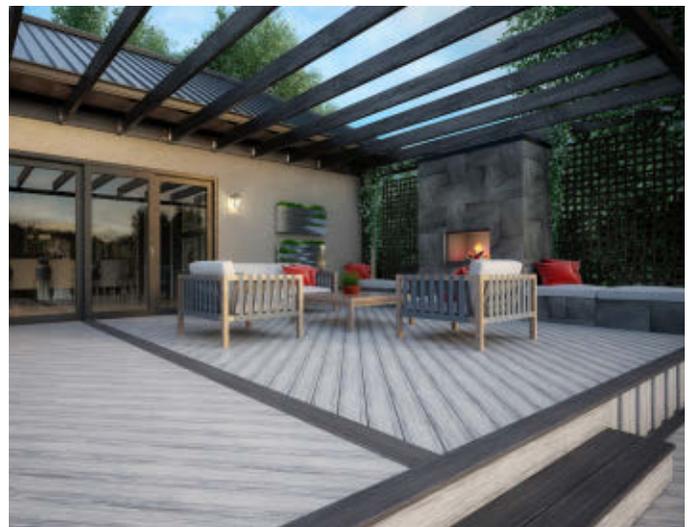
LUMBER (EWP, COMPOSITE & DECKING)



# MCLEAN LUMBER

**MCLEAN LUMBER IS A PROUD DISTRIBUTOR OF THE FOLLOWING PRODUCTS:**

Selkirk Cedar, Clubhouse Decking, Tru North Decking, Deckorators Decking, Oasis Privacy Screens, OZCO, Fastenmaster, U2 Fasteners, Ready Pine, Gorman pine products, Camo fasteners, Fortress Railing, Invisirail, G-tape & Versatex.



McLean Lumber distributes building products throughout Western Canada, with distribution centers located in Calgary, Edmonton and the Vancouver region. Established in 1990, Mclean Lumber specializes in high quality Cedar products, composite decking, fasteners & exterior accessories. **Mclean Lumber is the exclusive distributor for a number of high-quality products. Join our Western Canadian dealer network today.**



*Contact us for stocking dealer pricing and merchandising options.*



**CURTIS BUTALA**

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[mcleanlumber.com](http://mcleanlumber.com)



# NATIONAL FOREST PRODUCTS LTD.

National Forest Products Ltd., is proud to be a supporting partner with the WRLA for over 28 years. We thank the members for your loyal following in supporting our flagship Pinnacle™ Western Red Cedar product line that represents the highest standard of quality and consistency in the industry. Representing only established and highly respected producers, we salute the hard work they endure to continue to make great products and supply us during Covid-19.

**Other items we offer:**

- Engineered Shingle Panels
- Engineered T&G Veneer Clear VG Paneling
- Engineered Absolute Posts
- 100% PVC Edeck Decking



### ITEMS WE OFFER

- Pinnacle™ WRC Dimensional Posts & Decking
- Pinnacle™ WRC Siding & Paneling
- Douglas Fir Timbers
- Western Red Cedar Timbers
- Quality high-grade softwood lumber for truss plants & appearance grade applications

Please feel free to contact us anytime. We look forward to hearing about your business and talking about how we can help you grow it!



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**LARRY PARKER**

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[nationalforestproducts.com](http://nationalforestproducts.com)



# CANADIAN FOREST PRODUCTS LTD. (CANFOR)

Canfor is a global leader in the manufacturing of sustainable forest products and our home base is in Western Canada. We've built our reputation on the quality of our products, the reliability of our service, our dedicated employees, our embrace of innovative environmental practices, and our commitment to the communities where we operate. We turn the fiber that enters our mills into lumber, pulp and green energy. Our lumber and pulp products are used every day around the world in surprising ways, and we continue to look for new opportunities to be a leader in the supply of environmentally friendly solutions.



Our high quality kiln-dried Western SPF and Douglas fir and Larch lumber is ideal for residential and commercial construction as well as for repair and remodel projects. We produce close to three billion board feet of dimension lumber in 2x4 through 2x12, in 8'-20' lengths.

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[canfor.com](http://canfor.com)

# MOULDINGS & RAILING

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**WRLA**  
SHOWCASE  
with a  
TWIST

# ALEXANDRIA MOULDING

Alexandria Moulding is a leading moulding manufacturer and distributor of wood and wood composite mouldings providing quality products throughout North America. Our commitment is to serve our customers flexibly with cost-effective, quality

mouldings, on time with 100% fill rate. We continuously strive to be the best in class at developing and bringing to market value-add products and services. With over 10,000 moulding profiles and products in our collection, we are sure to have your favourite!



**LINX**

The LINX Simplified Pergola System makes building a pergola or personal oasis effortless. Versatile components made from high-quality steel and durable finishes allow endless configuration possibilities. Compatible with 4x4 and 6x6 posts from a local hardware store and instructions so easy to follow, this project can easily be completed in an hour.

**For more information visit [linxpergola.com](http://linxpergola.com)**

**WILD HOG**

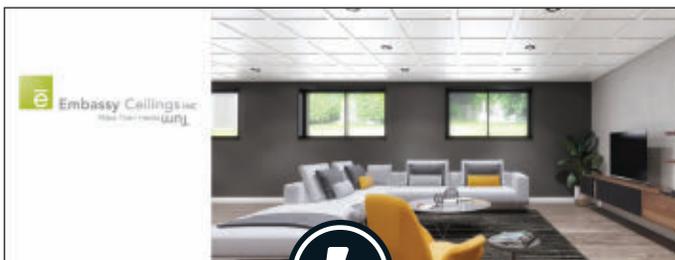
Wild Hog Panels are a product specifically designed for the consumer. Originating from big and bulky welded panels used for livestock, our smaller size panels are perfect for any railing application. With a six-gauge welded 4"x4" mesh pattern, Wild Hog Panels allow for great visibility while being extremely durable. Wild Hog Panels can be used in several different ways such as railings, fencing, lattice, arbours, gates and gardens.

**For more information visit [www.wildhograiling.com](http://www.wildhograiling.com)**

**EMBASSY CEILINGS**

Embassy Ceilings is a suspended panel ceiling system featuring contemporary styling. The system consists of tiles (panels), main crossbars, secondary crossbars and a rail and anchoring system. Embassy Ceilings is quick and easy to install leaving no visible nails and screws. It's sleek and durable design suits any type of décor at an affordable price.

**For more information and project estimates using the quantity calculator visit [www.embassyceiling.com](http://www.embassyceiling.com)**



Check out the WRLA app for more information on our products and show specials.

*Welcome to Alexandria Moulding!*

*Thank you for taking the time in your busy schedule to visit our booth. Our knowledgeable sales team is here to support you with any help you need. Please do not hesitate to reach out to us should you have any questions or concerns.*

*We hope you enjoy your visit and are able to take advantage of our special offers. Thank you for your continued support.*



**DONNA GERRITS**

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E: [dgerrits@alexmo.com](mailto:dgerrits@alexmo.com)

[alexandriamoulding.com](http://alexandriamoulding.com)

**ALEXANDRIA**  
Moulding



# VISTA RAILING SYSTEMS

Since 1974, Vista Railing Systems Inc. has been the North American market leader in premium exterior railing systems. At Vista, we believe our railings create amazing spaces that inspire people to connect. Whether it is a backyard get together with friends, just the two of you sipping a fresh cup of coffee on an early morning, or a birthday party for your children, our railings create the perfect space. Through design-forward thinking that embraces simplicity, our stylish railings can be enjoyed with every home.

Vista designs, engineers, tests and manufactures premium quality railings in aluminum, glass, wood and mixed materials... all through the lens of style and simplicity.



### DAVIS SLIFKA

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*Davis Slifka is Vista Railing System's Sales Manager, Western Canada and is no stranger to the building materials industry. Davis has been an integral part of the industry for over 10 years, having touched many different divisions of the business. Based out of Calgary Alberta, Davis is always available to help customers with their store reset or setup, assists with product or order applications and provides product knowledge sessions to ensure your staff are fully informed on all parts of our offering.*



### CRAIG WHEELDON

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P: 1-877-833-9493  
E: spiralm1@telus.net

*Craig Wheeldon of Spiral Marketing is a second generation manufacturers' representative agency that has been focused on the hardware and LBM channels in the B.C. market since 1982, representing high quality lines including Vista Railing Systems at this year's WRLA Virtual Showcase.*

*Spiral Marketing has always endeavoured to give the best balance of service and sales to help facilitate the flow of goods to the consumer and quickly resolve any issues that might occur at any point.*



Vista's stylish aluminum railing systems come with fully pre-assembled factory sleeved posts to assure a professional fit and finish. All of our railing systems are engineered to meet or exceed the National Building Code. Our dealers have access to our online project planner software to simplify the estimating process of your client's railing needs. Our professional looking merchandise racks bring Style & Simplicity to your railing aisle and improve your margins in the railing category.



### SHOW SPECIAL

New direct to dealer orders (minimum \$5K) received prior to January 29, 2021, for shipment in February & March 2021 will receive pricing less 5%.



# ALPINE MOULDINGS

**A**lpine Mouldings started when two men from the country bought some used wood cutting equipment from a business in town and set it up in one of their old barns.

Their honesty, hard work, quality products, and good prices grew the business year after year with very little advertising. Today, the focus is the same.

The current owners are former cattle ranchers with a deep appreciation for rustic, natural beauty. Good relationships, honesty, and taking care of our neighbors are very important to us. We consider you our neighbor and would love to help you with your ventures. We believe true success is making others successful.

Give us a call or stop in for coffee and we would be enthused to find success with you!



MOULDINGS & RAILING

Alpine Mouldings makes quality wood products such as t&g, shiplap, siding, flooring, trim. etc. We can sell wholesale quantities at wholesale prices or make custom sized orders with custom profiles or dimensions. For your convenience, we offer custom finishing as well and can deliver your order to your yard.



Alpine Mouldings Ltd.  
QUALITY CUSTOM WOOD PRODUCTS

## REGAN TOEWS

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[alpinemouldings.ca](http://alpinemouldings.ca)



*Have some lumber sitting around you want to make something out of? Bring it over and we can custom mill it into beautiful reclaimed flooring or whatever else you want to do with it!*

# FORGE ON. PLAN AHEAD.

## WRLA BUILDING & HARDWARE SHOWCASE

### 2022 | 2023 | 2024

### IN WINNIPEG

Photo: RBC Convention Centre Winnipeg



[wrla.org](http://wrla.org)





# Are you taking advantage of your benefits?

## MEMBERS BENEFITS INCLUDE:

- strong industry voice working together
- educational opportunities
- networking events
- WRLA Showcase - the largest of its kind in Canada
- discount on safety training courses
- free job ads
- discount on advertising opportunities to reach WRLA members
- discounts on insurance, travel, fuel, courier services, health services
- and more

Your network is your most valuable asset.

Stay connected and engaged, and together we can help you grow!

For more information about your benefits visit [wrla.org](http://wrla.org) or contact:

Erin Lubinski

Member Services & Solutions Manager

[erinl@wrla.org](mailto:erinl@wrla.org) | 1-800-661-0253 ext. 0

REFER  
A MEMBER  
and get a  
\$50 gift card  
when they join!

# PAINT, FINISHES & SEALANTS

---

**WRLA**  
SHOWCASE  
with a  
TWIST



# CLOVERDALE PAINT

**T**he combination of skilled technicians and chemists, modern manufacturing equipment and the best available ingredients, has resulted in quality products that match our customers' needs.

Cloverdale Paint has a leading Independent Dealer Program that focuses on the needs of the individual dealer. Each region of Canada has different needs and our strength is that we are able to adapt to those needs. We have over 150 authorized dealers and this number is growing every week. If you are considering making changes in your paint department, we would appreciate the opportunity to demonstrate to you why we are the "EH" Team!



Made In Canada Makes a Difference!



We are a family owned Canadian Paint and Coating Manufacturer. We proudly produce architectural coatings specifically for the Canadian environment. We offer a complete line of coatings and application tools that are **Made In Canada!**



Cloverdale is proud to be part of the WRLA Yardstick promotion. Please contact your rep for the show specials.

