

Elgin Butler Report Winners

Topic: Solar Screen Tile

Looking Back at Quik Base

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**Announcements, News,
and Updates**

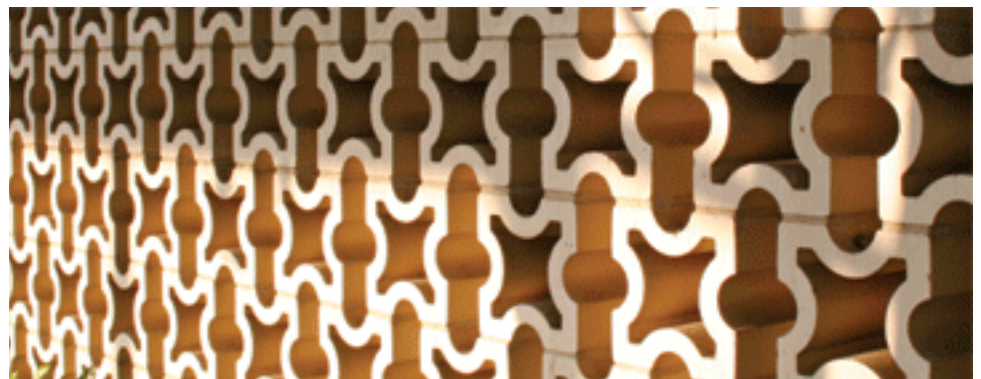
**Questions & Answers ...
Where Are ML and Kathy?**

Elgin Butler Report Winners

We want to congratulate and thank all the winners that responded to the first issue of the Elgin Butler Report e-newsletter! The very first to respond was Christian Metz of Rauch Clay Sales, Chicago, IL. All of the winners received an Elgin Butler backpack as a token of our appreciation. Look for other hidden rewards in future issues of the Elgin Butler Report.



Topic: Solar Screen Tile



SW Methodist Medical Center -- San Antonio, TX

At EBC we are experiencing a resurgence of interest and orders for our Solar Screen Tile. The concept is based on a very “GREEN” idea. These walls permit security and privacy while allowing for natural air circulation, day lighting and solar shading. Being a sustainable resource, clay will contribute to the long life of your project and perhaps add points for the certification requirements.

Solar Screen Tile is a screen wall system that consists of non-load-bearing 8” x 8” x 8”, extruded clay tile units. Each unit has a specific pattern and can be laid up in various bonding patterns to achieve a variety of wall designs. We have received several large orders currently in production. As these projects are completed we will continue to add new photographs to our expanding website photo album.

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Some typical Screen Wall applications for both Residential and Commercial are:

- Swimming Pools
- Patio Areas
- Property Fencing
- Garden Walls
- Parking Garages
- Chiller/Mechanical Plants
- Exterior Stair Wells
- Refuse Areas
- Animal Facilities

To learn more about Solar Screen Tile, see the new brochure.

Looking Back at Quik Base

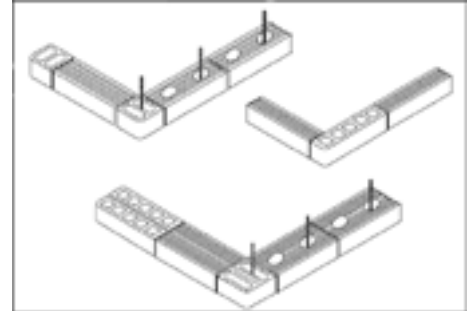


Cypress Woods High School -- Cypress, TX

In the last issue of the Elgin Butler Report (August 2006), we focused on our new cost conscious Quik Base product line. This is a nominal 4" high X 16" long ceramic glazed clay masonry unit made to go beneath most types of wall systems, even metal stud. The purpose is to address problems that vinyl and thinset tile only handle on a more temporary basis. For example, issues such as power buffers and most chemicals will not hurt the Quik Base unit and it never requires refinishing. For more information, additional copies of our new QB literature, samples or promotional ideas contact us at contact@elginbutler.com or call the plant direct at (512) 285-3356. To review the articles visit our website.

Elgin Butler Product Training Class

The November Product Training Course that was announced in our first issue is now full. If you are interested in attending a future Elgin Butler Product Training Course please let us know. You will be notified before the official announcement is issued next year. Send inquiries to technical@elginbutler.com.



EB Product Training Courses

Announcements, News, and Updates

Welcome Jeff Hanington - Jeff is the newest member of the Elgin Butler family. He recently joined our team as the Northeastern Regional Sales Manager. Jeff is located in Saratoga Springs, NY and will be covering New England, New York, New Jersey, Pennsylvania, Delaware, Maryland, D.C., and Virginia. He will also handle the adjacent Canadian Provinces. We are looking forward to better servicing our distributors in this area.

Marketing Update - We are approaching our third mailing in the series to architects and engineers whose names have been supplied to Elgin Butler. Currently our direct contact architectural database is growing.

If you have not submitted your list of architects to us yet we encourage you to do so as soon as possible. There is no cost to you. Architects can then go to our website to find their local distributor name for additional information. We have back copies of the first two postcards (Campaign 1 on Glazed Brick, Campaign 2 on Quik Base) available by sending an e-mail to contact@elginbutler.com.



Quik-Base Reminder from Melinda Basquez - Elgin Butler Company is proud to announce the launch of our new Quik-Base Product Line. We are looking forward to promoting this product line with your assistance. We have plenty of brochures, so please be sure to order your supply now and use them to promote Quik-Base. Recently, Rauch Clay Sales in Chicago launched a powerful marketing project by inserting the new one-page brochures into several local magazines. This is a great way to create product awareness to architects, contractors, and school officials. In addition to this one-page brochure, we also have Quik-Base Postcards available. Email us today with your sample request at contact@elginbutler.com.

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Other news:

- The 2007 Sweets Brochure will be available in mid-October. Place your quantity sample order now!
- Photo Album - As part of our new marketing campaign, we have amassed an impressive collection of project photos. These pictures will be uploaded to our website soon for your viewing. We encourage you to send any project photos you have for our show and tell collection. Please send all photos to mbasquez@elginbutler.com.
- Solar Screen Tile literature sampling will be mailed to you soon.
- Solar Screen Tile Samples are available by calling the plant.
- 2006 In-Wall-Cost estimating information is available. Please email kgonser@elginbutler.com for more information.
- AIA Learning Unit programs are available. Please email technical@elginbutler.com for more information.

Question and Answers

Several questions came out of the first newsletter that we want to address here: The first was, “**Is Michael ‘ML’ Butler still working for the company?**” The answer is yes and no. ML has retired from Elgin Butler Company; however, he is now working as a consultant for the firm. Michael will be working from his home office handling shop drawings, take-offs and detailing functions. This in itself can be a full-time job, as many of you know. So he is still around and available to talk to via the Plant.

The second question was, “**Does Kathy Gonser still work there?**” The answer is yes; Kathy is still with Elgin Butler in the capacity of Marketing and Technical Services Manager. Jeff Pogue, Jeff Hanington, and Jake Weber who are new to the firm, will be assisting Kathy and others in the marketing and sales capacity. As a team, with Russ Butler at the helm, our hope is to be able to service you more efficiently. Kathy is still available to work with you all on your projects and is available for AIA Learning Units presentations.

