



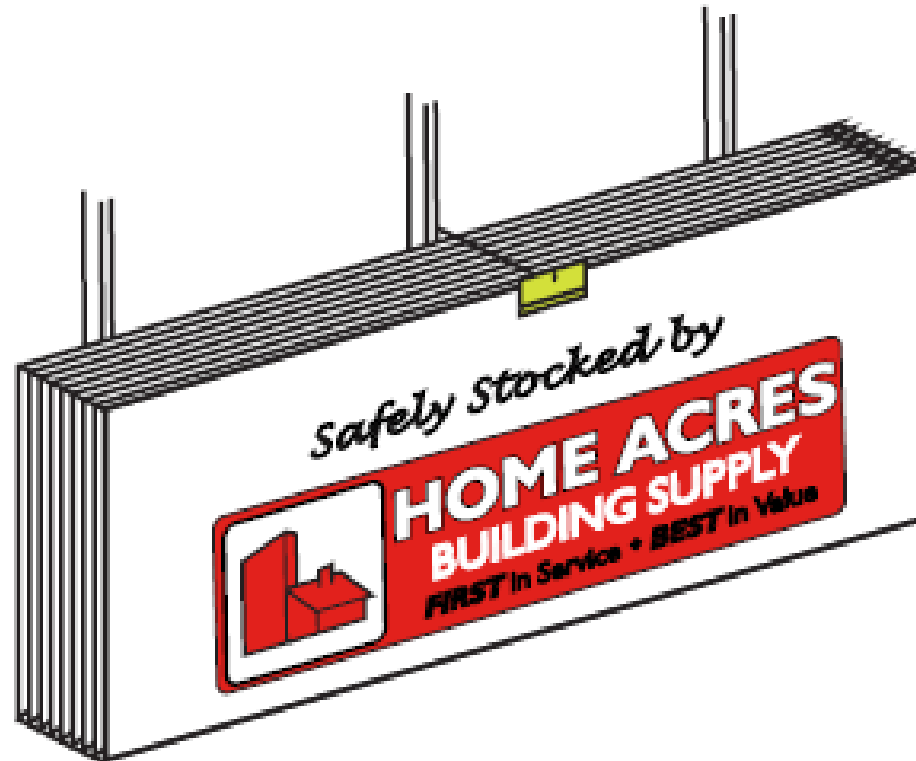
Our Jobs are

ROCKSTEADY®

DRYWALL STABILIZING CLIP

www.rocksteadyclip.com

"Safety is Everyone's Responsibility"



Why are we installing RockSteady Clips?

- 1) Our number one Value is Safety.
- 2) We believe there is nothing we do that is so important that we cannot do it safely.



The graphic is a white rectangular box with a red border, set against a black background. At the top, it reads 'Home Acres Building Supply' in black, followed by 'First in Service • Best in Value' in red. On the left side, the words 'OUR VALUES' are written vertically in a large, bold, black font. To the right of this text, five values are listed in red, each followed by a black description: SAFETY (We believe there is nothing we do that is so important that we cannot do it safely.), CUSTOMER (We believe our customer's satisfaction is the reason we exist.), PEOPLE (People are our most important asset.), INTEGRITY (We operate with un-compromising integrity and do what is right no matter the consequences.), and LEADERSHIP (We embrace change by combining innovation, vision and common sense.). At the bottom, two bullet points in black text state: '• We believe that by practicing our values, without exception, profits will result.' and '• Our Values Statement reflects our expectations and the standards by which we hold ourselves accountable.'

Home Acres Building Supply
First in Service • Best in Value

OUR VALUES

SAFETY
We believe there is nothing we do that is so important that we cannot do it safely.

CUSTOMER
We believe our customer's satisfaction is the reason we exist.

PEOPLE
People are our most important asset.

INTEGRITY
We operate with un-compromising integrity and do what is right no matter the consequences.

LEADERSHIP
We embrace change by combining innovation, vision and common sense.