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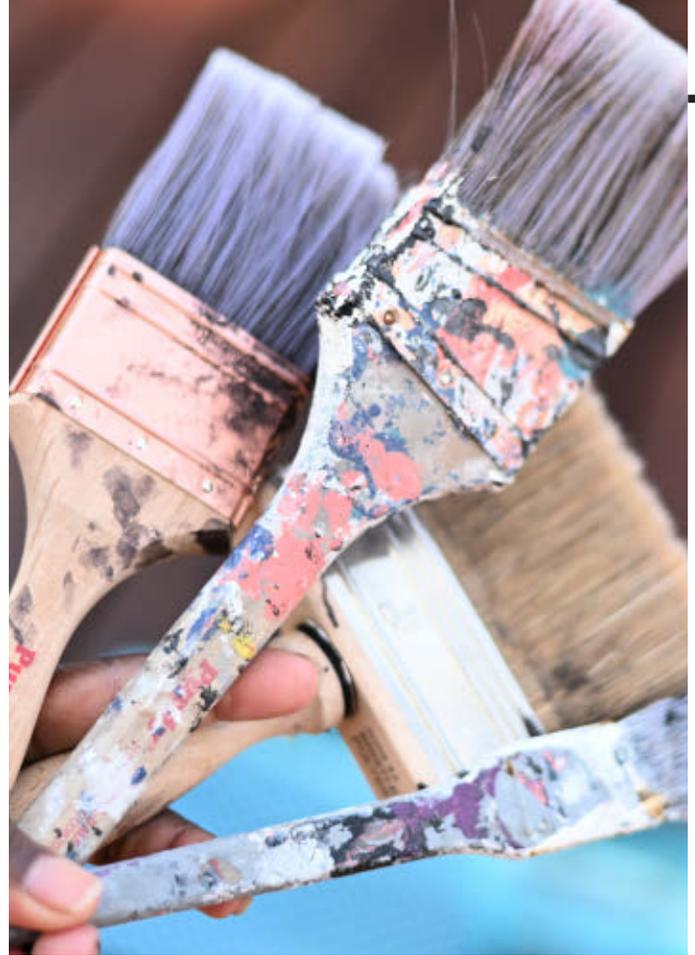
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**Ontario & Eastern Canada**



[cloverdalepaint.com](http://cloverdalepaint.com)

# SHERWIN-WILLIAMS CONSUMER BRANDS GROUP

**S**herwin-Williams Consumer Brands Group offers innovative products to meet all your customers' paint and coating needs. We manufacture products under well-known paint brands such as Para Paints®, General Paint® and Primetime Primers. We also offer a full assortment of other brands such as Purdy®, Krylon®, Minwax®, Thompson's® Water Seal®, Cabot®, making Consumer Brands Group your one stop shop for the entire paint department.



PAINT, FINISHES & SEALANTS

Founded in 1866, The Sherwin-Williams Company is a global leader in the manufacture, development, distribution and sale of paint, coatings and related products to professional, industrial, commercial and retail customers primarily in North and South America with additional operations in the Caribbean region, Europe, Asia and Australia. We manufacture products under well-known brands such as General Paint and Para Paint, Krylon, Minwax, Thompson's Water Seal, Cabot, Purdy, Duckback and many more.



### SHOW SPECIAL

- \$2 and \$4 off / Gallon selected General Paint and Para Products
- 10% off Primetime Primers
- Cabot \$4 off / Gallon (Stains)
- Duckback \$3 off/Gallon
- TWS \$2 off / Gallon (Stains)
- Minwax 15% off Clears
- Krylon 10% Off
- Purdy 15% off Brushes and Rollers
- Numerous POG Promotions available



Grant Adams

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**SCOTT GREAVES**  
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[generalpaint.com](http://generalpaint.com)

**SHERWIN-WILLIAMS.**  
Consumer Brands Group



# PPG ARCHITECTURAL COATINGS



**P**PG is a global maker of paints, coatings and specialty materials. We are a recognized leader in innovation, colour and sustainability. We are committed to delivering lasting value by operating with integrity, working safely, respecting the contributions of our people, preserving the environment and supporting the communities where we operate. We pride ourselves in our top brands including Sico, PPG, Olympic, ProLuxe and Mulco. With these brands, we are able to meet all of our customers' needs for interior paint, exterior paint, stains, adhesives and sealants.

SICO Premium Exterior Paint is a state-of-the-art technology that offers a durable finish with high build properties that builds superior film for best protection.

PPG Acry-Shield Max Exterior is a premium quality, urethane modified, exterior house paint that delivers exceptional hide and coverage.

Complete exterior stain projects using Olympic or Sico ProLuxe for a superb look that will let the beauty of the wood shine through while achieving long-lasting beautiful results.



**JASON SPENCE**

P: (403) 366-9388

E: [jspence@ppg.com](mailto:jspence@ppg.com)

[ppgpaints.com](http://ppgpaints.com) / [sico.ca](http://sico.ca)



**Save 10% on select products in our PPG, Sico, Olympic, ProLuxe and Mulco lines. Contact your local rep for full details and to order today!**

\*Offer valid until 01/29/2021.

## If you're not learning new things, you're falling behind.



Stay on top of industry trends and requirements, and save money on costly errors with improved knowledge and skills from a host of courses available through WRLA.

### COURSES AVAILABLE:

- Principles of Yard & Warehouse Operations
- Manual Estimating (three levels)
- Math refreshers
- **NEW!** WHMIS-GHS
- **NEW!** Building Science & Energy Efficiency Awareness

Find courses for you and your team:  
[wrla.org/education](http://wrla.org/education)



# ROOFING

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**WRLA**  
SHOWCASE  
with a  
TWIST



ROOFING

# DOMTEK BUILDING PRODUCTS

**W**e specialize in metal roofing, wall cladding, and related building products for residential, agricultural and commercial applications. All our products are designed for use in the harshest Canadian weather.

## HOW WE CAN HELP

For over 30 years, Domtek has been known for providing a level of customer service that is unmatched. Our expert staff will help every step of the way to ensure each order goes as smoothly as possible and the support continues after each sale. Call today and ask about our estimating services, dealer training, customized instore displays and more. We're here to help!

## SHIPPING BENEFITS

Domtek is never more than a week away with delivery. We offer pick up at our Brandon facility, drop off locations, as well jobsite deliveries to reduce contact and save time.

## WE HAVE SOME NEW PRODUCTS

Check out our PVC Liner Panel that is stronger than ever! KODIAK PVC is available in a variety of stocked lengths with matching trims. DECRA STONE COATED METAL ROOFING is now available thru Domtek. Visit our website for more info and ask for a sample today!

### PHOTO CONTEST

Do you have a project worth showing off using Domtek products? Submit your photo to us at [info@domtek.ca](mailto:info@domtek.ca) and be eligible to win a cash prize!! Contest available to WRLA members only. Photos must be submitted during the show.

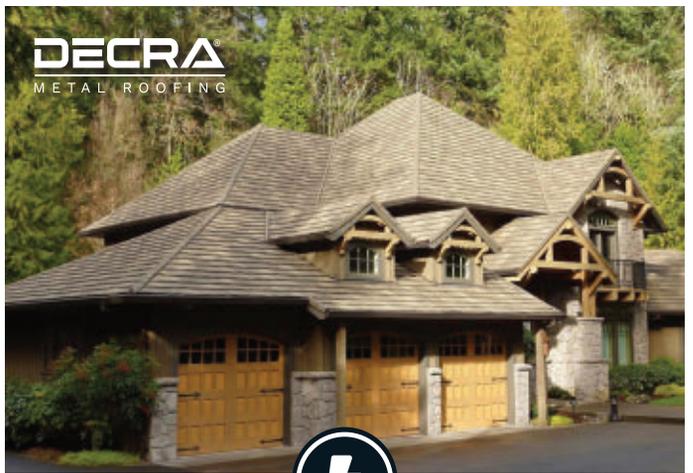
- 1st place: \$500
- 2nd place: \$300
- 3rd place: \$200



*We are happy to introduce Chris Tiessen, the newest member of our inside sales team.*

*Chris joins us with experience in sales and knowledge in the building industry. He is looking forward to working with you in the future.*

E: [chris@domtek.ca](mailto:chris@domtek.ca)



### SHOW SPECIALS

- EX-CEL CELLULAR PVC TRIM BOARD & SHEET STOCK
- TRU-GRIP FASTENERS
- METAL TRIMS (Std. Lengths Only)
- VENTED AND NON-VENTED FOAM CLOSURES
- KODIAK PVC PANELS

*Please see our Show Specials document in the WRLA show app or contact your sales rep for more info.*



### ORDER DESK

P: (800) 665-1027

F: (800) 665-1027

E: [orderdesk@domtek.ca](mailto:orderdesk@domtek.ca)

[domtek.ca](http://domtek.ca)



# ONDULINE NORTH AMERICA, INC.

**F**or more than 75 years Onduline has supplied light-weight roofing materials worldwide. Onduline distributes to over 100 countries from 32 subsidiaries and 8 production facilities; including one in Fredericksburg, Virginia.

The Onduline North America team brings nearly 45 years of local history, beginning in Virginia in 1976 with its corrugated asphalt panels. The TUFTEX® plastics operations were founded in 1988, moving to Fredericksburg in 1995. Together the products in the ONDULINE®, ONDURA®, and TUFTEX brands provide material for just about any pitched roofing job you can think of and a variety of other projects.



***“My name is Ed Harlin. I am Vice President of Sales for Onduline North America, Inc. I have worked for Onduline for almost 26 years. I have spent a lot of time in Canada over the past 10 years selling our Ondura and Tuftex product lines. In fact, I have been to every province in Canada! My plan this year was to also visit every territory in Canada while on vacation, but I had to postpone my “Bucket List” item due to Covid-19. Ondura and Tuftex has sold very well across Canada and is an excellent choice for many roofing applications. Ondura is able to withstand the potentially harsh weather environment in Canada and has many advantages over shingles and metal roofing and Tuftex is an excellent choice for greenhouse, deck covers and other projects. Please feel free to reach out to me if you have any question.”***



**ED HARLIN**

P: (804) 301-0937

E: [edharlin@onduline-usa.com](mailto:edharlin@onduline-usa.com)

[onduline.com](http://onduline.com)



ROOFING

Ondura is designed for easy handling and installation for any size roofing project. Ondura roofing has no sharp edges and will not rust or corrode. It can be installed over open purlins, solid decking, existing shingles or metal roofing – no need to remove the old roofing saving time and labor costs. Ondura is also much quieter than metal: It buffers the sound of rain, wind and hail. It also has a very high wind rating: sheets have withstood 125+ MPH. Ondura is a great choice for sheds, barns, warehouses, playhouses, doghouses, henhouses and is backed by a Lifetime Limited Warranty.

Tuftex polycarbonate square wave panels are 20 times stronger than 5 oz. fiberglass corrugated panels and are designed to withstand a wide range of surface temperatures from -40°F to 270°F. Tuftex PolyCarb panels are a perfect choice for greenhouses, deck covers, carports, gazebos, and many other garden structures and is backed by a Lifetime Limited Warranty.



## WRLA SHOW SPECIAL

10% Discount on ONDURA and TUFTEX

## WRLA SHOW TERMS

90 Days Dating

## FREIGHT TERMS

Prepaid minimum order of 100/150 of ONDURA and/or TUFTEX panels in standard pack quantities. Orders less than 100/150 will be shipped FOB factory and subject to a \$75.00 handling/crating fee. All orders to NL will be shipped FOB warehouse.



ROOFING

# BUILDING PRODUCTS OF CANADA CORP.

**B**uilding Products of Canada Corp, or BP for short, has been a preferred supplier of the construction and renovation industry since 1905. Proudly Canadian, we manufacture our high-quality roofing shingles right here in Edmonton. While high-quality shingles are at the core of any high-quality roof, we know that there is more to a great roof than great shingles. That is why we offer the Weather-Tite™ Roofing System, and its enhanced warranty.

The Weather-Tite™ Roofing System automatically comes with an enhanced warranty which includes 20-year up-front protection, no registration required, completely FREE of charge! Simply put, it is the most comprehensive warranty of its kind.

That just goes to show how much faith we have in our products – and why our clients do, too!



**Hi! I'm Mike!**  
*I have been involved in the Western Canada building products scene for the better part of the past 18 years, and I thrive on seeing my clients succeed!*

*I am a very fortunate man in that I get to do what I love everyday - and I get to do it with a team of people who are as passionate as I am.*

*Interested in finding out more about our products? Don't hesitate to reach out to me - I'll be happy to help!*



BP Canada is proud to offer everything you need for a complete, high-performance, roofing system:

- Eave protection
- Underlayment
- Starter Shingles
- Shingles (laminated and 3-tab)
- Hip & Ridge

Our offering goes beyond roofing with:

- SoundSmart soundproofing panels
- Insul-sheathing panels
- Exterior wall sheathing panels
- Ceiling tiles
- And more!



