



Huttig - FL CASE STUDY

KEY COMPONENTS:

CHALLENGE: How did Huttig - FL increase their FrameSaver sales over 40% each year for the last 5 consecutive years.

PRODUCT SOLUTION: FrameSaver®

MANUFACTURER: FrameSaver

FACILITY: Nacogdoches, TX

OPERATION: Manufacturer of Rot Proof Exterior Door Frames

INDUSTRY: Building

TOTAL EMPLOYEES: 150

ANNUAL REVENUES: 30 Million

OUTLINE:

Huttig Building Products

Contact: Brian Cress (works out of different location, but responsible for multiple branches 904-378-1361)

45150 HWY 27 NORTH

DAVENPORT, FL

33897

Cover entire state of Florida

FrameSaver® frame distributor since June 1997 – Florida exclusive distributor

The Challenge [300-450 words]- What did Huttig – FL do to increase their FrameSaver sales at least 40% year over year for the last 7 years?

The Solution [400-450 words] Huttig incorporated FrameSaver into their door line and promoted to the builders in the area the FrameSaver product.

The Results [300-400 words] Continued growth, strong statewide distribution and builder knowledge and experience with the product.