

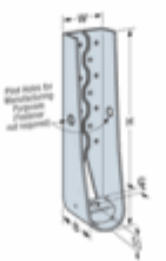
July 2010

Welcome to Truitt & White's BuildSmart, the eNewsletter for professional builders seeking up-to-date information on market-proven products and workshops designed to keep them on the leading edge of the building and remodeling markets.

SIMPSON
Strong-Tie


Simpson Strong-Tie Roles Out Suite of Products Ideally Suited for Bay Area Deck Projects

Whether newly constructed or refurbished, the safety and longevity of a wood frame deck are directly linked to the quality of its connections. Mitigating structural failure risks are a recent collection of Simpson Strong-Tie products specifically designed to fortify key connection points. [Click here to read more...](#)

SIMPSON
Strong-Tie


Specialty Products by Simpson Solve Complex Seismic Issues for Bay Area Builders

There's no denying the Bay Area is a seismically active region, and your next remodeling project may present an opportunity to help ensure your client's long-term safety and the durability of their home. It takes smart choices, and Simpson makes those choices easier with products that help defend against the two primary sources of earthquake damage: lateral forces and uplift forces. [Click here to read more...](#)

SIMPSON
Strong-Tie


Elegant Retractable Exterior Door System by LaCantina Doors Offers Outdoor Lifestyle Transformation

Remodels are changing with the times. Today homeowners expect their remodels to not only improve the look of their houses, but also the function, energy efficiency, and comfort. Renowned for its innovative bifold system, LaCantina Doors satisfy the remodeling market's current demand for balancing energy performance and aesthetics. [Click here to read more...](#)

DREAMDEX™
www.dreamdexliving.com


DreamDex—Scientifically Enhanced Performance Decking

Now available at Truitt & White, DreamDex is real wood decking that has been scientifically engineered to out-perform both traditional wood decking and PVC/composite decking. And with a 25-year warranty against rot, deterioration and insect infestation, as well as being comparably priced to other decking materials, there's very little reason not to love DreamDex. [Click here to read more...](#)

BuilderLink
Connecting the Building Community


The Industry's First Dedicated Social Media Site Introduced at Pacific Coast Builders Conference

As the building community continues to reinvent itself in the wake of a complex market shift, new initiatives and innovations are gaining momentum. One of those emerging trends is BuilderLink, which has evolved from an estimating tool into a dynamic online business community dedicated to builders, lumberyards and manufacturers. [Click here to read more...](#)

This issue of BuildSmart is sponsored by:



Seminars and Events

Building Professional Seminars

8/18 @ 5 pm [Leveraging Rebates and Tax Credits with Integrity Windows](#)

9/15 @ 5 pm [Pro's Perspective: Marvin Replacement Window Installation Techniques](#)

10/20 @ 5 pm [Perfecting the Fit: Inswing and Outswing Marvin French Doors](#)

Weekenders Series: Workshops for the Homeowner

8/14 @ 9 am [Remodeling for Performance with Integrity Windows](#)

BuilderLink Webinars

7/29 @ 11 am [Advertising with Google AdWords](#)

8/11 @ 11 am [Engineering Issues with Heavy Timber Structures](#)

9/29 @ 11 am [Understanding Timber Drying](#)

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