Check out the WRLA app for exclusive show specials!



BUILDING PRODUCTS OF CANADA CORP.

**MIKE RUSSNAK**

P: (780) 719-7563

E: [mrussnak@bpcan.com](mailto:mrussnak@bpcan.com)

<https://bpcan.com/>



# RESISTO

**E**stablished in 1996, RESISTO, a division of SOPREMA, specializes in the manufacturing of renovation and construction products for residential and commercial buildings.

Whether it is for waterproofing, insulation or maintenance, RESISTO offers accessible, easy-to-install and professional quality products and solutions.

Each year, thousands of contractors and consumers choose RESISTO for the quality of its products and our personalized service.

Since its inception, RESISTO has earned itself a strong position in the hardware stores and full-line stores of the Canadian market, starting in Québec.

In 2009, with its focus on the distribution market, RESISTO began to rapidly grow in the United States as well. It is expanding each and every year thanks to the company's widespread and highly skilled sales force.

## CONTROL AIR MOVEMENT WITH THE REDZONE STICK VP

Upgrade the quality of your air and weather barrier and reduce energy costs by controlling air movement in your walls. The REDZONE STICK VP self-adhesive vapour-permeable air-barrier membrane from RESISTO is designed to meet the tough demands of today's building requirements for air and weathertightness. It offers a continuous protection, will not tear and flap in the wind, it does not require a seam to be taped and does not require specialized installers or equipment. It is fast and easy to install, even in cold temperature (-7°C/19°F) without primer and it can be exposed to UV light up to 180 days.

ROOFING



*The RESISTO Western sales team is extremely customer oriented and dedicated to working with our valued clients. Led by Brett Miller (Sales Manager), and supported by Serena Macdonald in B.C., Shaun Young in Alberta, and Chris Reinhart in Saskatchewan.*



**BRETT MILLER**  
P: (204) 232-5462  
E: bmillier@resisto.ca  
[resisto.ca](http://resisto.ca)

## WRLA GIFT PROMOTION

RESISTO is pleased to offer exciting new gift options with values up to \$500 with every order over \$5,000 during the WRLA show.

The more you purchase, the bigger and better the options. The giveaways of the past few years were a HUGE success, so please don't miss out!

Orders must be placed and received in accordance with our Show special guidelines during the two weeks of the show (January 18-29, 2021).

Please contact your RESISTO sales representative to discuss all the show gift details as well as our winter booking specials!

[resisto.ca](http://resisto.ca) | 1-877-478-8408

**RESISTO.**



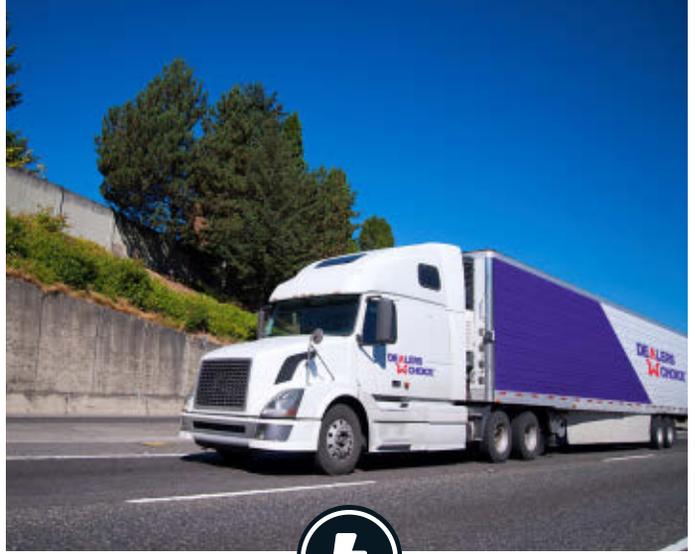
ROOFING

# DEALERS CHOICE

**D**ealers Choice has earned the reputation as a leading two-step distributor of residential roofing, commercial roofing and exterior building materials. Thousands of successful projects, involving hundreds of clients ranging from local municipalities, institutional and small businesses to industrial and commercial markets, rely on the full range of products that we bring to the market. It's our goal to make sure that you have the products to meet the demands of your customers. Prompt turnaround of product pricing and availability is our specialty. Our traders routinely display their unique ability to mix and match loads for optimum delivery times and costs.



**JOEL POLONI**  
P: (416) 697-6188  
E: Joel.Poloni@becn.com  
[dealerschoicedistribution.ca](http://dealerschoicedistribution.ca)



Dealers Choice is the nation's leading two-step distributor servicing building supply dealers, lumber yards, and home centers. With branch locations throughout the United States and Canada, Dealers Choice has one of the largest inventories of roofing shingles, slate roofing, tile roofing, commercial roofing, building insulation and accessories in North America.



# DON'T MISS OUT

Grow and strengthen your business by staying up to date with WRLA emails.

Get exclusive member offers, industry news, event info and advocacy bulletins direct to your inbox.



Sign up to receive WRLA emails:  
[wrla.org/news](http://wrla.org/news)

# SIDING

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with a  
TWIST



# GENTEK BUILDING PRODUCTS

**G**entek stands apart from other suppliers. As a true one-stop resource for outstanding products and impeccable customer service, we are dedicated to making your job easier and better. We offer comprehensive lines of vinyl, aluminum and steel siding, as well as composite and specialty siding, soffit, fascia, trim and more. We also manufacture an extensive selection of windows and patio doors for a wide range of projects and price points, and partner with other top suppliers of cladding, roofing, building envelope, tools and equipment to supply more than 30,000 building products for renovation and new construction applications.

Our commitment to innovation and continuous quality improvement is at the heart of our companywide operations. From raw materials and production to the finished installation, we focus on providing you with world-class products. Our unique and strong vertical integration of manufacturing

and distribution further creates distinct advantages with streamlined processes and reliable order fulfillment.

We proudly offer fully integrated marketing and sales support to help take your projects from concept to completion with ease. Professional literature, sales collateral and samples beautifully showcase the superior style, quality, durability and value of our products. Design inspiration is also at your fingertips with the Gentek Visualizer. This easy-to-use app lets you instantly show customers your renovation ideas and simplify the decision process. Or choose the Gentek RenoPro program, which can be personalized for your business.

With our more than 50 years of industry expertise, we are a true business partner ready to help you turn jobs faster and take your business to the next level. There's so much more in store – visit [gentek.ca](http://gentek.ca) and find out what Gentek can do for you!



## CHECK OUT THESE EXCITING PRODUCTS FROM GENTEK!

### CHAMCLAD

ChamClad exterior and interior walls, soffit and ceiling panels are a 100% made in Canada product. Our films have 35 years of proven performance in the exterior industry and offer the most realistic wood grains, metallic, and anodized finishes on the market. Additional benefits include superior UV protection and weathering resistance, colour stability, low heat buildup, and scratch and graffiti resistance. We have full CCMC certification, are LEED compliant and have short lead times with a 50 year warranty!

### QUALITY STONE

Quality Stone is the premium Polyurethane Faux Stone on today's market. We use high-density, top-grade polyurethane that has been proven to perform in Canada's climate extremes. Quality Stone leads the way with the most realistic appearance, superior stone definition, and realistic random colouring. Our seamless locking panels avoid that 'fake panel' look that comes with other products. For almost 5 years, Quality Stone has used the Climate Shield finish, allowing it to look it's best for the entire 20-Year Warranty and beyond. Make sure you are offering your DIY and PRO customers the most advantages with Quality Stone panels today.

### SILVERBOARD GRAPHITE

SilverBoard Graphite rigid foam insulation consists of graphite embedded EPS beads, laminated on both sides with perforated reflective polystyrene film to increase board strength and flexibility, reducing site damage and waste. The reflective laminated surfaces are micro-perforated giving the panel high water vapour permeance eliminating the possibility of a double vapour barrier, ensuring moisture can travel through the board. SilverBoard Graphite provides continuous insulation and improves thermal comfort. It is one of the most energy efficient, environmentally friendly, sustainable, and cost-effective insulation products available today.



**BE SURE TO CHECK OUT OUR AMAZING  
SHOW SPECIALS IN THE WRLA APP!**

## NEW ALIGN COMPOSITE CLADDING

ALIGN™ Composite Cladding has arrived, and there's nothing else like it! This innovative cladding delivers a remarkably realistic wood look, but with easier installation and better overall value – giving you the high-end aesthetics your customers want and the lower total installed cost you need. The 7" flat face exposure and authentic cedar mill grain texture combine with a strong yet lightweight construction and patented (GP)<sup>2</sup> Technology® for a high-performance home exterior that's virtually maintenance-free. A self-aligning stack lock ensures a quicker and easier installation than fiber cement and engineered wood – a single installer can hang. There's no sealing, touching up, joint flashing or caulking required, or hazards from silica dust. You'll appreciate the time and cost savings of this trade-friendly cladding. Your customers will love the impressive quality, striking curb appeal and curated palette of 20 fade-resistant colours. ALIGN is backed by a lifetime limited warranty. Learn more at [ALIGN-CompositeCladding.com](http://ALIGN-CompositeCladding.com).

***Melissa joined the Gentek team two years ago as the Regional VP for Western Canada, overseeing 8 branches across Saskatchewan, Alberta and British Columbia. Her extensive sales background, passion and commitment create an exceptional customer experience for Gentek's retail partners.***



### MELISSA MCEWAN

P: (403) 463-1476 | E: [Melissa\\_McEwan@gentek.ca](mailto:Melissa_McEwan@gentek.ca)

### ERIC PELOQUIN

P: (613) 889-5009 | E: [eric\\_peloquin@gentek.ca](mailto:eric_peloquin@gentek.ca)



[gentek.ca](http://gentek.ca)



SIDING

# MITTEN BUILDING PRODUCTS

## VINYL SIDING

**M**anufactured in Canada since 1959, Mitten is the vinyl siding market leader with five product lines, 10 profiles and the largest colour palette in the industry. Mitten is Canada's #1 choice for vinyl siding and sets the benchmark for quality, design options and product availability.



**NOVIK SHAKE AND STONE PANELS** are an attractive, low maintenance and easy-to-install alternative to traditional cedar and masonry products. As the national distributor of Novik, Mitten also features an exclusive 8' colour matched shake panel available in 26 of our most popular vinyl siding colours.



**CLIPSTONE** is a cement-based stone veneer with a clip design, suitable for exterior and interior applications, that allows applicators and DIY'ers to create authentic stone masonry using only screws – no mortar or mason required.



**LUX ARCHITECTURAL PANEL** is made from strong 24-gauge steel and is available in woodgrain, premium textured finishes, and a wide range of solid colours. Designed to be installed horizontally, vertically or as soffit, LUX panel is now available in a convenient 12' box program for quick shipment and in custom lengths for precision projects.

### COMPLETE EXTERIOR SOLUTIONS

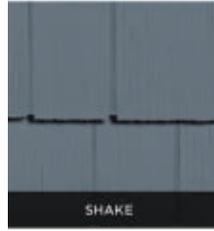
Mitten is the original Canadian vinyl siding manufacturer and a coast-to-coast distributor of premium exterior building products. With an extensive portfolio of siding, shake, stone, accents and more, Mitten provides an endless variety of product and design solutions to handle any project.



VISIT THE WRLA APP TO SEE OUR SHOW SPECIALS!



