

PRINCIPIA BUILDERSERIES®

Change the way your company views the building materials market utilizing Principia BuilderSeries® a suite of innovative, online data tools that deliver an unequaled 360-degree view of supply and demand in major residential building product categories.



DemandBuilder®

- Segment product demand to better understand your served markets
- Identify opportunities to pursue in your sales territories
- Align company sales resources with territory opportunities



SupplyBuilder®

- Evaluate your share by distribution channel and by geography
- Visualize building product supplier coverage across entire distribution industry
- Assess your customer base relative to competition



GrowthBuilder®

- Target best growth opportunities by product, market and geography
- Align internal projections with independent market view
- Ensure proper coverage to serve projected demand

PRINCIPIA BUILDERSERIES® CATEGORIES

The Principia BuilderSeries® products are offered in the following residential categories:

Cabinets

Countertops

Decking

Doors

Exterior
Trim

Flooring

HVAC

Insulation

Lumber

Plumbing
Fixtures

Railing

Roofing

Siding

WRB

Windows

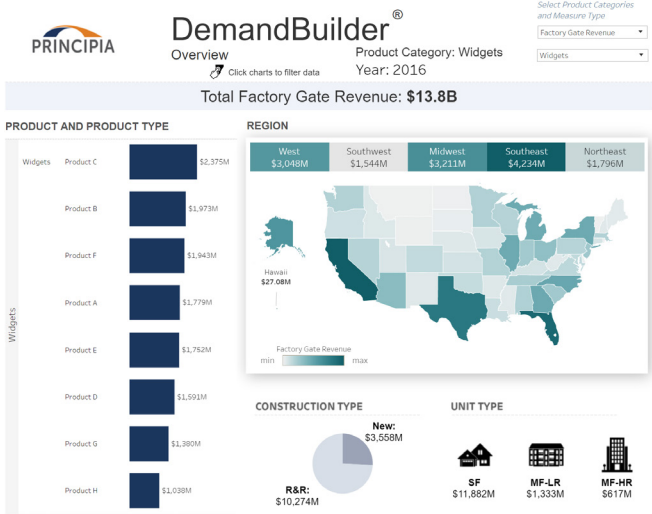


CONTACT PRINCIPIA TO LEARN MORE

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PRINCIPIA BUILDERSERIES®

DemandBuilder® Drive Market Share



If you are a manufacturer, distributor or dealer in the building materials and construction industry, you need reliable accurate data. Armed with this data and supporting analytics, you can properly measure product demand and determine current share and sales potential in your defined sales territories. Customize product demand by:

- Product - segmented by material type
- Market – new construction, repair, & remodel
- Geography – custom geocoding for your sales region or trading territory
- Demographics – correlate the data with over 50 criteria

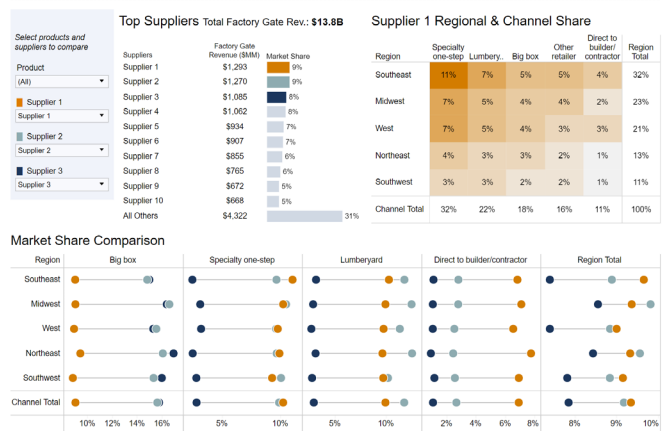
SupplyBuilder® Expand Market Coverage

Designed to complement our DemandBuilder® data product, SupplyBuilder® provides a channel view of the industry supply for major residential building categories 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 in the United States covering all channel outlets for all building products currently monitored in the Principia BuilderSeriesSM.

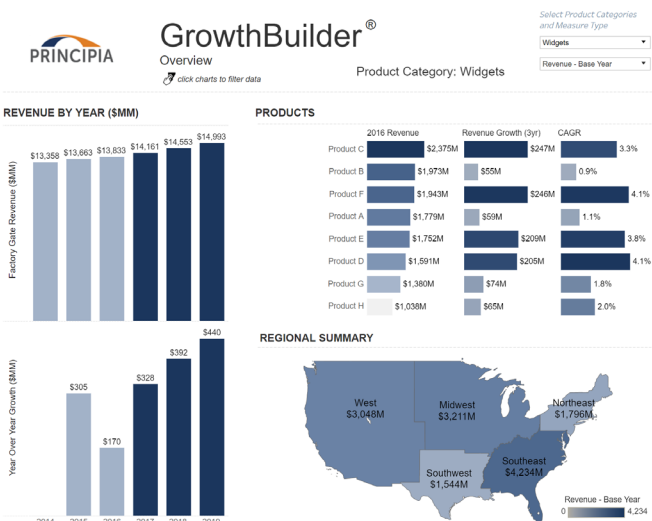
Distribution points can be depicted in list form as well as coverage maps down to the company name for:

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

SupplyBuilder® Supplier Share Overview



GrowthBuilder® Target Growth Opportunities



Designed to complement our core DemandBuilder® data product, GrowthBuilder® forecasts the market for major residential building products in the United States with a three-year outlook for each product category 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 specifically:

- Distributors and dealers
- Builders and contractors
- Homeowners

Over 1000 interviews with influential audiences provide up-to-date insight into product usage and preference trends to reveal the likely impact on product demand over the next three-year period.