



MADE IN THE USA

MADE IN USA

The products, the trends, the stories.



To some, “Made in the USA” is a lifetime commitment. To others, it’s a tie-breaker when making a buying decision. Still others see the slogan as a competitive threat. The spectrum runs wide on the manufacturing and retailing trend, and varies from viewpoint to viewpoint.

Home Channel News editors have gathered several made-in-the-USA perspectives on the following pages, each from a different vantage point. Together, they tell the story of a trend that is increasingly able to motivate consumers and the industry that serves them.

The distributor

Do it Best VP merchandising Steve Markley told *Home Channel News* that members are showing a “heightened awareness” of made-in-the-USA products.

“So, what we’ve really tried to do is make sure we’re providing opportunities for them to highlight and promote those items in the store, if that’s the direction they want to go,” Markley said.

For some retailers — such as Sanford Hardware of Sanford, Mich., and Hardman’s in West Virginia — the made-in-the-USA path is well traveled.



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Recently, Do it Best Corp. compiled and made available to its member-owners a complete list of all vendors and suppliers offering products manufactured in the United States. This graphic shows a selection of vendors and suppliers from that list to help demonstrate how it's possible to build a house entirely out of products made in the USA.

In Fort Wayne, Ind., some of the specific moves in response have taken place online, in stores and at market. In the first case, the newly launched Mydoitbest.com member portal identifies Made-in-the-USA products with graphic tags and a search function to make it easier for members to find domestically manufactured products. In the store, endcap displays, bin displays and pop material are available. And the education and information continues at the co-op's markets.

The brain trust at [Do it Best](#) and other distributors who discussed the topic with *Home Channel News* paints the made-in-the-USA trend as one consideration among many when it comes to stocking stores and selling product.

"It's a factor that we're aware of when we make decisions on product selection," Markley said. "It doesn't work in isolation, but it can be a differentiator for a vendor along with total costs."

Whether or not "Made in the USA" is the new green is a matter of debate — but there are definite similarities.

"If the price is right, and it's green, then that's a bonus," said Markley. "But if the price is wrong and it's green, that's not necessarily carrying the day in most markets. The made-in-the-

USA trend is similar to that, although I think especially in some markets, made in the USA is a stronger factor than green."

The builder

What began quite innocently as a pet project turned into a national movement for Anders Lewendal, the Bozeman, Mont., builder who has since gained wide acclaim for constructing a house made entirely from U.S.-made products.

Initially, Lewendal set out to build an "efficient, affordable and environmentally healthy" home for a client whose daughter has cystic fibrosis. In researching the building materials and parts required for the project, Lewendal was struck with this idea:

Why not go for all-American parts and materials?

The U.S.-made house was built with more than 120 products from 33 states. Everything from the nails, screws and bolts, to the steel, staples and bathtub was made in the United States. Even the dishwasher — a Whirlpool product — was made at a U.S. factory.

In the end, the only product Lewendal said he could not find from U.S. sources was a door chime. His solution? A door-knocker, which was made in America.

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STRAIGHT



18 Ga.
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FrankeUSA is located in Ruston, Louisiana and is one of America's largest stainless steel sink manufacturers. We are a company where technology dominates in the production and manufacturing of kitchen sinks. Through the utilization of a patented process, unique design features are combined with high quality standards to produce deep bowls and smooth polished finishes. FrankeUSA stainless steel sinks are easy to install and come in a variety of sizes. Some of our newest US made sinks feature extra deep bowls and drain lines. While many things have changed, there's one thing that remains constant...our steadfast commitment to serving our customers.



For more information, please contact
Al Lawrence at al.lawrence@franke.com.
Please visit our website at
<http://www.frankeusa.com>
to view our entire assortment.

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Chris Ogle, purchasing manager at Kenyon Noble Lumber & Hardware, Bozeman, Mont., provided the vast majority of building materials for Lewendal's project. "We were surprised at how many building materials are made in the U.S., although it's not something we had ever really monitored before," Ogle said.



In Bozeman, a monument to U.S.-made building products

The most difficult product to find was drywall screws, according to Ogle, who eventually tracked down a Nevada distributor.

The Bozeman-centered "Made in the USA" project struck a chord. Lewendal was featured in scores of newspaper and magazine articles, as well as a segment on ABC World News with Diane Sawyer, in which a reporter and film crew followed Lewendal throughout the process.

By Lewendal's account, 30 million people have heard about the "Made in the USA" project either through the media or Internet searches. "I never thought it would grow to this point, but I'm glad it did," he said. "This is an exercise we hope will manifest itself into a movement."

Lewendal does not build every house with American-made parts. That would not be feasible. What he is seeking is incremental change. "I think we could solve this recession if everyone shifted just 5% of their purchases to U.S.-made products," he said.