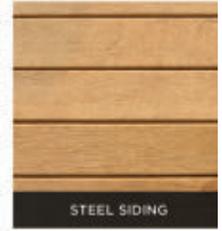
VINYL SIDING



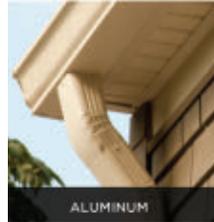
SHAKE



STONE



STEEL SIDING



ALUMINUM



ACCENTS



BUILDING ENVELOPE



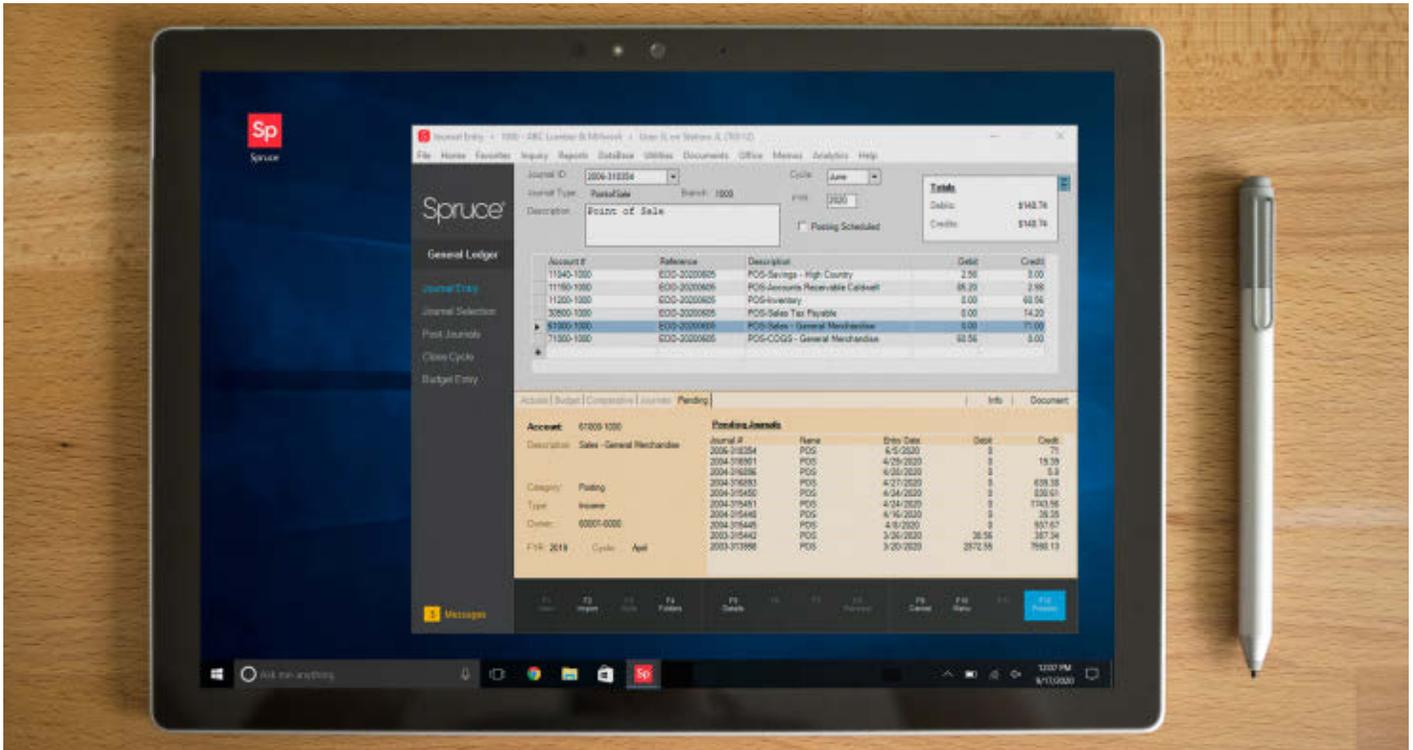
Learn more about our products:

P: 1-888-MITTEN4  
[mittenbp.com](http://mittenbp.com)

# SOFTWARE & POS

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# ECI SOFTWARE SOLUTIONS

**ELIMINATE REDUNDANCY. IMPROVE COMMUNICATION.**

For more than 30 years, ECI has been helping small and medium-sized businesses to level the playing field, run day-to-day operations, and gain the insight needed to make critical business decisions, fast. Integrating into every aspect of business, our industry-specific software solutions eliminate the need for disparate systems to improve communication and efficiency with a single data source that can be accessed from anywhere.

Because our business management solutions are industry-specific, they can grow to scale with your business. With a full suite of flexible and configurable solutions, expansion modules, product and service enhancements, and new reporting and analytics insight, you become more responsive and proactive in serving your customers and in turn, become more successful and more profitable.

With no upfront fees or expensive servers to buy and maintain, your data is encrypted and backed by firewalls for maximum security, so only you can access your data 24/7/365. And, your data is backed up automatically and hosted offsite for quick retrieval in the event of a natural disaster, fire or theft. ECI maintains a robust cloud environment deploying some of the best security technology available, with a layered security model that takes skill, time, and expense both initially and on an ongoing basis to maintain. In most every case, both the hard and soft costs

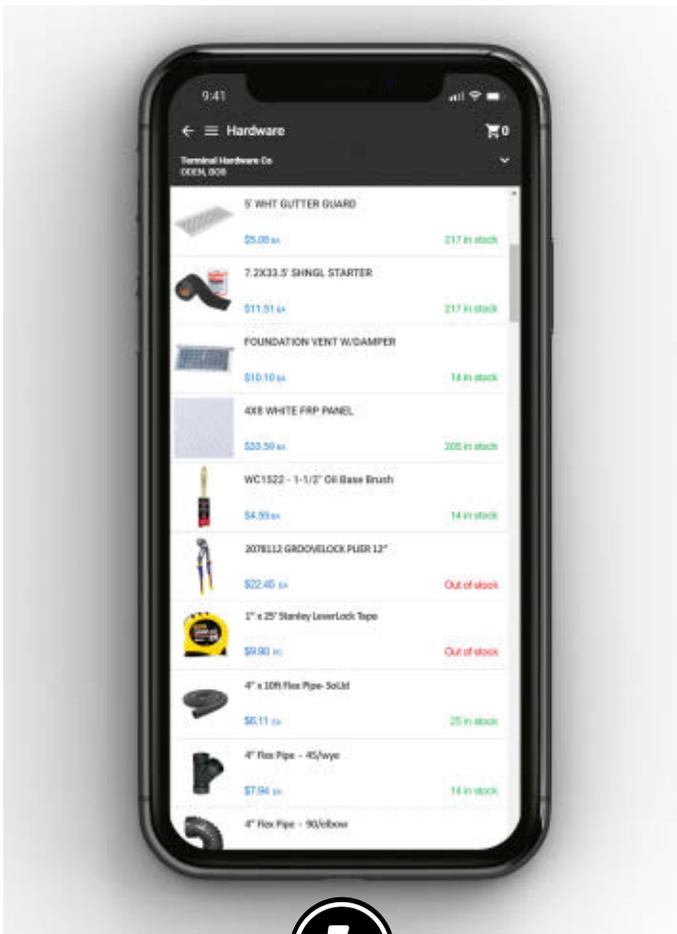
ECI incurs are more than our SMB customers could ever afford on their own.

The cloud-based file storage and business applications keep your data and critical operations locked down outside of your local network, making it harder for infections from malware or viruses to spread and giving you peace of mind that your business is protected.

When you consider the elimination of redundant manual tasks, increased visibility, and automated processes, a completely integrated technology can save your business more than \$34,000 a year.

Our commitment doesn't stop when you go live; We want you to get the most out of your software! Our support and training departments are made up of teams of experts dedicated to helping you learn and grow.

Winner of a 2020 Gold Stevie Award for Customer Service Team of the Year, ECI's world class support team is highly responsive and knows how to quickly help you get your business past any obstacles it may encounter. Our U.S.-based support staff has been hand-picked and carefully trained to help you utilize our software to reach your business goals. In addition, our self-serve online customer support portal provides a wealth of content and information to help you learn more about the software and even manage support tickets when needed.



ProLink™ is an e-tailing solution that differentiates your business, increases sales, and builds customer loyalty. It provides on-demand shopping and account information to your customers using their browser or mobile device. Showcase your inventory and enable your customers to place orders, submit quotes, receive confirmations, and more!

The AnyWare™ mobile app is an extension of the Spruce system. Use it to create customer orders, access business information, compile purchase orders, and view documents. Imagine how much you would get accomplished if you could access your business system from the palm of your hand, no matter where you are.

The Zebra TC56 is a convenient and easy-to-use handheld device that will improve productivity in your store. Get more done, faster by pairing this device with the AnyWare mobile app. Conduct physical inventory counts, capture signatures, create labels, and more... all from the palm of your hand.

## IMPROVE CUSTOMER SERVICE, INCREASE SALES

Spruce® software provides advanced point-of-sale and business management solutions for lumberyards, hardware stores, and building materials suppliers. This industry-specific software has helped operations improve productivity, control costs, increase profitability, and remain competitive for nearly 35 years.

Spruce is cloud-based with an intuitive interface that is easy to use. Built with comprehensive document management functionality, all transactions are automatically linked. Plus, using a document scanner, you can attach packing lists, notes, tax forms, or virtually any Windows® file.

Stay informed on operations and make appropriate business decisions with integrated business intelligence and tailored analytic views. All reports have drill-down capability to see the details behind the data and you can export them to a Microsoft® Excel® or PDF file. Plus, optional alerts can proactively notify you of events that could impact your business.

**“Spruce was developed by lumber dealers from the point of view of the salesperson on the counter, in my opinion, rather than primarily for the back office. It has made it so much easier for us to make a sale, price it correctly, receive it correctly and get the invoices and statements in the hands of our customers quickly, accurately and efficiently.” – Kyle K., Carl’s Building Supply**

***For over 15 years I have helped lumber and building material dealers, distributors, and manufacturers reduce manual processes, increase visibility, and improve profitability using the latest industry specific technology available. Contact me today and let’s talk about your business goals.***



### PATRICK TALEGHANI

Regional Sales Manager

P: (778) 279-2755

E: [PTaleghani@ECISolutions.com](mailto:PTaleghani@ECISolutions.com)

[www2.ECISolutions.com/WRLA](http://www2.ECISolutions.com/WRLA)





# CASHIERPRO

**C**ashierPRO is a leading provider of Point-of-Sale/Inventory Management systems in Canada for small-to-midsize (typically 1-20 users per site) Retailers.

Our primary installations are currently in Hardware, Home Improvement, Farm and Building Supply dealers, but also include:

- Pet & Farm Supplies
- Fishing & Hunting Supplies
- Garden Centres
- Sporting Goods
- Auto Parts
- Furniture Stores
- Clothing & Dept. Stores
- Grocery Stores

Whether an independent retailer or Buying Group focused, CashierPRO is an unbeatable combination of power, price and easy-to-use features, without the need for expensive File-servers or Hosting Fees.



A modern, economical and powerful Point-Of-Sale, without the price!

- *Completely Windows based*
- *No expensive fileservers required*
- *Easy to learn & use*
- *Android hand-helds*
- *Integration to eCommerce platforms*
- *Sage50/QuickBooks integration*
- *Digital Signature Capture/Emailing*
- *Job Site Tracking*
- *Contractor Bid Pricing/Price Levels*
- *Item Performance/GMROI Reporting*
- *Estimating Systems integration*
- *Multiple Units of Measure*
- *Plus much, much more!*



## DAVE PESTILL

P: (888) 250-8135 x706

E: dave.pestill@cashierpro.com

[cashierpro.com](http://cashierpro.com)



**A Canadian Company supporting Canadian Dealers for over 20 years!**

# WHY ARE YOU PAYING FULL PRICE?

## YOUR WRLA MEMBERSHIP COMES WITH EXCLUSIVE COST-SAVINGS PROGRAMS.

### SAVE ON:

- **INSURANCE**  
(property and employee benefit plans)
- **TRAVEL**  
(car rentals, gas, hotels, vacations)
- **BUSINESS SERVICES**
- **AND MORE!**



**START SAVING TODAY!**  
[wrla.org/save](http://wrla.org/save)



# STEEL

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STEEL

# WESTMAN STEEL

## BUILDING WITH PRIDE SINCE 1984

**Y**ears ago, we made a promise to build something bigger than ourselves. And, through the decades of delivering quality, we've stayed true to our word.

