



MA: MANSFIELD • NEW BEDFORD • NEWTON • BERLIN • SALEM • GARDNER
NH: BOSCAWEN | RI: WARWICK | CT: OXFORD

Family Owned and Operated Since 1934

COMPANY FAST FACTS

Overview: Founded in 1934, National Lumber has grown to be the largest independent building materials supplier in New England.

Ownership: National Lumber is family owned and operated in its fourth generation.

Products: Everything in building materials and supplies including lumber and plywood, laminated veneer lumber, engineered wood products, I-joists, doors & windows, siding, insulation products, drywall, cabinetry, custom millwork, roofing shingles & underlayment, power tools, paints & sundries.

Major markets: National Lumber serves builders, remodelers, and other contractors, as well as homeowners.

Other services:

- Engineered Wood Products Division: RAPID FRAME® package of engineered floor systems with inkjet labeling of precision end trimmed I-joists, pre-cut holes and pre-applied sub-floor adhesive
- Pneumatic Division: Power tools and heavy equipment – sales, repairs and rentals
- Kitchen Views: kitchen & bath design showrooms; cabinetry, countertops & decorative hardware
- Reliable Truss: wood roof trusses and wall panel manufacturing; custom prefabrication of dormers, gazebos and more
- Pro Insulators: installed insulation (spray foam and fiberglass batts) plus seamless gutters and ventilated closet shelving installation services
- National Millwork: Brand name doors and windows, in-house workshop for custom millwork
- Babel's Paint & Decorating: Benjamin Moore dealer with color consultants and interior designers

Number of employees: Over 600

Headquarters: National Lumber, 71 Maple St, Mansfield, MA 02048, www.national-lumber.com

Locations: Nine lumberyard retail locations, six in Massachusetts (Berlin, Gardner, Mansfield, New Bedford, Newton, Salem), one in Boscawen NH, one in Warwick RI, and one in Oxford CT.

Certifications: Forest Stewardship Council® (FSC®) certified lumberyard, EPA Lead-Certified Firm

THE NATIONAL LUMBER FAMILY OF COMPANIES



BUSINESS OVERVIEW

National Lumber Company has consistently led the industry. In the 1980s while competitors struggled and closed, belt-tightening and wise planning prepared the company for future growth. They built an exemplary staff of outside sales and service personnel, created an inside sales support staff, and embraced developing computer and communications technologies to work smarter and faster. Keeping customers' projects moving on schedule is good for everyone.

Today the National Lumber Family of Companies is New England's largest independent supplier of building materials and experts in building related services. With pride, this family owned and operated business continues supplying and serving the building industry. National Lumber and its divisions employ over 600 people, providing competitive wages and strong benefits. Through product excellence, extraordinary personal attention, and the support of state-of-the-art technology, National Lumber and its Family of Companies are dedicated to carrying on the tradition of excellent service and quality products.

National Lumber Company ranked at #19 in the nation on the 2016 ProSales Top 100 List. The ProSales 100 is a ranking of the nation's top residential construction suppliers and distributors that participated in the 2016 ProSales 100 survey. National Lumber is competing well against the largest nationwide companies, and staying far in the lead compared to other independent building materials suppliers in New England.

Company History, From the Early Years to the Third Generation

In 1934, Morris Kaitz opened the first National Lumber Company lumberyard in Roxbury, MA, serving builders in the Boston area with the professional service prevalent in those days. Morris and his sons Harold, Samuel, Louis and John worked hard to make the business grow. At that time, lumber was stocked by hand, with no help at all from the machines that are taken for granted today. It was very labor intensive work, but they moved a lot of lumber for their growing customer base.

With all of his sons serving in WWII, from 1942 to 1946, Morris kept the business going in spite of extreme hardships. After WWII, demand for new housing provided National Lumber with new opportunities for success.

In 1954, National Lumber opened their second location in Salem, MA. This location is still operating today. In 1955, Morris passed away. A few years later, in 1957, it was decided to phase out the Roxbury location and move the company headquarters to a new location in Newton, MA. This location has become a landmark on Needham Street, and is still a very busy location today. In 1970, Harold Kaitz, the oldest son, passed away.

In 1975, John's son Steven joined the company after graduating from Trinity College in Connecticut. Samuel passed away in 1976. Mentored by his father and Uncle Lou, Steven was groomed to take his place

in leadership of the company. John's daughter, Margie Kaitz Seligman, joined her brother and began working for the company in 1980. She applied her MBA from Babson College to the development of systems, marketing and administration. In 1987, Manny Pina joined National Lumber as Operations Manager.

