

On Sale 1st October to 30th November 2013

Dahlsens

Welcome

Letter from Geoff

Finally we are starting to see some improvement in the market. It might only be very small but at least it's heading in the right direction. That's great news but unfortunately the pressure on margins is still there. Whilst until now we have rejected our suppliers' push to increase prices, they are adamant that the increases need to go through. This puts us in a very difficult position. Whilst we are aware of your resistance to increases, we cannot absorb them. So what do we do?

There is one way that we can afford to absorb the increases and not pass them on. That comes from lowering our costs. We can do that by being more efficient and by asking you, our customers, to help us take cost out. There are a number of ways to do this.

Whole of House: Dahlsens sells a full range of products for domestic housing. This includes windows, bricks, roofing, joinery, plaster as well as appliances. Across our network of stores and through our member buying groups we have the volume to offer competitive pricing on all these products.

Offering us a greater share of each house is beneficial to both you and us. It is more efficient for our logistics as well as our support services. For you, it means dealing with fewer suppliers and allows us to help with co-ordination. These benefits can be quite significant in both time and money.

Deliveries & LeadTimes: We put a lot of resources into making sure we have a full range of stock, so we can pull orders together quickly and get all our deliveries out first thing in the morning. This is a big cost for our business. We understand there are times when urgent delivery is vital but in most cases a little pre-planning could avoid this and remove unnecessary cost from the system.

Services: There are other services we provide that are not critical to the business and may not be critical to yours. Pulling them out could be another way to reduce costs. For example, how often should our Account Manager visit you? Do you need every job quoted? Do you need 30 day trading terms?

These ideas are all opportunities to increase efficiency and to tailor our service to suit you. Please talk to your Account Manager to identify the opportunity.

I hope you enjoy this edition of Trademark and any feedback about how we could improve it or our service would be greatly appreciated.

Rollha

Geoff Dahlsen
CEO Dahlsens Building Centres







IT'S HERE!

Built For You, To Work For You, At A Time That Suits You!



- √ Products and Pricing
- √ Create Quotes
- √ Order Online
- √ Find your Invoices and Statements
- √ Manage your Account

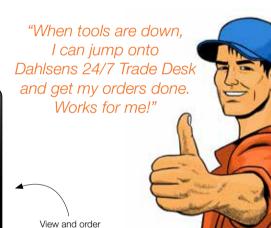
Rest assured Dahlsens will call you after receipt of your order to confirm details & delivery.

Dahlsens. For the Builder. Since 1877.

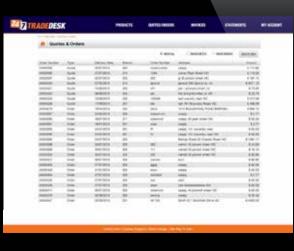


If you would like to know more about how the 24/7 Trade Desk can work for you, please get in touch with your Account Manager.





products online



Industry News





WE NEED SOUND HOUSING POLICIES.

Election 2013 policy platform - Housing Australians. HIA's 50 policy actions provide a blueprint for a future federal government to address the growing housing affordability challenge facing Australia and to ensure a sustainable residential construction recovery commensurate with the needs of the Australian economy and its growing population. To find out more go to: www.australianeedsbuilding.com.au It is important that we do not shift our attention away from the push for a stronger focus on housing policy. The Housing Industry Association's latest National Outlook highlights a new home building recovery at risk of running out

of steam and a gradual improvement in

In May this year HIA launched its Federal

renovations investment from a ten year low. A strengthening in the new home building markets of New South Wales and Western Australia has driven a promising first round recovery in national housing starts. Ensuring the recovery is sustainable is the key, but that looks unlikely based on current policy settings. There is simply not enough policy focus on housing reform at a state as well as federal government level.

In Victoria the outlook is not very promising. In 2010, the year of our last State election, we had 60,000 starts. HIA's prediction is that in 2014, the year of our next State election, the number of starts will drop perilously close to under the 40,000 mark. That would constitute a fall of more than one third in the term of this government. The backdrop to all of this has been uncertainty around the building regulator, rising unemployment and a current median house price in Melbourne of \$561,000, the highest on record. Slightly improved consumer confidence, the falling Australian dollar and lower interest rates have not

been sufficient to stop the decline of housing starts in Victoria.