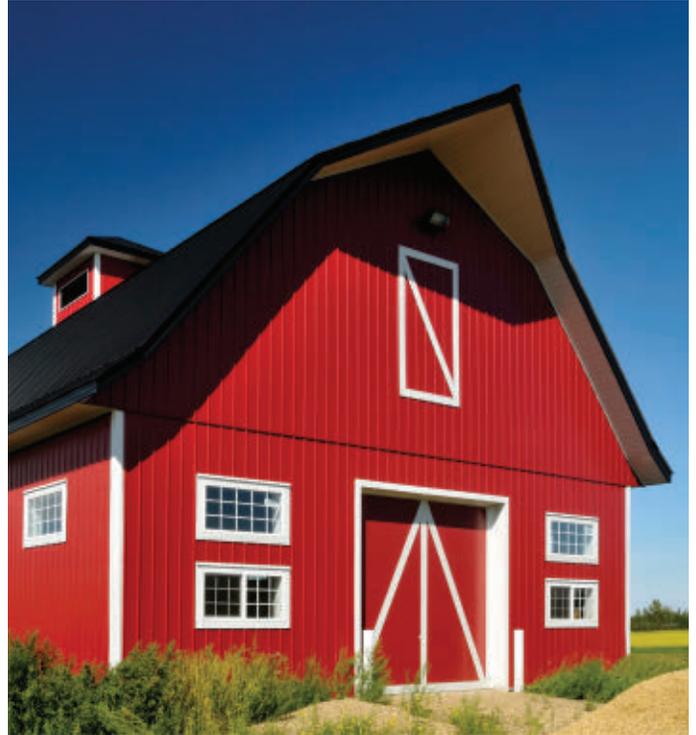
## STATEMENTS IN STEEL

From coast to coast, Canadian farmers, home owners and business have put our products to the test.

Westman Steel Industries is one of Canada's largest manufacturer of metal roofing and siding products, supplying products for the agricultural, residential and light commercial sectors.

Westman has production facilities at five locations – Airdrie, AB; Brandon, MB; Cambridge, ON; Langley, BC; and Swift Current, SK. Westman Steel also has warehouse facilities in Edmonton, AB; Saskatoon, SK; and Winnipeg, MB.

We've been helping people build things that matter. Things that outlast. Things that stand strong against the test of time.



### AGRICULTURE



### RESIDENTIAL



### COMMERCIAL



### ROUND & SLIDING DOOR SYSTEMS

Westman Steel is proud to offer CannonBall products, a leading supplier of components for the post frame and metal building industries. The original producer of round track and trolley sliding door systems, CannonBall offers a wide range of building products including entry doors, sliding door systems, dutch doors, cupolas, horse stalls, windows, builders hardware and more! Contact your Westman Steel representative for more information on all CannonBall products!



### LELAND INDUSTRIES INC.

- High Hex Washer Head and Sharp Twin Lead Thread design pierces and threads multiple laps of high tensile light gauge steel up to 26 gauge
- Master Gripper Low Profile Pancake Head, Quadrex Drive screws fasten standing seam roof clips or hidden fastener profile panels. #10 x 1", 1-1/2", 2", 2-1/2" - #12 x 1"
- Available unassembled in # 10, 12 & 14 - Heavy Duty in #18 and 24 diameter
- Highest pullout values in the industry
- Available powder coated in over 100 colors to match painted panels
- Available powder coating warranty to match long life painted panels
- Patented Flow Cone Grey EPDM Washers (Patent #4292876)



**Ask about our Jar program – Booking 5% off case lots.**

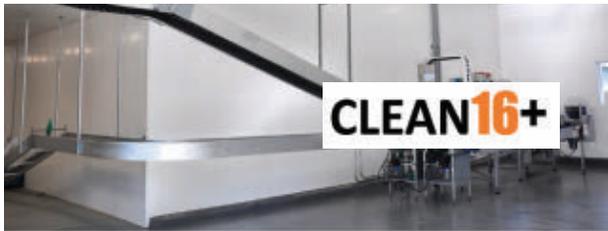
## COMING JANUARY 2021



### EVOLVED ESTIMATING

The easiest way to the most accurate estimates. Snap a few photos and it transforms in 3D design with measurements. Measure better and faster for all roofing and siding measurements.

*Ask your Westman Steel Sales Representative for details January 2021.*



### PVC LINER PANEL

Residential • Agricultural • Commercial

### KEY ADVANTAGES

- Industry leading 3/8" thick heavy wall design
- Cost effective
- Can be used for new construction or retrofit
- Bright clean appearance
- Virtually maintenance free
- Meets CFIA (Canada) and FDA (U.S.A.) requirements for walls and ceilings
- Available in multiple lengths to efficiently complete any project
- Corrosion-resistant
- Hidden fasteners
- Highly resistant to moisture and most chemicals
- Ideal replacement for conventional wall systems
- Lightweight, fast, easy installation
- Supports attic insulation loads
- Pre-punched nailing flange



### ENDLESS OPPORTUNITIES

EDCO's award-winning steel roofing and siding offers timeless beauty and an unmatched quality. Engineered to withstand the most extreme weather conditions - hail, wind, snow and ice, while maintaining its original look for years to come. Home and business owners alike will have peace of mind knowing their products are backed with a lifetime, non-prorated warranty with 100% labour.

Our steel siding provides a natural, elegant style to your home that will last a lifetime.

EDCO offers a broad range of natural wood grain textures for all siding and sidewall applications.

Our proprietary ENTEx® finish is available in unlimited premium color options and comes with a 35-year fade warranty. EDCO siding products are the ultimate combination of beauty and durability. Plus, a lifetime, non-prorated warranty with 100% labour.



**Check the WRLA app to view show specials. To request the Westman Steel show special password, reach out to your local Westman Steel representative.**



[westmansteel.ca](http://westmansteel.ca)

**CAMBRIDGE, ON**

P: (855) 620-2720

**BRANDON, MB**

P: (800) 661-2823

**SWIFT CURRENT, SK**

P: (800) 667-7468

**AIRDRIE, AB**

P: (800) 661-2826

**LANGLEY, BC**

P: (888) 937-8626



STEEL

# VICWEST BUILDING PRODUCTS

**V**icwest Building Products began in 1930 in Victoriaville, Quebec and has grown with manufacturing facilities across Canada. We are a leading Canadian manufacturer of metal roofing and cladding for residential, agricultural and commercial projects. Our latest product offering features True Nature metal tiles that are realistic in texture and colour. Bellara is our newest metal cladding profile, featured on commercial and residential projects across Canada.



## TRUE NATURE

True Nature is our newest product offering in the residential metal roofing tile collection. True Nature metal tiles look unprecedentedly realistic due to our proprietary engineering process that has enabled us to create metal casts to mimic real shake and slate. Cedar Creek Shake metal tile is available in six colour options and North Ridge Slate metal tiles are available in five. Our design team pulled our colour palette directly from nature with the variation of tones, shades and textures to mimic natural materials. Our engineering team spent years perfecting a paint system that is remarkably realistic and withstands the elements. There's much more to a True Nature roof tile than meets the eye. Each 28 gauge steel metal tile is enhanced by layers of specialized coatings to create that realistic finish that is protected from fading and corrosion in virtually all weather conditions. True Nature's Quadra-Loc technology locks our tiles in place on all four sides, with industry-leading profile and lock depth that results in unprecedented water-tightness and virtually eliminates uplift from winds over 200 MPH. True Nature metal tiles were inspired by nature and engineered by Vicwest.



## BELLARA

Bellara is our metal siding product that fuses the strength of steel with beautiful finishes in an elegant, contemporary profile. Bellara's modern linear look adds architectural interest to any residential or commercial building. Bellara shields your home when Mother Nature assaults. Made from 26 gauge steel, Bellara is strong, durable and low maintenance and is resistant to bumps, dents and won't warp, crack, peel, chip or burn. Bellara is also resistant to mold and mildew.

Bellara is available in our Expressence lifelike woodgrain finishes in Deep Walnut, Mountain Cedar, River Rock Grey and our newest colour, Natural Maple. In our Expressence matte series we have Ebony, Graphite and Espresso. For a lighter colour palette we offer our Signature colours of Regent Grey, Stone Grey and Cambridge White. Colour-matched trims are available for each colour offered. Do it once and do it right with Bellara metal siding as it provides lasting beauty and protection for your home or commercial building. Bellara is the perfect solution to accent, refresh and protect.

Vicwest will be offering all WRLA members 20% off the list price of all BELLARA products, including Bellara trims and Bellara siding. This offer is only available during the show dates of January 18-29, 2021.

**Chris McPhail is the National Accounts Executive for Vicwest Building Products. Chris has been a team member for over 23 years having worked in the capacity of Territory Manager within the agricultural market.**



### CHRIS MCPHAIL

P: (519) 502-0278 | E: [cmcphail@vicwest.com](mailto:cmcphail@vicwest.com)  
[vicwest.com](http://vicwest.com)





STEEL

# HARRIS REBAR

**NATIONAL STRENGTH. LOCAL SERVICE.**

**H**arris Rebar is North America's leading fabricator, installer and distributor of concrete reinforcing steel and related products. Harris Rebar is owned by Nucor, North America's largest producer of rebar and steel products.

We are North America's Largest Rebar Fabricator with more than 70 locations across the United States and Canada to serve you better!

We service the Canadian Distribution markets from coast to coast. Rebar, fabricated rebar, stainless, epoxy, GFRP, MMFX and welded wire mesh. Call us to service your rebar requirements.



**REES EYRE**

Regional Retail Sales Manager  
(Prairie Region)  
P: (780) 222-0673  
E: reyre@harrisrebar.com  
[harrisrebar.com](http://harrisrebar.com)



We sell black rebar in distribution lengths (3m & 6m) as well as fabricated rebar and specialty products like stainless steel, epoxy, GFRP (glass fibre reinforced product), MMFX, as well as welded wire mesh.

10mm x 3m      10mm x 6m      15mm x 3m  
15mm x 6m      20mm x 6m

**REBAR:** 25mm, 35mm, 30mm, 45mm, 55mm

**GRADE:** 400R, 400W

**We also can custom cut to size for your specific job-site requirements.**

# WAIT!

**Don't Miss the Rest of the Show!**

The show book is just one part of WRLA's Showcase with a Twist!



Download the **WRLA 2021 APP** to take part in the other half of the show and boost your show experience.



All WRLA retail members and participating exhibitors have been emailed a link and passcode to download the app. (The app can be downloaded to your mobile phone via Google Play or Apple Store or download the desktop app to your computer.)



**MISSED THE EMAIL?** Email [wrla@wrla.org](mailto:wrla@wrla.org) for the exclusive link and passcode

# WINDOWS & DOORS (INCLUDING GARAGE DOORS)

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**WRLA**  
SHOWCASE  
with a  
TWIST



# JELD-WEN® WINDOWS & DOORS

## THE UNDENIABLE VALUE OF JELD-WEN®

**W**indows and doors that simply offer more. As a global leader, JELD-WEN® offers a complete assortment of beautifully designed, high-performance Window and Door products that deliver lasting value for homeowners, contractors, and builders. Our dedication to innovation, energy efficiency and continuous improvement is how we are able to exceed your expectations.

For generations we've been recognized as one of the Canadian Building Industry's most trusted brands. This is because we take the time to understand the ever-changing needs of homeowners, contractors, and builders. We stay ahead of the curve, and the result is reliable, top quality products that can be accessed by all Canadians from coast to coast.

This includes the versatile and revolutionary Northern Tri-Pane Collection™, which is 2020 ENERGY STAR® certified and ready to meet upcoming building code changes across Canada. It's the perfect choice for our unique Canadian climate, bringing meaningful benefits in terms of insulation, climate control, and comfort.

Our continuous investment in new technologies and processes means we'll always be able to offer Canadians windows and doors that have superior style, quality and performance. We put people first, which allows us to develop product and service innovations that really make a difference. We take great pride in being able to offer true value at every single price point. We're committed to leading the industry forward for years to come and continuing to demonstrate the undeniable value of JELD-WEN.



WILLMAR®  
—  
All New  
Exterior  
Paint Finish  
Options

## JELD-WEN® COLOURS YOUR WORLD SO IT'S BRIGHTER AND BETTER

Innovative new paint finish now available on Willmar® Exterior Vinyl Windows and Entry Doors.

### NOT ALL PAINTS ARE CREATED EQUAL

Our relentless drive for quality leads us to develop unique product innovations. We know Canadians need Windows and Doors that look and perform at the very highest levels—beauty and quality that stands the test of a time is a priority.

JELD-WEN®'s Willmar® Collection Exterior Vinyl Windows and Entry Door Systems are now available with elevated paint options.

This new, Low-VOC urethane paint is designed for use over composite substrates that have a need for above-average weatherability. It exceeds the industry standards for protection and can handle anything and everything that our unique Canadian climate offers—it guards against erosion, cracking, aging, direct impacts, and even harsh cleaners.

The benefits don't end there. The new Willmar paint only needs 24 hours to be fully cured and ready for processing. They're also eco-friendly, produce very little odour, and meet AAMA 613 specifications (one component system) and AAMA 615 specifications (two component system).

Performance is just one small part of the equation. This exceptional new paint also delivers a premium look and feel that brings undeniable luxury to any space. It's available in 10 standard colours as well as 5 premiums colour options to fit any style. Colour matching is also available to provide a seamless design experience.

Make your world brighter and better with the innovative new paint options available on JELD-WEN's Willmar® Collection Exterior Vinyl Windows and Entry Door Systems.



**A RICH HISTORY OF QUALITY & BEAUTY**

JELD-WEN® Interior Doors offer Canadians a variety of superior styles and finishes, inviting beauty and quality into every room.

The historic streets of Saint Henri, Quebec, is the birthplace of every door sold in Canada. They're manufactured locally with North American fibers and Canadian White Pine, as well as 39% pre-consumer recycled materials, and are specifically designed to thrive in our unique Canadian climate. There are truly doors built by Canadians, for Canadians.

Since quality is at the core of everything we do, our Doors are rigorously tested to ensure they function and perform at the very highest levels. We're proud of the fact that JELD-WEN Moulded Interior Doors meet CARB Phase 2 requirements and VOC code requirements.

JELD-WEN Interior Doors offer Canadians quality and beauty that lasts a lifetime.

**THE NORTHERN TRI-PANE COLLECTION™**

High-performing, revolutionary windows that KEEP OUTSIDE OUT.

We know that energy efficiency is top priority. Windows and Doors that perform efficiently lower energy costs, create a more comfortable home, and decrease strain on the environment. As a long-time ENERGY STAR® partner, we remain committed to developing products that deliver these important benefits.

**INTRODUCING THE REVOLUTIONARY NORTHERN TRI-PANE COLLECTION™**

Leveraging True Tri-Pane Technology™, it features a more robust frame with increased air space (1.25") between three panes of insulated, Low E glass. Combined with an Argon fill and a U-factor value of 1.08 to 1.02, ENERGY STAR® certified and completely ready for 2025 standards.

The Northern Tri-Pane Collection is the perfect choice for our unique Canadian climate, bringing meaningful benefits in terms of thermal performance, sound insulation, climate control, and overall comfort. See how it feels to truly KEEP OUTSIDE OUT.

*For more information on our innovative product offerings, please contact your Territory Sales Manager, or reach out to:*

**TREVOR HOLOWATIUK**

P: (587) 532-8530

E: [tholowatiuk@jeldwen.com](mailto:tholowatiuk@jeldwen.com)

[jeld-wen.ca](http://jeld-wen.ca)



**JELD-WEN®**  
WINDOWS & DOORS



# ALLIANCE DOOR PRODUCTS

**FREQUENT. RESPONSIVE. FAR REACHING. DEPENDABLE.**

Alliance Door Products is a privately held, family owned company with full-service distribution branches in the US and Canada. Our vision is to build a relationally focused organization that is connecting customer needs to supplier solutions through a network of companies who are market leaders in door and millwork solutions.

We are proud to offer our customers a comprehensive line of high-quality residential, commercial, and architectural doors along with related door and millwork products supported by excellent customer service and value-added services including pre-hanging, custom machining and prefinishing. You will find quality brands such as Lynden Door, Therma-Tru Doors, Woodland,

Weiser, Alexandria Mouldings, Stallion Doors, and Simpson Doors in our extensive product portfolio.

With distribution locations in Abbotsford, Calgary, Edmonton and Winnipeg, our branches are strategically located to provide you with responsive, expertly and exceptional service and far-reaching, dependable logistics throughout Western Canada and NW Ontario.

Our high-quality products in combination with a wide breadth of value-add services and our flexibility and ability to respond to customer needs make us your ideal partner for any building project.

“At Alliance Door Products, we are true door and millwork people and we speak your language.”



## ALLIANCE DOOR SYSTEMS – CONTEMPORARY DOOR SOLUTIONS FOR THE EXTERIOR TO THE INTERIOR OF YOUR HOME

Our Alliance Door Systems with Therma-Tru Fiberglass doors deliver long-lasting beauty, durability and energy efficiency.

### Beautiful

- Classic Craft Premium Fiberglass doors offered in four wood grain textures – Fir, Oak, Mahogany and NEW Walnut – and smooth surfaces offer endless choices in door styles and handcrafted decorative, textured, privacy and low-e glass design
- Contemporary, modern doors with wide SDL bars featuring EnLiten™ flush-glazed designs offer up to 16% more visible glass area as compared to conventional lite frames, creating an airy, open feeling in your home with larger daylight openings
- Grooved Fiberglass doors are a perfect match to our contemporary interior door FineLine Collection by Lynden Door
- Low-maintenance
- Built from a material that won't dent or rust, nor will it warp, split, crack or rot
- Backed by the industry's most comprehensive lifetime limited warranty

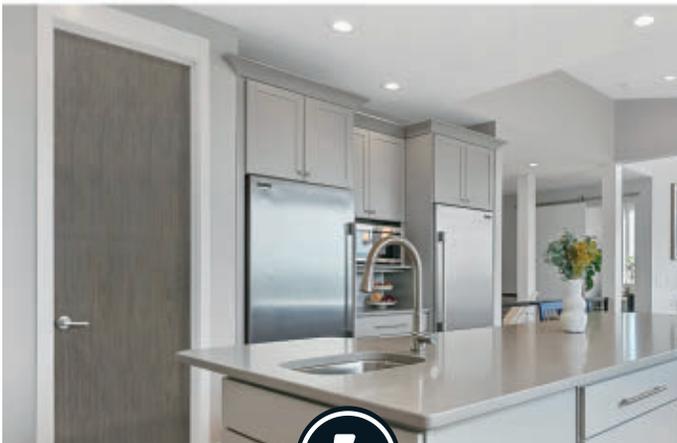
### Energy-Efficient

- Solid polyurethane foam core provides up to four times the insulating R-Value of wood.\*
- Therma-Tru Door systems meet NAFS (North American Fenestration Standard) requirements
- Largest decorative, privacy and textured glass offering features triple-pane construction for reduced outside noise and increased energy efficiency

*\*Comparison of fiberglass to wood doors (both without glass)*



**LD Lynden Door**



Alliance Door Products is excited to offer you WRLA show specials in collaboration with our top vendor partners for exterior doors, Lynden Door interior doors, door hardware and millwork.

Based in Manitoba, Canada, Woodland Supply is a premium quality millwork manufacturer who combines state-of-the-art production technology with old-fashioned personal attention to quality and service. Specializing in interior millwork, Woodland produces a wide range of wood mouldings from standard products such as baseboards, casings and floor transitions to more specialized products such as corner base blocks and hot air registers.

- Rail and Stair Parts
- Hardwood mouldings
- Premium grade S4S lumber - Maple, Oak, and Aspen
- Custom capabilities - stunning, one-of-a-kind craftsmanship

**Woodland's quality is second to none.**

**WEISER LOCKS**

Weiser is Canada's leading brand of door hardware, with a complete range of mechanical and electronic door locks in a wide variety of traditional and contemporary designs.

Weiser's extensive collection of state-of-the-art electronic Smart door locks with patented SmartKey feature offer unsurpassed security and convenience and are the perfect addition to your Alliance Door System. Weiser Locks are now available with Microban® technology to help keep hardware cleaner, fresher and more protected than products with untreated surfaces.

**INTERIOR DOORS BY LYNDEN DOOR**

Lynden Door is a leading producer of interior residential, architectural and commercial doors in the United States and Canada.

We are a uniquely diverse family owned company recognized in the building industry for manufacturing interior doors fitting of virtually every segment of the built environment - doors of superior quality construction and function, consistent appearance and aesthetically appealing finishes.

Our product portfolio consists of four Construction Series; Standard Series Construction, Interior Commercial Construction (IC Series), Commercial Construction (CD Series) and Architectural Construction (LD Series). STC, Fire, Airflow/Ventilation and other specialty options are available within each series.

Lynden Door's FineLine Collection and innovative flush door designs available in a wide variety of textures and colors are designed to fulfill today's interior design and architecture demands for beautiful and versatile building materials that provide effortless living in contemporary spaces.

*Each Alliance Door Products team member is greatly valued as an individual, and employee, a vital part of a unified team that is focused on providing you the best in class as it pertains to quality, performance and customer service.*



**HARDY RAHN, DIRECTOR OF SALES - CANADA**

P: (204) 661 1004 | E: Hardy.Rahn@AllianceDoorProducts.com  
**AllianceDoorProducts.com**





# ALL WEATHER WINDOWS

*Smart windows start with SMART advice – your Account Manager is here to help! Call us to find out more.*

No matter how far apart we are physically, the All Weather Windows team is here to help your business succeed. With a commitment to helping you grow your business, your dedicated Account Manager can provide you with SMART advice. Our focus on innovative window, door and glass solutions through dedicated research and development means peace of mind and comfort knowing you made the right choice. Doing business with All Weather Windows is simply SMART.

Check out our show specials on the app!



**ALL WEATHER  
WINDOWS**



P: 1-800-232-9407 | E: [info@allweatherwindows.com](mailto:info@allweatherwindows.com)  
[allweatherwindows.com](http://allweatherwindows.com)



**BILL | Vancouver**



**BRENT | Saskatoon**



**BRIAN | Vancouver**



**CLARENCE | Winnipeg**



**DALLAS | Saskatoon**



**DAN | Vancouver**



**DARREN | Regina**



**DWIGHT | Saskatoon**



**GARY | Edmonton**



**JAMES | Edmonton**



**JOHN | Lethbridge**



**KEVIN | Edmonton**



**KURT | Calgary**



**LYNN | Lethbridge**



**MARK | Winnipeg**



**PETER | Calgary**



**SEAN | Edmonton**



**SEAN | Winnipeg**



**STEPHEN | Calgary**



**TONY | Lethbridge**



## KOHLTECH WINDOWS & ENTRANCE SYSTEMS

Since 1982, Kohltech Windows & Entrance Systems' mission has been to ensure that each window and entrance system that we design and manufacture is "outstanding." Professionally engineered, reliable and beautifully crafted. It's a pledge we continue to live by today.

We look at windows and doors in a different way, and we understand that every customer is looking to realize a different and unique possibility. That's why every Kohltech entrance system and window is custom crafted to meet your customers' unique needs and to add beauty and security to their home.

We're proud to be one of the leading window and door manufacturers in North America, but we're not content to stand still. We continue to innovate and imagine, and to invest in technology, research and development and our people, so that we remain the quality benchmark for others to follow.

At Kohltech, we continually strive to grow and expand our team to deliver outstanding Kohltech service to our customers. As a testament to this pursuit, we have recently hired a new Territory Sales Manager, Nathan Boodt, to join our Alberta team. Nathan comes to Kohltech with a wealth of knowledge around home energy-efficiency products and has over ten years of experience

in customer service and business development.

Rest assured that when your customers choose a product with our name on it, they get the most advanced ENERGY STAR-qualified windows and doors, manufactured in the most environmentally responsible manner to the highest ISO 9001 quality standards. Exceptional craftsmanship and quality are our company's trademark, and we guarantee that your windows and entrance systems will be outstanding.





### SUPREME PVC SWING DOOR

The Kohltech Supreme PVC Swing Door is a superior quality door with the versatility of creating a beautiful main entrance or an attractive patio door.

Well tested in harsh climates, the interior and exterior tempered glass provides four to five times more strength and has 30% more glass than standard garden doors. The compression seal technology and low profile sill maintain a consistent barrier against wind and water no matter how strong the storm.

The system offers exceptional sound abatement properties as well as very simple maintenance. Perfect for multi-unit complexes looking to provide sound separation and an ease of upkeep.

**Offer the best to your customers with Kohltech's top-of-the-line Supreme PVC Swing Door.**

### PASSIVE HOUSE WINDOWS & DOORS

With our dedicated team of engineers, Kohltech has developed a wide array of Passive House certified windows and doors. With energy-efficiency becoming an increasing factor for homeowners and home buyers, the Passive House Institute US label is a bankable guarantee that they are getting the very best.

Achieving the rigorous certification standard of the Passive House Institute US involved teaming up with Canadian architects and developers to become only the second window manufacturer and the first door manufacturer to achieve this accreditation in Canada.

Your customers have plenty of window options, with certification available on our casement, awning, tilt and turn, and picture windows. All of our Passive House windows are Argon-filled triple glazed with the option of LSG and HSG.

