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# The CHBA Manufacturers' Council Partners in Business

BY CHBA

"We are here to work with you, to help your business succeed." This simple statement sums up the key message of the CHBA Manufacturers' Council to the Association's new home builders and renovators.

"Council members represent Canada's major manufacturers and suppliers of building materials and products," explains **PETER REBELLO**, chair of the Council. "As active participants in the Association, our Council understands the concerns and priorities of the new home building and renovation industry and what matters to individual member companies. Our manufacturers bring considerable marketplace knowledge and resources to the table. This is a win-win situation for everyone."

It's a timely message. In a changing business environment, the Council is committed to putting as much horsepower as possible behind CHBA new home builders and renovators, as they face the challenges and opportunities of today's marketplace.

## Differentiation by Brand

Council member companies have invested untold millions in developing their products and bringing them to market. They have built a reputation for quality, generating visibility and recognition for their products while becoming household names in the process.

This investment pays off handsomely for new home builders and renovators, who can enhance the value of their own brands on the strength of the

manufacturers'. For purchasers concerned about value for dollars, brand name products are a big selling point — a clear indication that a builder is committed to quality and is not cutting corners at the homeowner's expense. By using products that are known, proven and warranted, builders increase home buyers' confidence and peace of mind.

## Value-added Business: Support When You Need It

One of the great advantages of doing business with Council members is the information, design assistance, onsite training, trouble-shooting and marketing support they provide to builders.

Each Council member offers support specifically tailored to that company's products and services, which are only a phone call, email or click away. The Council Web site offers a convenient overview for each member with links to resources and the phone numbers to call for more information.

The Council Web site is a quick and easy access point to information about the Council and individual member companies as well as each manufacturer's available resources. The Support to Builders section, for instance, displays what each manufacturer offers in terms of technical information, education and training, point-of-sales support and marketing assistance.

## Helping You Go Green

The greening of Canada's homes is closely tied to the systems and products that make up the homes. In a marketplace with a growing influx of "green" products, it is crucial that new home builders and renovators have access to concrete, factual information to help them sort through green and

**"Our manufacturers bring considerable marketplace knowledge and resources to the table!"**  
— Peter Rebello



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environmental claims. They need information that tells them how a product is made, how it performs and how it contributes to the environmental performance of a home, as well as how to source it and any installation and usage considerations.

Recently, the Council launched a new section on its Web site, Helping You Go Green, to assist new home builders and renovators in greening their businesses, successfully and profitably.

"The site is still in its early stages but will grow over the next number of months," Rebello notes. "Be sure to check in frequently."

## Code Compliance

The Council's work on code compliance covers a range of concerns, from counterfeit building products to fraudulent labeling to incorrect use of certified products.

The cost of using non-conforming and/or fraudulent products can be high: product failure leading to lost profit, undermining consumer confidence, and in the extreme, the risk of injury and harm.

The industry's best tool to safeguard against failure or poor performance is knowledge and access to

information. The Council issues advisory bulletins for consumers and the industry, which are posted on the CHBA Web site and distributed to all provincial and local Associations. Currently, it is engaged in a project to list certification and labeling of a wide range of products which will be added to the Web site when completed.

## Partnering opportunities

Like home building and renovation, the business of manufacturing building products ultimately comes down to a one-on-one relationship — between the manufacturer's representative and the new home builder or renovator.

"Whether merchandizing your sales office, undertaking a massive promotional campaign or thinking about a green demonstration home, keep us in mind," says Rebello. "Brand name manufacturers are always looking for business opportunities to partner with good companies to bring joint messages of quality and value to the marketplace." ■

For more information about the CHBA Manufacturers' Council, please visit: [www.chbamanufacturers.ca](http://www.chbamanufacturers.ca)

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