In 1990, another lumberyard was needed to keep up with the increasing demand. National acquired 12 acres in Mansfield, MA and built its current headquarters and its third distribution facility. In 1995, National Lumber evaluated the Moffett proto-type designed for New England job sites. Today, most of the fleet vehicles are equipped with these truck-mounted forklifts. In 2000, John Kaitz passed away, around the same time that National Lumber added a 36,000 sq. foot building for a retail store and drive-thru warehouse on Oakland St in Mansfield, around the corner from the headquarters. The same year, their engineering division moved into a separate, 16,000 sq. foot office building adjacent to the Mansfield headquarters.

In 2001, Manny Pina was appointed President of National Lumber. Steven Kaitz and Margie Kaitz Seligman became co-Chief Executive Officers, positions they continue to hold today. Louis Kaitz was named Chairman of the Board. The executive team was expanded with new Vice Presidents. That same year, the Pneumatics (PNE) division was created to provide tools and fasteners, along with servicing power tools and rental of tools & heavy equipment.

Opening of Kitchen Views

In 2002, with a fourteen year history in kitchen design and cabinetry sales, National Lumber strategically developed the kitchen design division of the company, Kitchen Views.

With many builders wanting to send more of their high-end clients to discuss kitchen design services with the talented designers of National Lumber, it became apparent that a new kind of showroom was needed in order to better display cabinetry and offer a more enjoyable experience through the design process.

A prestigious location was secured on Beacon Street in Newton Center, MA. The historic art deco facade was an inspiration to the showroom designer and work began to transform the empty shell into an amazing showroom, which opened in 2003. Within its first year, this amazing showroom, which was designed to emulate a Boston area home tour, won a prestigious industry award from ProSales magazine for Best Design Showroom in the United States.

While this showroom is no longer in operation, there are cabinetry showrooms at six National Lumber locations. Talented designers based at these showrooms travel across New England serving clients.

Continuing to Grow, Adding Reliable Truss

In 2003, National Lumber acquired Reliable Truss and Components of New Bedford, MA. Located in Welby Park, Reliable Truss also began as a family owned and operated company in 1954. This partnership has created a stronger company that preserves the important values of serving customers with personal attention and pride in a job well done. Together, they offer more value to the building industry with quality products, innovative solutions and exceptional service.

In 2005, National Lumber invested approximately \$7 million to provide the best in computer technology and built a new state-of-the-art manufacturing facility at 129 Welby Road. The industry recognized their efforts by awarding us the 2005 ProSales Excellence Award for this new facility.

Also in 2005, National Lumber built its fourth lumberyard, store and Kitchen Views location right next door at 120 Welby Road.

Expansion of Millwork Division, National Millwork

In 2006, their long-standing Millwork division took the name National Millwork and moved to a new comprehensive facility in the Cabot Industrial Park of Mansfield, MA. Housing a state-of-the-art custom millwork shop, offices, warehousing and shipping, they are organized for optimum efficiency.

National Millwork's custom millwork shop can create anything from simple wood mouldings to historic reproductions. Their CNC capabilities offer a wide array of design possibilities in both wood and PVC. When it comes to what can be created, the options are limited only by your imagination. Historical reproductions are a specialty.

Growing the Business, and Expanding Beyond Massachusetts

In the midst of a declining economy, National Lumber was able to acquire several family-owned companies, integrating them into the National Lumber family and expanding the company's service area. Their employees were welcomed into the National Lumber family and their customers were able to enjoy the added benefits, products, and services provided by the greater buying power of National Lumber.

The first was Coldwell's and Arborway Kitchens of Berlin, in central Massachusetts, acquired in 2007. Their cabinetry division underwent a complete renovation with new kitchen and bath vignettes and was re-branded to Kitchen Views. Their Benjamin Moore Paints showroom also received a makeover.

In 2008, Tibo Lumber in Boscawen, NH, strategically located about 11 miles north of Concord off Route 93, became part of the National Lumber family and National's first expansion beyond Massachusetts. A Benjamin Moore Paints showroom was added to this location, and Tibo's pre-existing cabinetry division became Kitchen Views' seventh showroom. That underperforming showroom was eventually closed and replaced with a Surplus Savings Center.