Lewendal scoffs at the notion there is no manufacturing left in the United States. "What I've learned is there's a lot of value in American companies," he said.

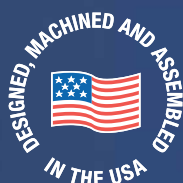
He is not alone in that thinking. Kenyon Noble has been similarly moved by the made-in-the-USA experience. "It was an eye-opening project for all involved, a worthwhile effort," Ogle said. "Since then, we have directed our purchasing managers to look into buying more products from American-made companies."

Exporting ambassadors

"Made in the USA" doesn't necessarily have to mean "Sold in the USA." Many U.S. manufacturers are finding a ready market for



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their products overseas, where certain big-name brands carry a cache because they're American-made. But this welcome mat also extends to small- and medium-sized manufacturers in a number of home improvement and building product industries. Those who are leery of conducting business overseas should know there is plenty of free or inexpensive advice and support available from both the U.S. government and private trade groups promoting U.S. exports.

The [International Trade Administration \(ITA\)](#), a division of the Commerce Department, has representatives around the world looking for — and vetting — trading partners for U.S. companies. Back in Washington, D.C., products are divided up into categories or “teams.” Gary Stanley is the acting directing of the Office of Materials Industries, which has agents in charge of (among other things) adhesives and sealants, building materials, lumber, paintings and coatings, wood products and a green building initiative.

“U.S. products are competitive in the medium and high-end specialized segments of the market,” Stanley said. He’s talking about things like renewable energy, energy-efficient products, green building products and certified lumber.

Other popular exports, according to Stanley, are air conditioning and HVAC products, lumber and wood panels, structural metal, and windows and molding. With 16 different Free Trade Agreements in place with various nations, exporting can be a tariff-free exchange, Stanley explained. Central America is an especially good trading partner, he added.

The ITA does market intelligence reports for certain products, estimating the size of the competition. It will also conduct due diligence on possible trade partners, and advise on custom issues, shipping needs, and required export licensing and documents.

“We were surprised at how many building materials are made in the U.S., although it’s not something we had ever really monitored before.”

— CHRIS OGLE,
purchasing manager,

Kenyon Noble Lumber & Hardware, Bozeman, Mont.

The number of Free Trade Agreements — especially in Latin America — provide plenty of opportunity for regular trade missions. Last summer, an ITA specialist led a delegation of U.S. companies

to Brazil, which is hosting the upcoming World Cup (2014) and Olympics (2016). Brazil is hoping to showcase green infrastructure and architecture, which means opportunities for suppliers of energy-efficient lighting, smart systems for energy automation and management, water treatment, on-site renewable energy, and the use of recycled materials in design and construction.

U.S. companies looking for peer-to-peer assistance in learning the export ropes can go to the Worldwide DIY Council, an organization comprised primarily of American and Canadian manufacturers selling to overseas hardware markets. It’s a

Sounding off on domestic manufacturing

The *Home Channel News* “Made in USA” issue generated a great deal of interest among readers and manufacturers. It also generated a great deal of comments.

We asked manufacturers to tell us what they make, where they make it, and what they like about domestic manufacturing. Here are highlights of what we heard:

- “We are a privately owned/operated company and produce quality farm products and wheelbarrows in Lancaster County Pennsylvania. We are proud to be a strong and growing U.S. Manufacturer trying to do our part to help the struggling U.S. economy!”

— Tom McDermott
Scenic Road Manufacturing
Gordonville, Pa.

- “From a manufacturing perspective, we want to produce products as close to our customers as possible, just like we want our sales team to live and work right next to our customers. It just makes good business sense.”

— Jacinta Pister
Senior VP manufacturing
Simpson Strong-Tie
Dallas

- “First and foremost, keeping our products locally made allows us to hire people with disabilities in our area and work closely with the Center of Hope. Sourcing locally enables us to bring in parts quicker and allows us to build a more personal relationship with our suppliers. It also allows for a greater degree of quality control.”

— Casey Cormier
Angel-Guard Products
Worcester, Mass.



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disparate group — members range from young entrepreneurial firms to large, well known manufacturers — which shares contacts and sponsors pavilions at international trade shows.

The store owner

By late 2008, Mike Petro had seen enough. It was, for many, the height of the financial mess in this country, marked by bank failures, mortgage crisis and bailouts; in his view, the financial structure of the United States was teetering on the brink.

“Middle-class workers were taking out home equity loans to pay bills because they were maxed out on their credit cards; their 401(k) plans were shrinking,” Petro said.

Do you have a
Made-in-the-USA story?
Let us know [here](#).

In his hometown of Dayton, Ohio, he said, six General Motors plants closed, jettisoning thousands of mostly middle-class workers.

