

PROJECT OF THE QUARTER: A NEW CHALLENGE FOR LIBERTY

Ruskin Self Storage, Ruskin, Fla.

Earlier this year, Liberty developed a new department called the Liberty self-storage group. Headed up by John Neal, the self-storage group includes four technicians who handle the quoting and design of all self-storage projects.

This year the group was faced with a new and challenging project in Ruskin, Fla. Ruskin Self Storage, built by Largo, Fla.-based Caladesi Construction Company, is a six building self-storage facility. Five of the buildings are single-story units, but the largest building is a 15,000 square-foot climate controlled facility. This building was a challenge to designers because it was the first climate-controlled self-storage unit Liberty has engineered and manufactured.

As a result of this project, which was erected in one month, Liberty now offers climate controlled self-storage applications as a standard offering. Also, Liberty offers a complete corridor system with ceiling panels, interior wall panels and mullions. Customers can choose from a standard Liberty corridor system package or a premium package, supplied by Janus International, Temple, Ga. For more information, contact the self-storage group at 877-505-4596, Ext. 101.



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A MESSAGE FROM THE GENERAL MANAGER

Welcome to the first issue of *The Liberty Letter*, our quarterly newsletter for customers. We created this newsletter to keep you updated on new happenings and events at Liberty that may affect you. If you have suggestions for future articles or ways we can make the newsletter better, please let us know by calling the Liberty engineering office at 877-505-4596 or e-mail us at info@libertybuildings.com.

New Marketing Initiative

Liberty has made many exciting improvements this year. We started off the year by developing a new marketing initiative to increase Liberty's presence throughout the industry. We created a new company tagline, "Right For So Many Reasons." This new message carries through all of our new sales literature and advertising. The tagline emphasizes Liberty's commitment to our customers and defines Liberty's goals and mission—our dedication to being the right value, providing the right quality, the right service and the right performance in every job. In addition, we have updated our corporate logo to better represent our company. Look for new ads launching this month.

New Plant Expansion and New Products

In addition to a new marketing program, we have made many manufacturing enhancements. In July, we constructed a 100-foot expansion on our components plant in Selmer, Tennessee. As a result, we are able to

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Tom Chaney,
General Manager

Message Continued

introduce three new products and expand our current product lines.

- **The Snap-It™ Architectural Roof System:** This product is an easy-to-install, high performance, interlocking roof system. It can accommodate steep slope applications and is available as a 24-gauge flat or fluted panel or a 26-gauge fluted panel. Four colors are offered. For more information, a downloadable Snap-It product sheet is available online at, www.LibertyBuildings.com.
- **Freedom Rib Liner Panel:** In November, we began manufacturing a 29-gauge panel, an economical solution for liner and partition panels. Other applications include agricultural wood frame structures and residential metal roofs. The product is available in Galvalume and nine additional colors. Customers can access the Web site for more information.
- **TL-24 Standing Seam Roof System:** This state-of-the-art roofing system will be available in January. The system contains a triple-lock seam that provides superior weather protection and wind uplift capacity, which eliminates the need for additional secondary support or exterior clamping systems. Look for more information on our Web site soon.
- **Expanded Self-Storage Offering:** This continually expanding market is not a new market for Liberty, but our product offering has expanded to include climate control and multi-story structures accommodating up to four levels.

At Liberty Building Systems we pride ourselves on the unique products we manufacture to make us your manufacturer of choice. We are continuing to make additional improvements and will keep you updated on our progress throughout 2007.

Everyone at Liberty wishes you and your families a safe and blessed holiday season. We thank you for your business and continued support. Happy Holidays!

LIBERTY THINKS “EASY” FOR NEW BUILDING SYSTEM

This past summer Liberty Buildings introduced Easy Build®, a new line of pre-engineered metal buildings that are straightforward and simpler to erect than existing systems, making them a great product for residential, farm or light industrial purchases. Easy Build will be marketed for personal storage, automobile and boat storage, repair shops, hobby shops, home offices and small retail buildings or churches.

Clearly stated in the name, these structures are easy to erect. Each custom unit is shipped with an informative erection manual and toll-free assistance for customers.

The clear-span buildings erect on a concrete floor slab with pre-punched self-framing structurals and cladding components. The buildings are available in a variety of standard sizes in lengths of 24 feet that will accept additional 12-foot bays. Eave heights are 8 feet, 10 feet, 12 feet and 14 feet with a 2:12” roof slope. Other amenities include 11 color finishes backed by a 40-year warranty and a single source for optional roll-up and standard doors, window framing and trim, gutters and downspouts, liner panels, base trim and roof sealant.

The product line is only available through distributors. If you are interested in becoming a distributor, contact Don Clark, Sales Manager at cdclark@libertybuildings.com or 877-505-4596, Ext. 103. Qualified distributors will have designated sales territories and will be supported by co-op advertising, marketing materials, erection manuals, inquiries referred from the manufacturer and Liberty’s customer service specialists.



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IN THE CENTER OF IT ALL: THE CUSTOMER SERVICE DEPARTMENT

With just four employees in the customer service department, each one is kept busy on a variety of projects. The employees, Brian Burrage, Karrie Goetz, Anthony Williams and Rob Wilson, touch virtually all areas of Liberty to make sure that each project is ordered, engineered and delivered based on customer requirements. They work closely with each department on a variety of tasks, beginning and ending orders with the customer’s needs in mind. At any given time, the customer service coordinators may be working on credit approvals, researching project concerns, checking change orders, working with the sales force to complete an order or detailing a project to engineering. There is no shortage of tasks to keep this team busy. In addition, each representative must have detailed knowledge of all product offerings, warranty, cost and other necessary components to make sure projects are properly ordered and priced. In short, the customer service representatives are like the spokes on a wheel, they keep projects moving by being closely attached to almost all areas throughout the company.



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