In 2009, Pelletier's Building Supply of Gardner, off Route 2 in northern central Massachusetts, joined the National Lumber family. This location also includes a Benjamin Moore Paints showroom and Surplus Savings Center.

Pro Insulators Becomes Part of the Family

In June 2009, National Lumber announced the addition of Pro Insulators to the National Lumber Family of Companies. Pro Insulators already had an excellent reputation in Massachusetts, so National Lumber's existing Installed Insulation Team was then re-branded as Pro Insulators.

National Lumber strives to provide customers with all the insulation materials and services needed for new construction and renovations, while also staying current with building trends and environmentally conscientious methods. Reducing heating and cooling costs is always a welcome benefit, and Pro Insulators has the expertise to work on new and retrofit projects.

Pro Insulators uses their product and installation knowledge to recommend the best option for the task and they keep building projects on schedule with prompt scheduling and efficient work. Plus, customers have the additional benefit of having this work invoiced on their National Lumber account, and receive National Lumber's warranty on the products and installation.

The Torch is Officially Passed to the Third Generation

In late 2009, Louis "Uncle Lou" Kaitz, the last remaining son of founder Morris Kaitz, passed away at age 86. His spirit lives on in the legacy of hard work and customer care that he taught by example.

Expansion into Rhode Island

After years of delivering to Rhode Island, it was decided to open a retail store and lumber yard in Warwick, RI. The selected location was previously occupied by Eagle Lumber on Route 1 in the historic

Apponaug neighborhood. National Building Products opened in March of 2010, with an official Grand Opening celebration in July to showcase the renovated store and brand new Kitchen Views showroom.

Expansion into Connecticut

In February 2015, Margie Kaitz Seligman became the new owner of Oxford Paint & Hardware in Oxford, CT and renamed the company Oxford Lumber and Building Materials. The long established lumberyard was a good fit as it had also been owned and operated by the Quoka family, with deep roots in the community. Most of Oxford Lumber's employees are still those who have served the area for years, along with some new faces. John Intravaia, formerly vice president of operations for National Lumber, is now serving as vice president and general manager of Oxford Lumber. The established Benjamin Moore dealer continues to offer expert advice, but the entire retail facility has been renovated. Most notably, a new emphasis has been placed on Contractor Services with a new designated entrance and service counter. The lumberyard products have been expanded along with the delivery fleet, which now has boom trucks for precise placement of materials on jobsites. The former kitchen section on the second floor was totally remodeled into a designer showroom and re-branded as Kitchen Views, with the continuing services of two talented designers. While operating as a separate company, it is considered part of the National Lumber Family of Companies.

The Fourth Generation Joins the Family Business

With Ben Seligman, Margie's son, now working as a salesperson in Newton, the company moved into its fourth generation as a family owned and operated business. Ben had worked at various jobs in the company over the years when he was a teenager. After setting out to California on his own for a while, he returned as a mature young man in 2014 to train in various departments around the company. In August 2015, Ben took a position as a PRO Force Specialist in the Newton location, focusing on providing remodeling contractors with the special services they need.

Addition of Interior Design Services

In March 2016, Babel's Paint & Decorating was acquired by National Lumber Company. With five stores in Massachusetts, this brings our total Benjamin Moore locations to 13 across New England. Another important aspect of this expansion is that National Lumber is pleased to add Interior Design to the services provided to our customers.

SERVICES OVERVIEW

National Lumber provides everything in building materials plus the services their customers deserve. An extensive outside sales staff as well as a dedicated inside sales staff ensures that customers get just what is needed for the job. Dedication to accurate take-offs ensures that ordering mistakes are rare. From engineering design with sealed plans, to cabinetry design for any room, to knowledgeable store personnel, National Lumber provides the services that help contractors to get the job done. A large delivery fleet of 90 vehicles, including truck-mounted forklifts and boom trucks, provides flexibility for deliveries just about anywhere across New England.

Engineering and Design Services

National Lumber is involved in some projects from blueprint to installation supervision. Their in-house engineering and design teams will review plans and will meet with the customer to anticipate and address problems before construction begins. They also can provide sealed engineered designs which expedite the permit process. The team consists of structural engineers, architects, expert builders and framing professionals. An Engineered Wood Products Installation review report is provided with a punch list and certified affidavits to building inspectors. In 2017, National Lumber launched RAPID FRAME®, the new trademarked name for our Engineered Floor Systems with inkjet labeling of precision end trimmed I-joists, pre-cut holes, pre-applied sub-floor adhesive and insulated rimboard.

