



Client Testimonial : Slone Lumber Company

FrameSaver Door frame Ends

Situation

Slone Lumber Company, based in Santa Fe, Texas, provides interior, exterior and custom wood and fiberglass entry system solutions to Houston builders. It is one of the most humid and moisture-saturated areas in the United States. The company has been in business for 40 years and has built a reputation as a leading provider.

Opportunity

Max White, the operations manager for Slone Lumber Company, was receiving multiple callbacks from his custom and production clients concerning the rotting and deterioration of the company's door frames. White needed a solution which would drastically reduce callbacks while remaining cost-effective, time-efficient and transparent to the consumer.

Tactics

Slone Lumber Company was already purchasing wood door frames from FrameSaver long before the rot resistant product arrived. When the FrameSaver technology was introduced, Slone was one of the first companies to implement it, starting at first with just a few entry systems.

Results

The response from Slone Lumber Company's customers was so dramatic that the company now installs FrameSaver on every door frame which leaves its factory. And the customer callbacks? Gone forever.

"The addition of FrameSaver to our entry systems didn't just reduce callbacks, it eliminated them forever. We don't get a single one," said White. "It was an easy decision to expand FrameSaver to our entire line."

White went on to explain how the FrameSaver name is also critical to his company's success. Slone Lumber Company almost switched to a less expensive, generic Chinese product, but didn't feel comfortable with the lack of brand recognition with their customers.

"FrameSaver contributes to our success everyday," said White. "Interacting with them day-to-day is pain-free, and their product is superior to anything else on today's market."