- We believe that by practicing our values, without exception, profits will result.
- Our Values Statement reflects our expectations and the standards by which we hold ourselves accountable.

Where and when do we install the clips?

- 1) We install the clips any time that we vertically stock drywall.
- 2) Let's be clear. We are not telling our customers that we will not stock board flat.



When should we start using the clips?

- 1) Now.
- 2) Customers will be made aware in an announcement inserted in this month's statement.
- 3) Put some copies of the announcement on your counter and possibly posted on your entry door.



Main Office
5203 Division Ave S
Grand Rapids MI 49548-6605
616-534-4925 Phone
616-534-4925 Fax

September 30, 2012

Dear Valued Customer:

We are pleased to announce a new standard of safety for all of Home Acres Building Supply drywall deliveries. Effective October 1st, delivery of drywall stocked on edge, will be secured with a drywall stabilizing clip - the **RockSteady® Clip**. This device secures drywall in a leaning position to prevent potential harm from accidental or incidental tip-over of the drywall.

Standing drywall up on a job site can provide many benefits and now there is a method to do so more safely.



The purpose of the RockSteady® Clip is to secure, warn and protect.

It is our hope and trust that you and others on the job site are more secure with the clip in place.

Thank you for the opportunity to serve you with our products and services!

The Team at Home Acres

RockSteady® Clips are made of metal and are reusable. Please support this safety initiative by returning clips to us whenever practical. **THANK YOU!!**

What do you need to start installing the clips on October 1?

1) Metal clips

2) Screw gun



Skil 2250-01 14.4V Cordless 3/8-in Drill Driver Kit

What process should everyone follow?

- 1) Educate drivers on the RockSteady Clip installation guidelines and instructions.

We have added the RockSteady website link www.RockSteadyClip.com

- 2) Always refer to the www.RockSteadyClip.com website for the most up-to-date instructions.



Add RockSteady Clips to Pick Tickets

3) When writing up the order, add the clips to the ticket:

1-RSC58

1-RSC12

Quantities will need to be updated when drivers verify the number of clips they used.

Why?

- A) Accountability that drivers have clips on the truck for the delivery.
- B) Accountability to verify how many clips the driver used when they return.
- C) To familiarize customers with the clips so they see them on the invoice.
- D) Accurate inventory.

IV. Hang one plastic door knob bag on each job site where clips are used.

A) Safely Stocked by Home Acres Sign in the front.

B) Delivery Order Acknowledgment behind.



Marketing Home Acres and RockSteady Clip

- 1) Talk to your customers about why we are using the clips. Be positive and proud.

Talk about the safety aspect.

- 2) Let them know we are doing this at our expense.

ANOTHER PROJECT DELIVERED &
Safely Stocked by



HOME ACRES
BUILDING SUPPLY

FIRST in Service ♦ *BEST* in Value

“There is nothing we do that is so important that we cannot do it safely”. This is a key value at Home Acres Building Supply and that is why we are committed to using the RockSteady® Clip. Drywall is heavy and when stacked vertically someone can inadvertently pull back on some or all of the stack and have it fall forward with crushing weight. The RockSteady® Clip is installed to protect homeowners, children and other contractors or visitors at the job site. For more information on this safety device, go to: www.rocksteadyclip.com

Thank you for the opportunity to serve you with our products and services!

Questions? 1-800-589-4903

www.HomeAcres.com

Otro Lado para Español →

RETURNING THE CLIPS

These clips are returnable. Once removed by an authorized person, please collect them in the bag provided and return them to Home Acres Building Supply. Get a 5 pack of **FREE** razor blades for every 10 clips returned or a **FREE** T-Shirt for every 50 clips returned.

Marketing Home Acres & RockSteady Clip

3) Let them know we would like the clips returned.

For 50 clips returned – receive a free t-shirt.

For 10 clips returned – receive a free 5-pack of utility blades.



Marketing Home Acres & RockSteady Clip

4) Ask the customers for their feedback.

5) Put introduction letter on counter and entry door.



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Grand Rapids MI 49508-5805
616-234-4903 Phone
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