Turn-Key Framing

From Engineered Wood Products, the company went on to turn-key framing, providing guaranteed price packages to supply multi-family and larger home projects. Under the visionary leadership of Manny Pina, National Lumber became the first lumberyard to introduce the concept of turn-key framing to New England. The company has grown this division since the late 1980s to a force covering a territory from New Hampshire to Georgia and as far west as the Mississippi River. The National Lumber Turn-Key Framing Division serves developers, owners, and builders who specialize in large wood frame projects, such as hotels and motels, multi-unit residential facilities, and other large commercial projects.

National Lumber provides complete turn-key framing packages, as well as teams of professionals to frame the project. They can be a source for key structural components such as roof and floor trusses, wood wall panels, as well as all other lumber and building materials required for most structures. Coordinated planning eliminates confusion between suppliers and framers on a project.

Truss and Wall Panel Manufacturing

The truss and wall panel manufacturing facilities at Reliable Truss in New Bedford, MA can build any wood trusses or structural components that one may need for a project. Builders owe it to themselves to experience the ease of working with truss and wall panels that have been manufactured to their exact specifications. Precision end trim services and pre-cut roof rafters are also offered. These ready-to-install products and services save both time and cost on jobsites. In addition to reducing framing labor, there is the added benefit of reducing waste and therefore disposal costs at the jobsite.

Custom Prefabrication

Reliable Truss also offers custom prefabrication of items such as dormers, cupolas, porticos, gazebos, pergolas and more. They deliver from New Bedford, MA throughout New England on a daily basis. If they can ship it, they can build it.

Kitchen & Bath Design Services

The experienced and knowledgeable Kitchen Views team provides design services for cabinetry throughout the home. They will help builders and homeowners imagine the possibilities to best utilize the available space. Their slogan is “*Where the designers are pros and the views are yours.*” Their designers listen to the clients’ views and then offer solutions specific to their home. They may offer ideas that are new to the client, and definitely provide expert guidance, but the client makes their own selections. That approach has built the Kitchen Views brand with happy clients providing referrals and returning when they have a new project. Cabinetry usage has expanded beyond the kitchen and bathroom to include use in family rooms, laundry rooms, and more. The Commercial Kitchens division specializes in supplying large scale luxury development projects and multi-unit projects.

Customers appreciate the diverse up-to-date showrooms offered for their inspiration at six locations. Hands-on kitchen vignettes give clients the opportunity to envision how their new kitchen will look and function. The expert designers meet clients at a showroom or travel to them, including jobsite supervision of the cabinetry installation. From concept to completion, homeowners receive the services they deserve.

Interior Design Services

While our knowledgeable paint specialists are in 13 locations to help you choose the perfect paint product for the interior and exterior of your home, Babel’s also has comprehensive interior design services. Color

Consultants at Babel's offer their expertise for an introductory in-store consultation free of charge for color selection and home design. They have experts in window treatments, wallcoverings, upholstery and furniture. Talented Interior Designers are located in our Norwood, Needham, Canton, and Foxboro stores. If you would like individual attention, or have a large project, Babel's provides services by appointment in-store, in-home, or at the Boston Design Center.

Pneumatic Tool Sales and Heavy Equipment Rentals

In addition to selling most major brands of power tools and fasteners, our Pneumatic Division services and repairs most makes of pneumatic tools. National Lumber is the largest independent full line HITACHI Power Tools Dealer in New England with a Factory Authorized Service Center at our store in Mansfield, MA. This division also provides heavy equipment rentals where and when needed.

Custom Millwork Shop

National Millwork is skilled at crafting classic items. They are committed to providing products with the highest standard of artistry, with experienced craftsmen using state-of-the-art CNC equipment. Their in-house custom millwork shop can create anything from simple wood mouldings to historic reproductions. They can create just about any moulding or trim that one may be looking for, from modern to traditional to historical reproductions in both wood and PVC.

PRODUCT OFFERINGS

Besides the commodities such as wood products, there are many quality brand-name products that are sold through National Lumber's retail locations and lumber yards. As an FSC® certified lumberyard, qualified materials can be provided to meet LEED requirements. Please ask about FSC® availability for specific products. They also provide environmentally-friendly Benjamin Moore Paints as well as cabinetry and countertop brands. In addition, National Lumber has some unique products available exclusively through the National Lumber Family of Companies.