Our cellular PVC frame allows us to achieve this certification with our steel slabs, sidelites, and transoms. Inswing doors with triple-glazed glass provide natural light and style while maintaining exceptional energy-efficiency.

Offer your customers peace of mind and the best windows and doors in the business. Kohltech custom-made products are built to be outstanding for years to come.

*Looking to carry quality windows and doors? Reach out to our Western Sales Team to learn more about Kohltech products, service, and benefits. Become part of the Kohltech dealer network today.*



**SHELDON PENMAN**

P: 1 (800) 379-5818 | E: [spenman@kohltech.com](mailto:spenman@kohltech.com)  
[Kohltech.com](http://Kohltech.com)



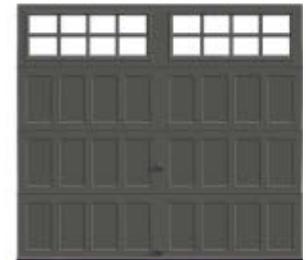
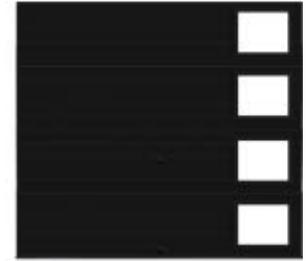


# HOLMES GARAGE DOOR COMPANY

**H**olmes Garage Door Company® is headquartered in the heartland of Ohio. We operate as part of North America's largest overhead door manufacturer, including four manufacturing plants and 52 distribution centers throughout the United States and Canada. We're a preferred supplier of residential garage doors and overhead commercial and industrial doors. When customers search for the best garage door company, they find Holmes®.

Holmes Garage Door Company offers a complete line of top quality garage doors including traditional raised panel doors, carriage house style doors and contemporary styles. With thousands of garage door designs to choose from, Holmes is Making it Easy to find and purchase the right door for your style!

Holmes Garage Door Company is dedicated to the retail marketplace. We provide specialized displays and literature along with a customizable assortment of programs and products. Holmes is Making it Easy for retailers to select the right garage door for their customer's application with our state-of-the-art merchandising materials and configurator tool.



**We offer a complete line of Commercial doors.**



**MIKE MORROW**

*Want to offer the largest selection of garage doors in the industry to your customers? Call us today!*



**CUSTOMER SUPPORT**

P: 1-877-266-8490

E: [HolmesGarageDoor@clopay.com](mailto:HolmesGarageDoor@clopay.com)

[holmesgaragedoor.com](http://holmesgaragedoor.com)

Holmes Garage Door Company offers a complete line of top quality garage doors including traditional raised panel doors, carriage house style door and contemporary styles. With thousands of garage door designs to choose from, Holmes is Making It Easy to sell the perfect garage door!

- More design options to fit any budget.
- Most energy efficient doors with industry leading R-values up to 20.4.
- Complete Residential and Commercial door offerings.
- Easy to use digital tools including a door configurator.



Making it easy to sell with our **EXCLUSIVE DEALER PORTAL:**

- Gives access to our image library, marketing communications, product specs and our Garage Door Design Tool.
- Use our garage door design tool to build, quote and place your orders.



# PLY GEM

## WINDOWS

As one of Canada's top window manufacturers, Ply Gem windows feature sturdy, multi-chambered frames and sashes with welded corners that never need painting or staining and, depending on the style, are available in a variety of colours. Ply Gem is the benchmark for home exterior product solutions — with service you can depend on.



WINDOWS & DOORS (INC. GARAGE DOORS)

## DOORS

Your front door is the gateway to your home, visible from both inside and outside. With virtually countless combinations of door styles, textures and glass options to choose from, you can create a one-of-a-kind door that reflects your style.

Choose from a vast range of entry doors with Ply Gem: steel or fiberglass, with or without glass, sidelites and transoms.



## PATIO DOORS

Patio doors are a great way to access your home's outdoor living space and maximize visible light while providing excellent resistance to the elements surfaces and maintaining an energy efficient seal.

Ply Gem patio doors are available in three styles: sliding, multi-sliding and swing; and in three materials: vinyl, aluminum-clad vinyl and aluminum-clad wood.



Learn more about our products:

P: 1-800-297-6102  
plygem.ca

## NEW PRODUCTS



Fusion Colour Wrap is a new cost-effective solution to add colour to vinyl windows and sliding patio doors.

### Features & Benefits:

- Multi-layered film is applied to vinyl using polyurethane reactive hot melt to create permanent bond between wrap and vinyl
- Easily withstands the most extreme heat and cold conditions
- Extremely resistant to scratches and abrasions
- Unaffected by environmental pollutants
- Performs well in sea-side applications
- Dirt and grime are easily cleaned away using normal mild household cleaners



VISIT THE WRLA APP TO SEE OUR SHOW SPECIALS!

## WEISER LOCKS

Throughout our history, Weiser has consistently demonstrated its ability to provide solutions to consumers' need for products that express their lifestyle. Weiser has introduced many innovative products to the marketplace in the past decade.

Quality and security are an integral part of every product. Knowing that all Weiser products will function properly and provide the added protection and security you expect, allows you to choose from a number of stylish products with confidence. After all, we've been doing this for over 115 years. Although times and styles have changed, Weiser is right there keeping a finger on the pulse of consumers' needs. We are committed to continuously introducing new styles and finishes that fit the needs of today's changing lifestyles and fashion trends.

Weiser products feature our proprietary SmartKey™ technology which allows for easy re-keying and some of our products feature Microban antimicrobial coating that helps limit the spread of bacteria.

To learn more about our WRLA deals, please reach out to your local Weiser Sales Representative.



# WEISER



### HALO TOUCH

The Halo Touch fingerprint smart lock allows you to simply use your unique fingerprint to lock and unlock your door. Halo Touch has Wi-Fi built-in that connects directly to your home Wi-Fi network and smartphone for a secure smart home that does not require a third party smart home hub, panel or subscription. You can also lock and check the status of Halo using voice commands with Amazon Alexa and Google Assistant. This single cylinder deadbolt can be locked or unlocked by using your fingerprint or key from the outside as well as the turn button from the inside.

### PRESCOTT HANDLESET

With Weiser you can blend simplicity with elegance. Whether you're looking for traditional, transitional or contemporary style, our selection and finishes will make it easy to find the right accent for your home. Handleset can be locked or unlocked by a key from the outside or with a key/turnpiece from the inside. The latch bolt is operated by the thumb piece on the outside and the grip on the inside. The deadbolt is operated by a key on the outside and a thumb turn on the inside.

Contact your local Weiser Sales Representative

SPECTRUM BRANDS

P: 1-800-501-9471

[WeiserLock.com](http://WeiserLock.com)



# DURABUILT WINDOWS & DOORS

**P**eople come to you looking to bring their space to its fullest potential. Our team has a vested interest in making you look great – because our success is shared.

Family owned, with engaged and experienced leadership, we are focused on Western Canada and delivering an elevated level of service because our people are passionate and connected to technology to get you answers – not to mention our simply superior products.

We support you every step of the way. Experienced and attentive Market Leaders and Account Team Reps are here to help you drive up sales. On the service side, Connect You is your direct connection to straightforward service solutions giving you instant access to Durabuilt customer experience experts. We know you are busy, so we make it easy. Cases are opened for all your sales and service requests, and a tracking number lets you know that we're on it!

DURABUILT CX is your all-in-one selling solution. This effective, end-to-end sales tool is specifically designed to increase sales with its built-in sales resources and the ability to build your product right in front of your customer.

Our simply superior products are designed with your needs in mind. They are easy to understand and to engage your customer. All are fully tested to perform, and we offer a generous selection of fashion – benefits that will definitely appeal to your customers.

In addition to our truly innovative all-new Alpha and Omega offering, we have an extensive offering of Therma-Tru Entryway and Swing Patio doors, and our Econo-Star stocking windows and Attic-Seal for instant sales.

Connect with us.



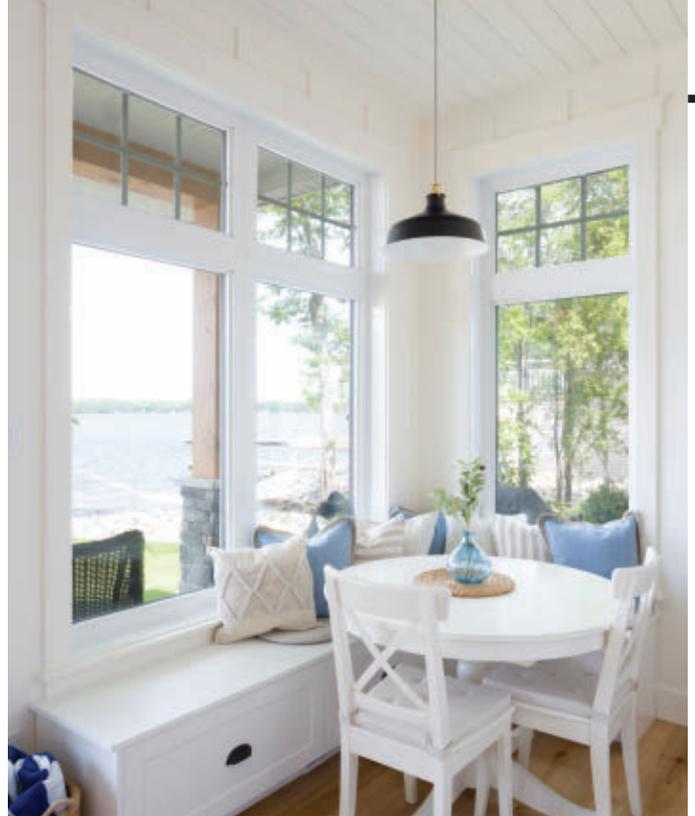
all about you.



***Well-known and respected in the dealer channel, Nigel is guiding the charge at DURABUILT, ensuing we deliver a positive customer experience. Backed by a strong team of market leaders and Account Managers, we will team up for success and grow your window and door sales.***

## NIGEL ATTRILL

Vice President - Sales & Marketing  
P: (780) 982-0249  
E: [nigela@durabuiltwindows.com](mailto:nigela@durabuiltwindows.com)  
[durabuiltwindows.com](http://durabuiltwindows.com)



WINDOWS & DOORS (INC. GARAGE DOORS)



## ALPHA & OMEGA - SUPERIOR DESIGN AND VERSATILITY MADE EASY

Exceptionally well-built, Durabuilt's vinyl windows are perfect for creating a comfortable and stylish home. Our Alpha and Omega windows offer the same real-world benefits both being built with the same Monoframe design providing air and watertight performance, and the ability to seamlessly mix and match these high-quality and fashion-forward windows however you want. It also allows for easier selection and consistent installation.

A generous palette of durable and lasting finishes delivers colour options, both outside and inside. Comfortable glass selections and a full complement of thoughtful exterior and interior trims stretch across the entire offering making these windows exquisitely versatile for new build and renovation projects.

Offer your customers superior quality and style.



**DURABUILT CX** is your all-in-one sales solution allowing you to fully engage your customers and show value. It's never been easier.

All orders placed from January 20 to February 28, 2021 using DURABUILT CX will receive an additional 3% discount off our present winter promotion – use to create excitement and close on business.

# NEW PRODUCT SHOWCASE

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## DISCOVER 20 NEW PRODUCTS!

Find new and innovative products for 2021 and grow your business! Want more details about a product? Check the company's booth in the book or app for more details.



## ATMOSPHERE FOLDING DOOR

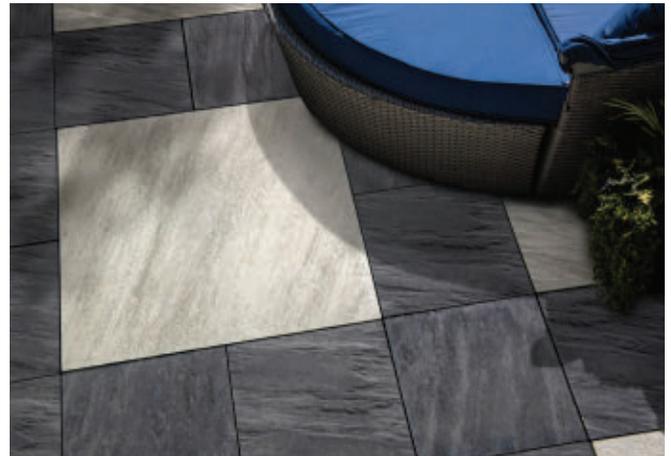


The perfect space solution for large openings that offers an innovative and high-performance customized door solution. The slim design allows maximum viewing from all angles and when fully retracted it provides easy access to the outdoors and a feeling of wide-open space. With triple pane glass, it's ENERGY STAR® certified!