Federally, the need for sound building policy is obvious and overdue. At our local state level there seems to be no coordinated approach to the management of policy around the housing and general construction industry. The question has to be asked as to who is actually pulling the strings of policy for the building industry in Victoria. There are simply too many Ministers and government departments arm-wrestling for control of the building industry, and more importantly for our members, the housing construction sector.

It is time for the Victorian State Government to commence meaningful and genuine consultation with our industry to put a stop the likelihood of a one-third reduction in housing starts over its term in office.

Gil King Executive Director - Victoria HIA



VOUR DOOR TO THE PHILLIP ISLAND V8 SUPERCARS ULTIMATE GARAGE EXPERIENCE



Purchase over \$250 of Corinthian Doors from your local Dahlsens store between August 1st and October 25th for your chance to win a VIP double pass to the Phillip Island 360 V8 Supercars*

To learn more about the quality Corinthian Door range, visit your local Dahlsens store or visit www.dahlsens.com.au

MAJOR PRIZE: 2 TICKETS TO PHILLIP ISLAND V8 EXPERIENCE

VIP package valued at over \$6K (but money can't buy!) 22nd - 24th November 2013

- Fly on the wall garage experience
- Garage tour, wear team headset Grid walk
- 5 Star corporate hospitality 3 nights accommodation

MINOR PRIZE: FORD PERFORMANCE RACING EXPERIENCE

Valued at \$200 per ticket, 10 to be won 6th November, Campbellfield

- Meet and greet with race driver Alex Davison Compete in simulator racing Workshop tour of Ford Performance Racing
 - Photo opportunities along with food and beverage





^{* 1} entry will be allocated for every multiple of \$250 spent. Excludes the Readicote and Stanford range. Points will be allocated on purchases at Dahlsens between August 1st – October 25th 2013. The first draw to attend the Ford Performance Racing Campbellfield event will take place at Dahlsens Support Office on October 28th. Winners will be notified on October 28th. The second draw will take place at Ford Performance Racing Campbellfield November 6th. The winner will be notified at time of draw and in writing. NSW Permit LTPS/13/05859 | VIC permit no. 13/1873 For full terms & conditions refer to www.dahlsens.com.au/termsandconditions

Introducing Claytons®









Dahlsens now offers a Kitchen, Bathroom and Lifestyle Joinery Supply and Install Solution to suit you

Maximum Quality. Minimum Hassle.

We have great pleasure in launching an exciting partnership with Claytons. With over 30 years of experience, Claytons has mastered innovative design, manufacture, supply and install of high quality kitchens, bathrooms and lifestyle joinery supported by prompt and reliable customer service.

With the highest standard of workmanship and quality audit throughout the manufacturing and installation process, Claytons can directly supply and install not only the joinery but also the stone bench tops, all manufactured within the same company.

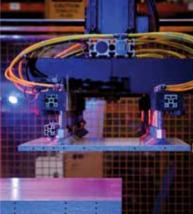
Installation is handled by local cabinet makers with a Registered Certified Builder Site Supervisor ensuring quality assurance.

- Accuracy And Consistency Of Product Quality
- Streamlined Contact
- Improved Build Times
- One Order, One Warranty to Cover the Whole Job
- Extensive Regional Coverage

Talk to your Account Manager or closest store to find out how this solution can work for you.











YOU AND 3 MATES COULD WIN:

• 3-DAY CORPORATE HOSPITALITY PACKAGE AT 2014 CLIPSAL 500 ADELAIDE • RETURN FLIGHTS, TRANSFERS & 3 NIGHTS ACCOMMODATION • EXCLUSIVE PIT TOURS AND BREAKFAST WITH TEAM JELD-WEN • TEAM JELD-WEN MERCHANDISE





We buy bigger,



Why Natbuild? Natbuild is Australia's biggest independent hardware and building suppliers group. As Dahlsens Building Centres is part of Natbuild, you're not just getting great local service, you're also benefiting from Natbuild's massive buying











you buy better.

power. Every time you see the Natbuild Big Builder Buys symbol, you know you're getting the best trade deals in the country from Australia's best buying group.

















