

ANCHOR UPDATE

INDUSTRY NEWS, CODE UPDATES AND PRODUCT SOLUTIONS

SIMPSON

Strong-Tie
ANCHOR SYSTEMS®

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There is no shortage of conflicting information out there. Our October issue of the Construction Update newsletter stated the following facts, "The total value of construction starts rose in August and construction spending inched up. Building permits and existing home sales rose, along with producer prices, consumer prices and consumer spending.

Housing starts fell, as did new home sales. The unemployment rate remained at 9.1%, and over 100,000 new jobs were created. Stocks closed out the worst quarter since 2008 down double digits for the month. For the month of September, the DOW fell 701 points to close at 10,913 and the NASDAQ fell 164 points to close at 2,415. The S&P, the index most closely watched by professionals, fell 88 points to end the month at 1,131." And as I write this today, it appears the roller coaster will continue.

It's easy to get caught up in the ups and downs and certainly the past year or so has been more down than up. But it's important to focus on the things that we can affect, which will build long-term success in any market. Chief among these is our relationship with our customers.

When cash is tight and inventories are as low as possible, it's even more important to provide great customer service and have consistent communication. When an opportunity for a sale does come along, having the right products at the right time is critical. Our goal is to team with our customers to share information about job leads and opportunities and to find new business together with initiatives like our Jobsite Commitment program (contact your sales rep for details).

The current market is a good time to position ourselves for the future growth as the economy slowly recovers and as we increase our market share with the business that is out there now. To that end we have added a sales manager in the Northwest and several new technical sales representatives. Providing the best service and having talented, knowledgeable sales representatives and field engineers have been the keys to our success in driving business from specification to installation.

In addition, our upcoming brand transition (see article on page 3) will help position the company for long-term growth as we align our complete product offering with the Simpson Strong-Tie brand. Although a cosmetic change, transitioning our Anchor Systems (yellow and black) logo to our Simpson Strong-Tie® (orange and black) logo will make it easier for customers to recognize our products and will increase our ability to expand our product offering in the commercial, infrastructure and industrial markets by leveraging our 55-year history in the construction industry.

This is an unprecedented time in our economy and in our industry, but we are here to work with you and provide exceptional service for the long haul. ■

Bill Georges
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JOBSITE SOLUTIONS

BRUSHY CREEK WASTEWATER TREATMENT PLANT

by Chad Eades

The Brushy Creek Wastewater Treatment Plant is owned by three cities in Texas – Round Rock, Cedar Park and Austin. With Texas' growing population, numerous facility renovations and additions were needed in order to meet the water demands of this area. Although the original building design was not specified with Simpson Strong-Tie Anchor Systems® products, it was my goal to get on the job during the renovation stage of the project.



The Brushy Creek Wastewater Treatment Plant

Our first step was to connect with Brushy Creek's engineer-of-record Jose Guerra Engineering. We invited a couple of their project engineers to attend one of our training workshops in McKinney, Texas. After that workshop, we began building a long-term relationship with the firm and as project opportunities arose, we started to see our products specified in their plans, including the renovations at the Brushy Creek plant. Simpson Strong-Tie field engineer Jeff Stoneman worked closely with Jose Guerra to provide numerous design examples to assist with some of the plant's more complex connections.

Working with Brushy Creek's general contractor Pepper-Lawson Construction was the next step. Simpson Strong-Tie had assisted Pepper-Lawson with several smaller projects in the past, but the big break came when one of the lead engineers for Jose Guerra suggested that they get a hold of Simpson Strong-Tie to



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JOBSITE SOLUTIONS

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Ace Contractors Supply, from back left to front right: Jason Thigpen, Jerry Haverda, Ralph Patlan and Royce Gustafson

help with some RFIs. In particular there was a situation with some mis-located weld plates on the jobsite. Pepper-Lawson needed someone from our company to look at this issue right away and suggest our Titen HD® screw anchors for the RFI. Jeff Stoneman and I helped put together the RFI and contacted the lead engineer from Jose Guerra to let him know our submittal plans for the retrofit. It was that immediate jobsite support that earned us Pepper-Lawson's trust and continued business.