P: 1-800-232-9407  
E: [info@allweatherwindows.com](mailto:info@allweatherwindows.com)  
[allweatherwindows.com](http://allweatherwindows.com)

## FJORD PAVER



Barkman's newest paver for 2021, Fjord, has a beautiful, understated slate finish. Its subtle colour grains and texture result in a paver that is both modern and natural. Fjord pavers are designed for walkways and patios, and promise to leave a lasting impression in any space.



**TIM FAST**  
P: 1-800-461-2278  
E: [tfast@barkmanconcrete.com](mailto:tfast@barkmanconcrete.com)  
[barkmanconcrete.com](http://barkmanconcrete.com)

## BRICKCLAD



BRICKClad easily installs to all wall types and is suitable for new construction or renovations. Made of clay brick, it's colour will not change over time and can be installed in all weather conditions. With a drainage cavity behind the brick, the product allows for drainage and ventilation, and is simply mechanically attached to the wall!



**LEARN MORE!**  
E: [info@brockwhite.com](mailto:info@brockwhite.com)  
[ca.brockwhite.com](http://ca.brockwhite.com)

## WHITE CAP



New in 2021 is White Cap, a pre-cut hip and ridge shingle which is designed to be used with Mystique and Vanguard shingles. Available in 14 colours, it offers installers a quick and easy way to cover hips and ridges while also allowing the flexibility of a one-, two-, or three-layer installation.



**MIKE RUSSNAK**  
P: (780) 719-7563  
E: [mrusnak@bpcan.com](mailto:mrusnak@bpcan.com)  
<https://bpcan.com/>

## GREEN GLUE NOISE-PROOFING COMPOUND



Green Glue Noise-proofing Compound has a unique polymeric formula that converts the mechanical energy from sound waves into small amounts of heat. This process is a form of sound damping. When the compound is sandwiched between two rigid layers of material (like drywall), it forms a damping system.



### CUSTOMER SERVICE

P: 1-800-661-3120  
E: [cscscanada.westernteam@saint-gobain.com](mailto:cscscanada.westernteam@saint-gobain.com)  
[certainteed.ca](http://certainteed.ca)

## CEDAR IMPRESSIONS

### DOUBLE 7" STRAIGHT EDGE PERFECTION SHINGLES. EXTERIOR CLADDING



Introducing CertainTeed's, third-generation version of the award-winning Cedar Impressions® Double 7" Straight Edge Perfection Shingles. Available in an impressive array of 22 colors, and featuring CertainTeed's TrueTexture™ high definition finish that is digitally rendered from real cedar shingles, these patented polymer shingle panels are engineered for 1) optimal aesthetics, 2) ease of installation and 3) superior performance.



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[certainteed.ca](http://certainteed.ca)

## GLASROC SHEATHING



Developed and made in Canada — and tested for Canadian construction and climates. CertainTeed GlasRoc® Sheathing is a quality, water-resistant, gypsum-based exterior sheathing. It's engineered glass mat facer provides a superior water and UV resistant surface for long-term protection to weather exposure. It's made in Canada, tested for Canadian applications, and verified by Canadian contractors.



### CUSTOMER SERVICE

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E: [cscscanada.westernteam@saint-gobain.com](mailto:cscscanada.westernteam@saint-gobain.com)  
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## ZIPPO HEATBANK HAND WARMER FREE STANDING DISPLAY



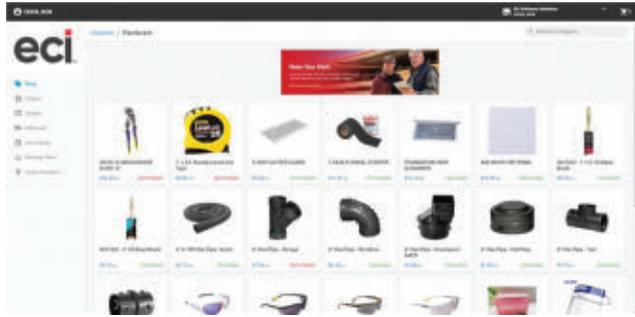
The HeatBank™ 3 & 9s rechargeable hand warmers keeps you warm from the office to the woods. A USB-compatible device letting you stay connected while enjoying the reusable, less waste versus disposable warmers. Used to charge other compatible devices (cable not included).



### ANDREW MCPHERSON

P: (204) 284-1874  
E: [andrew@csisports.net](mailto:andrew@csisports.net)  
[csisports.ca](http://csisports.ca)

## PROLINK IN A BROWSER



ProLink™ is an e-tailing solution that provides on-demand shopping and account information to your customers, using their browser or mobile device. Showcase your inventory and enable your customers to place orders, submit quotes, and receive confirmation! Available in your browser or on any Android™ or Apple® device.

**eci** | **PATRICK TALEGHANI**  
 P: (778) 279-2755  
 E: ptaleghani@ecisolutions.com  
[www2.ecisolutions.com/wrla](http://www2.ecisolutions.com/wrla)

## BONNEVILLE PLANK



Natural beauty in every step! Bonneville Plank™ offers an authentic woodgrain profile in multiple patterns and in two classic colour choices, suitable for multiple design applications. This concrete product provides customers with a permanent, long-lasting and durable solution compared to natural wood planks. An easy to handle size for professionals and DIY enthusiasts.

**Expocrete**  
 an Oldcastle® company | **JIM DEJEWSKI**  
 P: (403) 973-5295  
 E: jim.dejewski@oldcastle.com  
[expocrete.com](http://expocrete.com)

## ALIGN COMPOSITE CLADDING



ALIGN™ Composite Cladding has it all: the beautiful look of wood your customers want and the lower total installed cost you need. A self-aligning stack lock ensures an easier installation than fiber cement and engineered wood. There's no touching up or caulking required. 20 fade-resistant colours; lifetime limited warranty.

[ALIGNCompositeCladding.com](http://ALIGNCompositeCladding.com)

**GENTEK**  
 GENTEK BUILDING PRODUCTS | **ERIC PELOQUIN**  
 P: (613) 889-5009  
 E: eric\_peloquin@gentek.ca  
[gentek.ca](http://gentek.ca)

## PROMENADE DECKING



Evoke the feeling of luxurious living with Fiberon Promenade decking. Promenade decking offers the aesthetic of high-end, handcrafted wood decking, with the benefits of premium PVC. Grooved and square-edge Promenade deck boards feature a slip-resistant surface texture, making it ideal for docks, marinas and other waterside applications. Available in six trending colors to fulfill any décor or palette.

**GOODFELLOW** | **WES CLIFFORD**  
 General Manager, Prairies  
 P: (403) 369-6212  
 E: wclifford@goodfellowinc.com  
[goodfellowinc.com](http://goodfellowinc.com)

## WESTPORT STEEL DOORS



Holmes Garage Door is excited to offer Westport Steel, a new product line that combines the traditional symmetry of wood stile and rail door designs with the proven durability and energy efficiency of three-layer steel Intellicore® construction. These doors provide two distinct recessed panel designs, providing new design options for homeowners.



### CUSTOMER SUPPORT

P: 1-877-266-8490

E: holmesgaragedoors@clopay.com

[holmesgaragedoor.com](http://holmesgaragedoor.com)

## WILLMAR ALL NEW EXTERIOR PAINT FINISH OPTIONS



Colour your world with Willmar®. Personalize and colour match Willmar® Collection Windows & Entry Door Systems with JELD-WEN®'s new Low-VOC Urethane factory paint. The new paint offers premium quality, luxurious look and feel, improved performance, and more colours to choose from—10 standard and 5 premium.



**JELD-WEN**  
WINDOWS & DOORS

### TREVOR HOLOWATIUK

P: (587) 532-8530

E: tholowatiuk@jeldwen.com

[jeld-wen.ca](http://jeld-wen.ca)

## RANCHO BATH COLLECTION



Pfister's latest design, the Rancho bath collection is the perfect transitional design to fit any bathroom with sleek yet simple designs. Includes a single control faucet, 4" centreset bath faucet, 8" widespread faucet and a tub and shower faucet. Available in multiple finishes – Polished Chrome, Spot Defense Brushed Nickel and Matte Black.



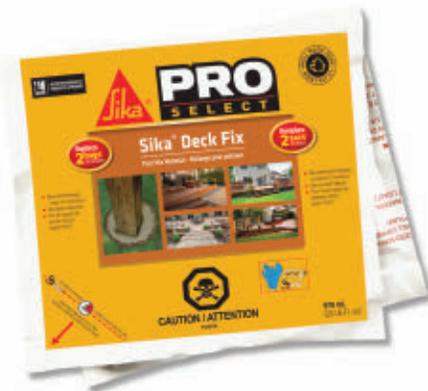
### PFISTER

P: 1-800-732-8238

E: plumbing.canada@spectrumbrands.com

<https://ca.pfisterfaucets.com/>

## SIKAFIX DECK



SikaFix® Deck is the evolution of building decks and fences. This high-strength alternative to pier blocks is pre-portioned for quality control and predictable performance. Replaces 100 lbs of concrete, in-pouch mixing without tools, sets in three minutes, cures in two hours. Seals and protects wooden, PVC and steel posts. Cold conditions compatible.



### BOBBY CLIFFE

Technical Sales Representative

P: (403) 999-2228

E: [cliffe.bobby@ca.sika.com](mailto:cliffe.bobby@ca.sika.com)

[sika.ca](http://sika.ca)

## CORDLESS QUIK DRIVE PRO250G2 SUBFLOOR SYSTEM



Introducing the new cordless Quik Drive® PRO250G2 Subfloor System: a complete auto-feed screw driving system powered by the 2,000 rpm, 20V cordless DeWalt® brushless driver motor with adjustable torque. This PRO250G2 requires less skill training than traditional installation methods, allowing a first-day apprentice to keep pace with a seasoned veteran.

*Please contact your local Simpson Strong-Tie representative for more information.*



**SIMPSON STRONG-TIE CANADA LTD.**  
P: (800) 999-5099  
[strongtie.com](http://strongtie.com)

## LP ELEMENTS PERFORMANCE FENCING



LP Elements® Performance Fencing is the only engineered wood fence on the market and is proven to stand longer and stronger than softwood or vinyl alternatives without twisting, cracking or warping. No other fencing product offers low maintenance alongside natural-looking beauty.

**Learn more at [LPCorp.com/fence](http://LPCorp.com/fence)**



[taigabuilding.com](http://taigabuilding.com)

## TRUE NATURE



True Nature Cedar Creek Shake and North Ridge Slate metal roof tiles look unprecedentedly realistic due to our engineering process that has enabled us to mimic real shake and slate. Cedar Creek Shake is available in six colour options and North Ridge Slate is available in five.



**CHRIS MCPHAIL**  
P: (519) 502-0278  
E: [cmcp@mail@vicwest.com](mailto:cmcp@mail@vicwest.com)  
[vicwest.com](http://vicwest.com)

## VIPCO VISUAL BOARDS — WHITEBOARDS, TACKBOARDS & FORBOBOARDS



Vipco Visual Boards are proudly manufactured in Canada and are made from the highest quality materials for design-focused functionality. Our visual board frames are custom made in-house, built with over 40 years of experience. Each frame is assembled to ensure consistently high quality.

Built better to last longer at a very competitive price.



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E: [VVBInfo@Vipco.ca](mailto:VVBInfo@Vipco.ca)  
[Vipco.ca](http://Vipco.ca)

# THE SKY'S THE LIMIT

*Photo by Touann Gatouillat Vergos*

*Location: Lake Minnewanka Trail in Banff, Alberta*

Creating new opportunities often means taking risks and going where others have not. Take the road less travelled and leave your comfort zone. You will be impressed at the incredible changes in yourself and the world around you when you get a different perspective.



# FORGE ON.

▶ PLAN AHEAD.

**WRLA BUILDING & HARDWARE SHOWCASE**

**2022 | 2023 | 2024**

**IN WINNIPEG**

Photo: RBC Convention Centre Winnipeg



Photo: Ben Aguilar



[wrla.org](http://wrla.org)





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