Reliable Headers — National Lumber offers insulated headers through its manufacturing division, Reliable Truss and Components. Reliable Headers allow for more energy-efficient buildings plus increase productivity during construction. Time will be saved in the elimination of making headers on site and in site clean-up. Having one less on-site insulation area multiplied by the number of openings can provide substantial savings. These insulated headers are available with engineered lumber as well as dimensional lumber. In addition, the headers can be precision cut so they arrive at the jobsite ready to install.

RAPID FRAME® — National Lumber worked with Boise Cascade to develop a pre-applied adhesive process in their own manufacturing facility. This is the next cost-efficient step in the improvement of the framing process. The equipment provides consistent application of the sub-floor adhesive and the protective liner is simply peeled up and taken away. This is not only faster; it is a safer process for your framing crew. The sub-floor adhesive also remains flexible, reducing unwanted noise transfer. National Lumber's trademarked RAPID FRAME® Engineered Floor Systems help builders increase profits by saving time and money with inkjet labeling of precision end trimmed I-joists, pre-cut holes, pre-applied sub-floor adhesive and insulated rimboard.

HIGH-Rim — National Lumber's insulated rimboard product, HIGH-Rim, provides greater R-values, as well as time and cost savings than comparable products on the market. It helps contractors make their projects meet the Massachusetts Stretch Energy Code and meets APA PRR 401 for non-structural rimboard. This R-11 Assembly insulates a difficult area in floor construction in one step. It is available in convenient pre-assembled 12 foot lengths, 3 1/2" thick, with in stock depths of 9 1/2", 11 7/8", and 14".

BIOGRAPHIES

Manny Pina, President of the National Lumber Family of Companies, has provided the wise leadership needed to keep the company strong during the challenging economic climate of the past few years. Pina, an engineered wood products expert, was brought into the company in 1987 to lead National Lumber into the new technology and new way of building that the Kaitz family foresaw.

National Lumber's desktop shipping and expediting system is another example of Manny Pina's vision for the company. In 1995, he envisioned a computer program that would show order and shipping information on a PC screen, similar to what at that time was only found on the video monitors in airports that showed flight numbers, changing times, etc. Others in the industry scoffed and said it couldn't be done, but National Lumber accomplished it. In 2002, after 15 successful years with the company, Manuel Pina was named company president. His business vision, procedural efficiency and personal drive continue to lead the National Lumber Family of Companies as their team works hard every day to serve customers.

National Lumber was recognized as the 2016 Entrepreneur of the Year by *LMB Journal* for "epitomizing the entrepreneurial spirit." Manny Pina was featured on the cover of their January 2016 issue, which included a profile article entitled, "***Expanding Beyond the Lumberyard***, National Lumber Company grows with the building business." Described by *LMB Journal* as "a company that excels at identifying underserved—or emerging—markets, satisfying customers, and consistently working to grow and improve its business ... with a fierce commitment to finding every better ways to serve their customers and their communities."

The Kaitz family is still involved in all aspects of daily activities to ensure the satisfaction of each of their customers. Now into their fourth generation, they are the largest independent building materials supplier in New England.

Steven Kaitz, a recognized leader in the industry, had the vision of providing amazing showrooms with the priorities of talented designers and support staff providing excellence in customer service and outstanding project results. Knowing that their loyal customer base of builders and contractors required these services for their clients, he carefully planned and boldly invested in the development of the kitchen division. His daily involvement in the business is focused on seeing that National Lumber promptly responds to the needs of customers, vendors and employees.

Margie Kaitz Seligman, well known in the industry for her marketing abilities, has developed an in-house marketing department to serve the growing business divisions. Margie led National Lumber's development of computerization with customized software in the 1980s. With an MBA from Babson College, she also oversees administration and the technical infrastructure that keeps sales and accounting departments up to speed with the fast-paced building industry.

Benjamin Seligman, Margie's son, had worked at various jobs in the company over the years when he was a teenager. After setting out to California on his own for a while, he returned as a mature young man in 2014 to train in various departments around the company. In August 2015, Ben took a position as a PRO Force Specialist in the Newton location, focusing on providing remodeling contractors with the special services they need.

ASSOCIATIONS

National Lumber belongs to the following trade associations: ABC-RI, BACM, BAEC, BNHBA, BRAGB, EM-NARI, HB&RACC, HBAMA, HBRAC, HBRANH, MRLDA, NARI, NEBA, NKBA, NLBMDA, NRLA, RIBA, RIGBC, and USGBC-RI.

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