The final step was building a stronger relationship with Ace Contractors Supply, the distributor supplying Pepper-Lawson with most of the anchor products on the Brushy Creek job. In the past, Ace stocked some of our anchor systems products, but also carried competitor products. About a year ago, Ace decided to make a full conversion to Simpson Strong-Tie because of our specifications as well as our ongoing service and support. This conversion came in handy with the Brushy Creek project. Once it was determined what product was needed for the RFI, I made sure that Ace had it in stock so that it could be delivered immediately to the site when the RFI got approved.



Titen® HD screw anchors were used to retrofit the Kalwall window frame openings

To me this was a perfect combination of being able to earn the engineer's specification (as well as respect), provide exceptional service to the contractor and continue to build loyalty with our distributor. ■



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COMPANY NEWS

SIMPSON MANUFACTURING CO., INC. ANNOUNCES NEW CHAIRMAN AND CEO

Simpson Manufacturing Co., Inc. recently announced changes to its senior leadership team. Tom Fitzmyers, current President and CEO, will move to the role of Chairman. The Chairman's role is currently held by Barclay Simpson, the founder of the company. Simpson will move to the position of Chairman Emeritus and remain on the company's Board of Directors.

Fitzmyers has been with Simpson Manufacturing Co. since 1978 and has led the company as CEO since it went public in 1994. As Chairman, he will assume responsibility for investor relations.

Assuming Fitzmyers' role as President & CEO is Karen Colonias, current CFO and a 27-year veteran of the company. Colonias has played a significant role in the development and execution of the company's strategic business plans and directed the company's acquisition efforts. In her new position, Colonias will lead the

company as it continues its expansion beyond residential construction products into the commercial building products category.

Terry Kingsfather will continue in his role as President & CEO of Simpson Strong-Tie Company Inc., the largest and most significant subsidiary of Simpson Manufacturing Co., Inc. Kingsfather, who has been with the company for 32 years and has served as President & CEO for the last five, has successfully led the company through some of the most challenging times in the industry. He will continue to lead the sales and marketing efforts for Simpson Strong-Tie as the company places more emphasis on growing its product offering and brand name worldwide.

All new positions will be effective as of January 1, 2012. ■

Anchor Update is published by Simpson Strong-Tie Company Inc. Information provided is for general understanding only. All designs or other information should be evaluated by a qualified design professional. MAILING LIST: To revise your mailing information, contact us at web@strongtie.com and include your old and new information.

WORKSHOPS & TRAINING

Anchor Systems Workshop for Engineers, Architects, and Designers

Fullerton, California

Thursday, November 17

Introduction to Simpson Strong-Tie Anchor Systems® Workshop

McKinney, Texas

Wednesday, December 14

Effective Selling with Simpson Strong-Tie Anchor Systems

McKinney, Texas

Thursday, December 15

For more information regarding workshop content and for a complete schedule, visit the Workshops and Training section of our website at www.strongtie.com/workshops.

BRAND NEWS

SIMPSON STRONG-TIE: GROWING THE BRAND WITH OUR CUSTOMERS

Building on 40 years of success in the wood connector industry, Simpson Strong-Tie launched its line of anchor products in 1996 and established its presence in the concrete and masonry construction market. When we entered this market, our company was primarily known as a connector company. We knew if we were going to be successful we had to forge relationships and build our brand with a new set of customers, and ensure they knew we had the people, products and construction knowledge to support this industry. It took some time and a lot of hard work, but we were committed and we did it.

A lot has changed in 15 years; Simpson Strong-Tie has continued to diversify its product offering domestically and globally as well as broaden its focus beyond the residential market. In 2011, Simpson Strong-Tie is much more than a connector company; we provide a full array of anchors, lateral systems, fasteners, fastening tools and software to customers who work in residential, commercial, infrastructure and industrial construction. Our president Terry Kingsfather has said, "Our ability to diversify and become viable competitors in each of these markets has everything to do with our customers and the trust they have in us to provide innovative, high-quality products and top-rate service."

