

PROLINES

December 2012

The Newsletter for the Professional Builder

WESTERN DAZE

Once again, the biggest and the best of all wall calendars have arrived to be distributed to the offices, shops, job trailers and other locations of our valued customers and friends. This year's edition of the annual D&E Calendar, features the extra large size of 30" x 40", or 76 x 102 centimeters. The large print makes it so easy to read and features a daily numbered count back of the 2013 year, from 365 on the first of January, back down to number one on December 31. There is ample room provided to conveniently write down notes, deadlines or other important information on the monthly tear away sheets. The art work picture features a beautifully styled western theme, entitled "Silhouette Cowboy" from a local artist, Gary McGladdery of Pincher Creek, Alberta. We have decided to feature an Alberta artist for all future calendars after years of using Charles Russell prints, and having reproduced a large portion of his portfolio. If you know of a local based artist that works in western themed paintings forward their name to us for consideration. If you are not on the list to receive our wall calendar, and would like to get in line, then get ONLINE for one of the few remaining extras. You can also have your company name placed on the delivery list for next year, so get on your horse and contact: promotions@delumber.com



WE WILL BE CLOSED

Monday December 24 - Wednesday December 26
and
Tuesday January 1, 2013



MERRY CHRISTMAS

The Management and Staff wish to extend best wishes to you and your staff this Holiday Season.

INNER-CITY-BUILDING

The current condition of increasingly expensive and restricted land availability, local government attempts at social engineering, and acknowledged urban sprawl are revolutionizing the house building industry and revitalizing inner city neighborhoods. At Davidson Enman Lumber we understand the challenges facing the inner city builder who has seized the opportunity that uncertainty and change has provided. However, they must consider; high acquisition and demolition cost, protecting mature trees, reduced lot sizing and limited storage space on site, fencing enclosure limitations and other considerations that hinder conventional truck deliveries. Don't even talk about overhead power lines, traffic, parking congestion,



pedestrians, and other road use situations. Then there are the squirrels! Well, ok maybe not them. We are familiar with all these challenges because we grew up in the “inner city” where we are still situated! The location of our head office and Lumber Yard at 452 42 Avenue S.E, provides convenient and timely access for delivering packages or picking up sundry items. In business for over sixty five years, we understand what the term “competitive” is really all about. In addition we have developed dedicated Inner City Sales Representatives, who will accurately estimate your material requirements, service your account and if necessary, use their half ton company vehicles to transport rush, forgotten or unfortunately, replacement items much quicker than waiting for the next scheduled delivery or available truck or costly courier. Speaking of trucks we utilize a variety of vehicles in our fleet such as; Forklift Equipped Flat Decks, Articulated Crane Medium Boom trucks, Hino short radius turning covered Vans, one ton, and half ton pickup trucks all designed to accommodate restricted job access, just in time delivery and, whenever possible, safely place the materials at the most advantageous job site location which keeps the Framer happy, happy, happy. We are a diversified supplier who can meet all your Wood Framing, Engineered Floor & Roof Truss Components, Interior Finish, and Interior Finish Installation requirements. Yes, that is true we can provide SUPPLY & INSTALL for your Interior Finish! There are advantages to the one stop shopping concept and the improved communication process that are inherent. In addition we have developed several Programs that have proven to be beneficial to the “Inner City Builder”.

- **GAME PLAN**

The Game Plan refers to; “Guaranteed Allocation on Material Estimates” All inclusive, fixed cost and package supply, with no extra delivery charges or unexpected extras or shortages as well as convenient, easy to understand “Package” Invoicing based on your construction progress and financing requirements.

- **JOB TRACK**

Specific Job Accounts within the customers Master Account, allowing variable pricing, specific site information or job requirements, personnel contacts or specific “authority to purchase” constraints, and historical cost accounting data for detailed forensic cost analysis and future estimating reference.

- **JOB RAMPS**

Built in accordance with Occupational Health & Safety Guidelines #121, 1&2: Job Ramps are fabricated at our facilities and delivered to your job with the first floor package eliminating the need for the framer to build one using materials that were allocated to the building structure. This costly practice results in additional delivery charges to replace the used material and time loss waiting for the delivery of same.

- **REWARDING PARTNERSHIPS**

Ask about our Partner Loyalty Reward Programs

Davidson Enman Lumber is committed to being the superior provider of wood and wood related building materials to the Inner City Builder. We are also **COR CERTIFIED** and committed to operating safely at our workplace, which includes your job sites as the “Prime Contractor”. Visit us at: www.delumber.com for more information or better yet contact our “Inner City” Sales Representatives Dan Davidson or Jordan Hiller @ “The Lumber Number” 403 243 2566; email d.davidson@detruss.ca or jhiller@delumber.com we will develop a relationship to build on.



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