Petro said something needed to change. In response, he and business partner Dennis Cunningham drew plans to create the [All American Store](#), where every item sold would be made or assembled in the United States.

“We wanted to create a company where people came to a central location and bought products made by Americans at American-made companies,” Petro said.

It took well over a year for Petro to compile — and vet for authenticity — the list of manufacturers who could supply an 8,000-sq.-ft. store in Brookville, Ohio, with everything from

nails and screws to blue jeans. “It was a difficult search,” he said.

The first All American Store opened in April 2010. There are now two locations in Ohio, and business is good, Petro said.

“Every time a customer comes into our store and purchases a product, we say, ‘Thanks for buying American.’”

— MIKE PETRO, All American Store

“We are very unique in having only U.S.-made products,” Petro said. “Every time a customer comes into our store and purchases a prod-

uct, we say, ‘Thanks for buying American. We’d like you to know you are supporting fellow Americans.’”

Though the All American Store has a wide variety of items, one constant is its ‘Made in the USA’ label, which supports Petro’s goal of building up the country’s work force. “We are here for the American workers, for the families they have to support, and for the communities in which they live, in the greatest country in the world.”

Since starting his venture, Petro has garnered a great deal of favorable attention. He said one story attracted 20,000 hits to the company website, [allamericanstore.us](#), within a 72-hour span. “The business definitely has grown in the two years — it makes you feel good,” he said.

Petro’s goal is to have The All American stores in every U.S. state and to eventually take the company public. “We’re getting inundated with requests for franchising opportunities,” he said.

Petro said if efforts like his can retain or create jobs in the United States, “I think we can impact the quality of life of the everyday person of this country. That’s the whole focus of this company.”

- “We absolutely love all the comments we get from distributors and end users who are proud to purchase our American-made professional cutting tool products.”

— Theresa Hannen
M.K. Morse, Canton, Ohio

- “[Our products] are home security products, and we believe that the Made in the USA label provides the homeowners with a better sense of security.”

— Tony Milkey
Safe Homes International
Canton, Ga.

- “It might surprise people. But when you put all the costs together, going through customs, the shipping — we’re very, very close to the landed cost we’re covering from Asia.”

— David Kurrasch
“Little Big Shot”
Ontario, Calif.

- “Graco views domestic manufacturing as a key component to delivering the highest-quality products that our end users demand. More than 90% of our manufacturing is

in the United States, and more than half of our sales are now outside the United States.”

— David Newman
Graco Inc.
Minneapolis

- “As an American manufacturer ourselves, we are proud to choose another American manufacturer as our equipment partner.”

— Walt Valentine
President
Kleer Lumber
Westfield, Mass.

From coast to coast,
America is humming with
manufacturing — you just
might not hear about it.
Here is a small sample of
facilities making home channel
products in a town near you.



1. Simpson Strong-Tie structural connectors

Stockton, Calif.; Riverside, Calif.; McKinney, Texas; Columbus, Ohio

"We want to produce products as close to our customers as possible," said Jacinta Pister, senior VP manufacturing.

2. BrassCraft

Thomasville, N.C.; Lancaster, Texas; Corona, Calif.

Since 1946, the Novi, Mich.-based company makes water stops, connectors, gas valves and fittings "designed, machined and assembled in the U.S."

3. Little Big Shot

Ontario, Calif.

Maker K-Co Products is moving production from Asia to California to meet demand for its new, 2.6-oz. hose nozzle.

4. Graco paint sprayers

Minneapolis

The Minneapolis-based company invests heavily in factories every year. Three key points: preferred by pros, focused on technology, and made in the USA.

5. Purdy paint tools

Portland, Ore.

Purdy has been offering handcrafted brushes since 1925. Purdy brush makers complete two full years of training, and many of them have been brush makers for decades.

6. Flame Engineering burning tools

Lacrosse, Kan.

The manufacturer of the Red Dragon propane torch kit is celebrating 50 years in business.

7. Mid Continent Nail Corp.

Poplar Bluff, Mo.

The Mid Continent Nail Corp. employs about 330 people in Poplar Bluff and lays claim to the title of "largest domestic manufacturer of nails for industrial and construction use in the USA."

8. Gardex Leaf Scoops

St. Louis, Mo.

Gardex, the 76-year-old division of St. Louis-based Keller Manufacturing, makes the plastic Leaf Scoops hand-held rakes in St. Louis.

9. Warner putty knives

Sacred Heart, Minn.

Warner has been manufacturing paint tools in the USA since 1927.

10. Phillips metal beads and trims

Omaha, Neb.; Niles, Ohio

Established in 1955, Phillips Manufacturing Co. specializes in making beads, trims and accessories in the USA.

11. Fatal Funnel wasp and fly traps

Logan, