

PRODUCTS IN PRINT

LET'S FACE IT: THE HOUSING MARKET has slowed significantly. But, believe it or not, the downturn offers an opportunity that builders shouldn't let slip. Now's the perfect time to take stock of your business processes, analyze systems, and familiarize yourself with new products, technologies, and companies. BUILDER's 2008 Buyer's Guide and Web Directory can help with all three—and more. It's loaded with tons of information vital to your research efforts.

The Buyer's Guide can help you find almost every manufacturer or technology you need in the building products world. Want to know who makes water heaters? We've got you covered (see page 130). Need a fire-rated or impact-rated entry door? Look no further (pages 91 and 92).

The anchor of the book is the Product Guide (starting on page 84), where we divide products into 10 "supercategories" (for example, supercategory 6, Kitchen & Bath). Within these 10 supercategories, products are sorted under main categories (such as category 6.2, Cabinetry & Storage) and then into specific product types (such as closet/storage systems or garage/laundry cabinets). Everything you need can be found within these three levels.

We've added some new products, too, including corbels, dock boards/docking systems, glass flooring, ceramic and glass wall tile, and structural manufactured stone.

Knowing where to find product information on the Web is important these days. As a result, the Product Guide lists manufacturers' Web sites instead of their phone

numbers, for those readers who prefer to obtain preliminary product information on the Internet. If you'd still like to contact a product maker by phone, turn to the Manufacturer Directory (beginning on page 39),

2007 (page 36), and "Editor's Picks," the inside dope from BUILDER's products editor on which products and technologies stand out among the many we come across each year (page 30).

Supercategories: To make your search easier, we've divided our guide into departments, or supercategories. There are 10 color-coded supercategories designed to make it simpler for you to find the manufacturers that make the products you need.

Main categories: Under each supercategory, you'll find our main categories. Each comprises a specific group of products.

Products: Each main category is broken down into individual product types.

Listings: Under each product heading is a list of applicable manufacturers and their Web sites.

which lists the phone numbers and URLs for all manufacturers in the guide.

Also returning to the Buyer's Guide this year is our "Favorite 50," a list of the 50 products you were most curious about in

With its new additions and returning favorites, the 2008 Buyer's Guide and Web Directory will be a lifeline for revamping your business for when the market recovers.—Nigel F. Maynard