As the economy continues to take its toll on the construction industry, it has become even more critical for Simpson Strong-Tie to diversify its product offering and follow a strategy that not only will enable the company to grow long term, but more importantly will help customers' businesses grow and prosper. One of the ways we are doing that is to align all of our product lines under the Simpson Strong-Tie® brand. In 1996, we believed our new Anchor Systems line needed its own identity and brand to enter a non-residential market and to distinguish itself from our connector line. Today, we have numerous product lines that cross over into multiple industries, so now is the right time to present our complete product offering under one brand and make brand recognition easier for all our customers.

The Simpson Strong-Tie brand has a 55-year history that is based on strong customer relationships and engineered, tested and field-supported products. By transitioning our Anchor Systems (yellow

and black) sub-brand to the Simpson Strong-Tie (orange and black) brand we will be combining the strengths of both brands, which will increase our visibility in the concrete and masonry construction industry and expose all of our customers to our full range of products. In the coming months, the Anchor Systems logo will be replaced with the Simpson Strong-Tie logo on our Anchor Systems packaging, literature, signage, website, and other marketing and sales materials. The logo change, however, will not have any affect on our customer service or how we operate – our customers will continue to work with the same Anchor Systems sales representative and field engineer and we will continue to deliver on our commitment of "In the specs, On the job, At your service."

From our first days of operation, Simpson Strong-Tie has been dedicated to helping our customers succeed by providing exceptional products, full-service engineering and field support, product testing and training, and on-time product delivery. This is what our brand is built on and it will continue to be the foundation as we help our customers' businesses grow and thrive. We look forward to continuing to serve all of you in the coming years. ■



Barclay Simpson

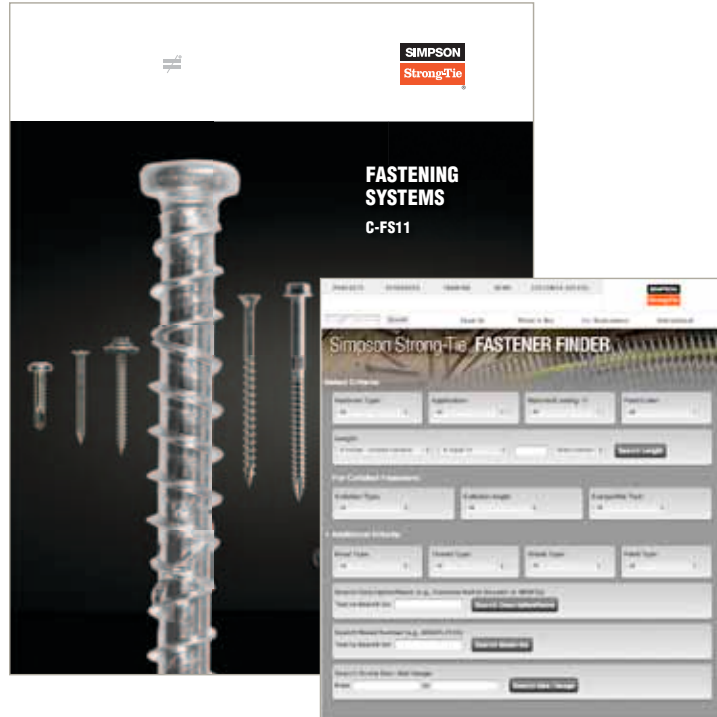
PRODUCT UPDATE

New Fastener Catalog and Online Search Tool

The new 195-page Fastening Systems Catalog showcases our complete offering of structural, corrosion-resistant, stainless-steel and collated fasteners as well as our entire line of Quik Drive® auto-feed screw fastening systems.

In addition, Simpson Strong-Tie has launched its Fastener Finder. This online search tool provides customers with a quick and convenient way to search our wide array of fasteners. The search feature includes multiple criteria, such as application, fastener-type, finish/material and model number, so users can explore and find the right fastener for their project.

Bookmark www.strongtie.com/fastenerfinder. ■



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