It's the ultimate heart-pounding, earth-shaking experience - you and 3 mates rumbling with the mighty V8s at the 2014 Clipsal 500 Adelaide.

The prize includes 3-day corporate hospitality package at 2014 Clipsal 500 Adelaide, return flights, transfers and 3 nights accommodation, plus exclusive pit tours and breakfast with Team JELD-WEN, plus Team JELD-WEN merchandise.

Every Natbuild Big Buy purchase earns you entries into the draw. Just purchase products from this flyer by November 30th, keep your receipts and fill out an entry form in-store or online at: www.bigbuilderbuys.com.au





ON SALE FROM TUESDAY 1 OCTOBER TO SATURDAY 30 NOVEMBER 2013. Advertised products are available at participating Natbuild member stores. All advertised products are expected to be available for the duration of the promotion but unforeseen circumstances may result in delay or unavailability. Some stores may not stock all of the advertised products but those products are available to order. Prices and models are current at time of publication but may be subject to change. Every effort has been made to ensure accuracy of products and prices depicted. We reserve the right to correct printing errors. Sizes quoted in this catalogue are approximated only. Unless otherwise stated, accessories shown are extra. Prices include GST. NATBUILD BIGBUILDER BUYS PROMOTION DETAILS: Promotion commences 1 October 2013 and entries close 11.59 pm AEST 30 November 2013. For full terms and conditions visit www.bigbuilderbuys.com.au. Authorised under NSW Permit No. LTPS/13/06215, SA Licence No. T13/1450, VIC Permit No. 13/1986, ACT Permit No. TP 13/02956.

Looking Forward

CUPOLEX® GREEN FOUNDATIONS

A green, cost effective alternative to Waffle Pods and/or hard fill in your concrete slab, CUPOLEX® is a patented structural dome concrete slab system made from recycled non-toxic Polypropylene. Each dome easily inter-connects to create a self supporting structure acting as permanent form work. CUPOLEX® provides an absolute barrier and reduces potential for rising damp with no capillary action possible.

- COMPACT Delivered shrink wrapped.
 90% less space on site needed. Approx.
 3 pallets for 200m² foundation instead of a truck and trailer of polystyrene.
- FAST 2 labourers can put down 150-200m2 in about an hour with basic hand tools. No cutting needed.
- FLEXIBLE Site specific design can adapt to all residential commercial and industrial concrete foundations.
- GREEN Uses less concrete than an equivalent Slab on Ground or Waffle Pod Slab.
- GREEN Manufactured from 100%

- non-toxic recycled and recyclable material which can contribute to GREEN or LEED certified building.
- GREEN Zero waste, no fly away littering.
- GREEN Uses 90% less transport requirement to get it to site than Polystyrene.
- COST EFFECTIVE One pallet of CUPOLEX® can replace 3-4 trucks of gravel or fill. Savings increase if engineered fill is a requirement.
- COST EFFECTIVE In general, uses less man hours, less concrete, less steel and requires less heavy machinery on site.
- TRANSPORT 3 Pallets versus a Heavy truck & trailer full of Polystyrene reduces construction traffic issues or damage.
- SAFE Componentry is black and glare free. Very safe to walk on.
- STRONG Foundations can be engineered for all Australian soil types.
- SMART Thermofan can be fitted to keep home cooler in summer, warmer in winter.

 WATER STORAGE Can incorporate thousands of litres in retention or detention. No need for unsightly and costly water tanks.

Ask your Account Manager how CUPOLEX® can improve your next build.





