



# Under our Roof...

Inaugural Edition: Revised Website. "It's More Than a House" video. Low-E Partnership. Virtual Roofer. August 2008 | Volume 1 Summer 2008

## GREETINGS TO YOU

from the W&W Metal Roofing & Amburgey Wholesale Leadership Team!

Welcome to our newly renovated website and to this, the first of our quarterly newsletters that will be featured on our website in upcoming months. There is a growing sense of excitement and anticipation among our leadership as we continue to expand our product line and services just for you – our valued customer. Along those lines, allow me to unveil two of our latest improvements as it relates to services and product offerings: the "Virtual Roofer," and our partnership with Low-E.

I encourage you to visit with us again online, in the next few weeks, to see the latest developments at W&W and Amburgey. By the way, while you are here, you should check out the recent television episode of "It's more than a House" which featured the products and services of W&W Metal Roofing in Georgia. Simply click on the "What's New" page, then click on the "It's more than House" icon. Pop a bag of popcorn, sit back and enjoy the show, all while imagining your home with the lasting beauty, and secure warranty of a new metal roof! We sincerely appreciate your business and look forward to hearing from you soon!

Blessings to You!

*Jeffrey S. Morley*

Chief Operations Officer

First, we are thrilled to finally unveil our very own, one of a kind, "Virtual Roofer". You will find this version of this exclusive feature only on the W&W and Amburgey websites. Our graphic design firm has done an outstanding job building and uploading this feature just for you. You will be entertained, educated, and equipped, all by simply clicking on the virtual roofer button on the homepage. We have provided brick, stucco, and masonite exterior facades, along with a host of roofing color options to allow you to come as close as possible to matching your home. This delightful addition to our site makes the process of selecting a new Fabral metal roof for your home both fun and fascinating. I encourage you to take advantage of this unique service as a benefit to yourself or to your end user as a compliment to the metal roofing experience.

Also, we are pleased to formally announce a new partnership between W&W/Amburgey and Low-E Reflective Insulation. In July our Georgia locations joined Kentucky by becoming certified distributors of the expansive line of Low-E insulation, house-wrap, and accessories. You will now find an on-site inventory of Low-E products at each of our locations ready to pick-up or ship out the same day of your purchase. This newly established partnership is just one more step toward our goal of being your metal roofing and accessory superstore. It is now possible for you to walk into any one of our showrooms with your roofing measurements, make your product and color selection, and pick up or have your material \*delivered on the same day. If you are familiar with the roofing supply industry you understand the valuable nature of this luxury. Many roofing distributors are positioned to "order" your roof when you make a decision. However, W&W and Amburgey are positioned to "deliver" your roof once you make your decision. We consider this to be another quality that sets us apart in the industry today.

*\*Subject to current delivery schedule and delivery location.*