

SURETOUCH™

USING TECHNOLOGY TO BUILD TRADITION

INFO

www.suretouch.ca

August 2010

NEW WEBSITE

Our new website is now online. We hope you enjoy it! It has been specifically designed to make it easier for visitors to find the information they are looking for. In addition to its new look, the site offers the following new features:

- animated photo galleries
- a warranty section
- online subscription to SURETOUCH/INFO
- information updates
- a list of installers by region (in the general FAQ page)
- a new Customer Service designed to answer buyers' questions.

Enjoy your visit!



THE SURETOUCH TEAM

In Québec:

Richard Gervais

In Charge of Installers

819 578-5438

Daniel Dufour

Sales Representative, Central and Eastern Quebec

418 569-6846

Stéphane Aubé

Sales Director

514 351-2125, Ext. 35210

514 704-0174

Luc Vaillancourt

General Manager

514 792-4380

In Ontario:

Andrew Dancsak

Sales Representative, Ontario

905 691-5464

In the United States:

Kevin Cavanaugh

Sales Director and Technical Representative – USA

414 559-6434

Timothy Rhodes

Director, Installers – USA

919 920-9170

Major Project in Arizona



A large SURETOUCH project is underway in Phoenix, Arizona: the *Grand Canyon University Dormitory*. This is a 23,000 sq. ft. project. The masonry unit selected, a 16-in long brick with a false joint in the centre to simulate an 8-in brick, is made by our *Superlite* subsidiary. This product is only available on request for large orders.

IN ONTARIO ...

A number of projects are underway in Ontario. SURETOUCH is now carried by a number of distributors across the province.



A nice example of Morency stone work in the Sarnia area.

New Campaign in Quebec

We have launched a media campaign profiling our system's main advantages. The highlights of the press release were:

It's new and it's made here!

The Permacon Group is innovating once again with the **SURETOUCH exterior finish system, a unique system designed, developed and manufactured in Quebec that represents a revolution in the cladding industry.**

- Energy efficient – R-13.5 insulation
- Easy to install
- For use in both renovations and new construction
- Better sound insulation

Many trade magazines (as *Renovation Bricolage* June-July 2010) and local newspapers, including *Dessins Drummond* and *Éco-habitation*, are participating in this campaign.

We have also launched an advertising campaign (buses and bus shelters) in Sherbrooke.

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A SOUTH CAROLINA PROJECT BLOG

A large SURETOUCH project is presently underway in the United States, at Richland High School #5 in Blythewood, SC. You can track the project's progress at this blog:

SuretouchRichlandhs5.blogspot.com



New Dealers

More than 30 new dealers have been added to our network in the last six months:

In Quebec:

- Rona - Bois Turcotte: 2 branches
- Matériaux Campagna: 2
- Matériaux 3 + 2 (Home Hardware): 1
- Volumat: 1

In Ontario:

- Patene: 7 branches
- Mason's Masonry Supply Ltd.: 2
- Tri-County Brick: 1
- GP Masonry: 1

In Alberta:

- I-XL Industries: 3 branches

In the United States:

- Adams Concrete Products: 5 branches
- Allied Building Products: 8
- Arzee: 2

As you can see, our network is getting much bigger, a sure sign that demand for SURETOUCH is growing.

Don't forget...

In-store videos, site panels, installation guides and brochures are always offered free-of-charge. Just ask for them.

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