Working Safe



Overhead power lines have become so much of our outdoor landscape that it is easy to forget that they are there. When there's sun in the eyes, trees in the line of vision, or the need to be watching something else, sometimes it's hard to see exactly how close the power lines are. And, conditions like hot weather can change just how high the lines sit from one time in the day to another. So when using tall machinery, such as cranes, time needs to be taken to focus on what is located above in the work area, as well as what is to be achieved.

Energy Safe Victoria's has published a set of "No Go Zone" rules and regulations to prevent incidents such as trucks and machinery coming into contact with power lines. Specified right are the safe distances from power lines, indicating the areas where spotters are required and where special provisions must apply to ensure safe working.



3 = 6,4m of Power

TRUST THE TRUSS & FRAME EXPERTS

With a network of 7 truss and frame manufacturing sites, Dahlsens is Victoria's leading manufacturer of truss systems and wall frames.

WHY CHOOSE US FOR YOUR TRUSS AND FRAME?

- Pryda Engineered & Manufactured on precision jigs
- Peace of mind with on site support if required
- · Delivery in full on time, direct to site
- Crane equipped trucks assist handling

Ask us to see how this solution can work for you.



S260 TUBE S500 BOX Fullers Trade Construction Adhesive Multi-purpose adhesive High bond strength Water resistant High bond strength Water resistant Bridges gaps up to 9mm Repositional up to 20 mins 32782 Promotional price includes GST & is valid until 30th November 2013



SICK OF HIRING TEMPORARY FENCING?

You can now purchase Temporary Fencing from your local Dahlsens store. Also ask us how to get your business name and logo printed onto mesh panels.

Approx \$36LM incl GST (includes panel, feet & couplers)

BONUS OFFER!

Purchase 50[™] of Temporary Fencing sets & receive 1 Banner Mesh (2.2 x 1.6m) with your logo (valued at \$199)

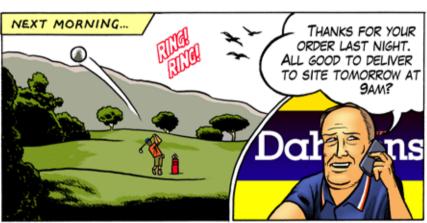
Engage And Be Rewarded



Plan Your Summer













Builder's Profile

TERRY JONES

Working in the Mansfield and Melbourne area, THK L Jones specialises in the building of concrete tilt panels. But you name it, THK builds it also. Brick veneers, weatherboards in any style the client wants, new homes, units, renovations, extensions and sheds are all in the portfolio. With 10 to 15 jobs a year depending on the size, the company is kept in plenty of work building new homes, renovations, extensions and commercial projects.

Headed up by golf, footy and motorbike loving Terry Jones, the team is made up of 2 carpenters, 2 apprentices and various subbies who enjoy good prompt service, advice and new product information from their building supplies provider Dahlsens.

The team has successfully delivered 4 units at the Beolite Village Mansfield, with 4 more soon to be completed. Under their belt also are the Mansfield Foodworks and Martins Garage for RACV concrete tile ups. Terry has taken much pride in the building of many beautiful homes over the years, including an architect designed house at Merrijig of which took 9 months to build. He is currently enjoying the exciting opportunity of helping his eldest son build his first house.

Having been in the industry for 29 years, Terry has witnessed a huge influx of new materials to hit the market, with improved safety and stricter regulations compared with when he first started out.

He has relied upon providing quality service, high safety standards and strong customer relations to ensure delivery of a good product. As such, word of mouth has spread the good work around that THK is a good operator.

If you would like your company featured in Trademark's Builders Profile, please contact your local Account Manager or store for more information.





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Simply fill in the details below and fax us your address at (03) 8831 8399 and attention to TRADE TEAM or alternatively email lworthington@dahlsens.com.au

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Trade Type/Occupation:		



Promotion available from 1st October to 30th November 2013. Available in stock or for orders at all stores now

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Account Manager	Michael Hodgkin	Ph: 0417 643 531	mhodgkin@dahlsens.com.au
Ballarat	63 Albert Street, Sepastopol	Ph: (03) 5335 8111	Fax: (03) 5335 6118
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