

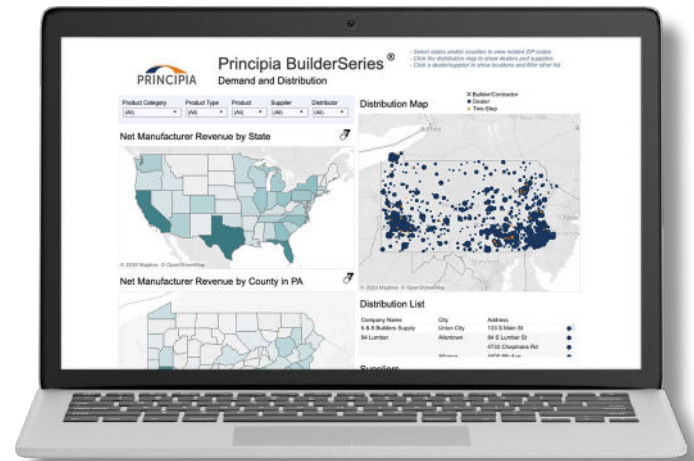
Principia BuilderSeries®

Change the way your company views the building materials market with interactive demand and supply data and insights

Innovative Suite of Data Tools

Principia's BuilderSeries® is an innovative suite of online data tools that deliver an unequaled, 360-degree view of supply and demand in major U.S. residential building product categories.

Access data and insights through interactive dashboards and summary briefs for both DemandBuilder® and SupplyBuilder®.



Market Segments

Principia's BuilderSeries® tools are offered in the following residential product categories:

- | | | | |
|---------------|-----------------|-----------|-----------|
| → Countertops | → Exterior Trim | → Lumber | → Siding |
| → Doors | → Flooring | → Railing | → Windows |
| → Decking | → Insulation | → Roofing | |

Use Case: Increasing Sales Through Distributor Partnering

Situation	Approach	Outcome
A manufacturer of exterior building products sought to partner with new two-step distributors and wanted to share specific market knowledge for customer targeting.	Several two-step distributors were initially targeted for a pilot program. The client overlaid dealer coverage on top of territory demand for specific locations at each two-stepper. Sales personnel were redeployed to aim resources at specific demand pockets within each territory.	The client secured several distribution locations for a few key distributors resulting in nearly \$10 million of new sales in the first year. The client continues to use this supply-demand data to drive distributor engagement and collaboration in other targeted markets.



Contact Principia For More Information

P: (610) 363- 7815 | info@principiaconsulting.com | principiaconsulting.com

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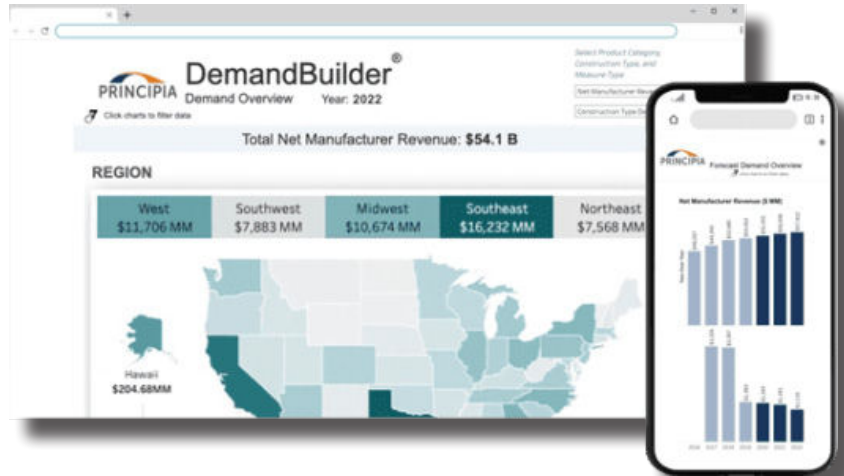
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DemandBuilder®

Customize how you view and analyze market size and share for major U.S. residential building product categories.

DemandBuilder® is segmented by:

- Unit volume and revenue
- Material
- Market — new construction, repair and remodel
- Unit type — single family and multifamily
- Geography — national, regional, divisional, state, CBSA, and zip-code level



DemandBuilder® forecasts the market for the residential building products market with a three-year outlook to support targeted sales and marketing planning. Forecast demand for the product category is reinforced by voice of customer insights from key participants across the value chain.

Benefits



Segment product demand to better understand markets

Accurately measure your current share and revenue potential



Identify revenue opportunities to pursue by product, market and geography

Work with your customers to grow market share together, leveraging macro and micro growth drivers in each market



Build internal targets with an independent market view

Access product usage and preference trends



Align sales resources with territory opportunities

Set benchmarks for your business using comparative market data while ensuring proper coverage to serve projected demand



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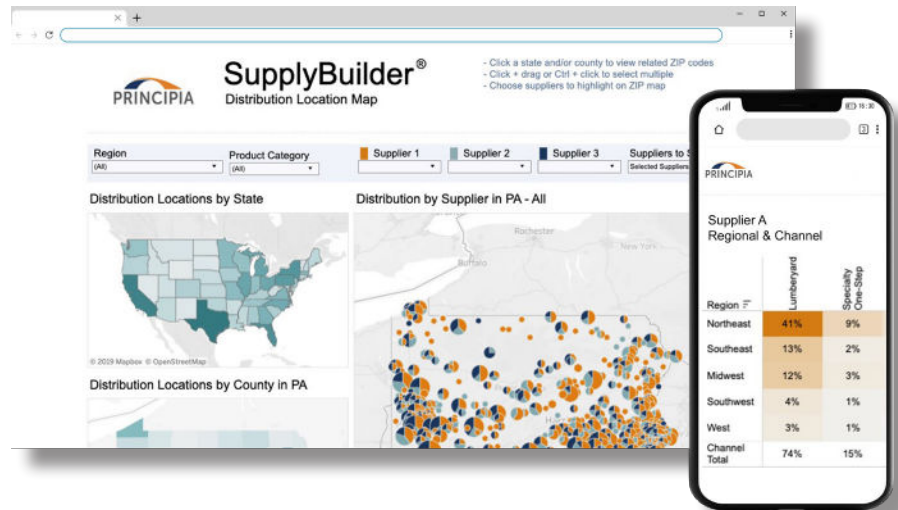
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SupplyBuilder®

SupplyBuilder® provides a channel view of residential building products supply in the United States. This is accomplished through coverage of manufacturer share at a regional level, quantifying product flow through each distribution channel, and integrated with a robust database with nearly 50,000 distribution points.

Distribution points can be depicted in list form as well as coverage maps down to the company name for:

- Big box
- Lumberyard
- Masonry yard
- Millwork
- Specialty one-step distributor
- Specialty retailer
- Two-step distributor
- Other retailer



Benefits



Visualize product flow by distribution channel in a specific category

Drill deeper into channel mix differences for the total category and specific product manufacturers



Map supplier coverage across the entire distribution industry

Evaluate your current distribution footprint and potential gaps in coverage



Evaluate share by distribution channel and geography

Compare your competitive position for leading product manufacturers



Develop scenarios with filterable database

Modify geographic coverage maps of distribution networks down to company name



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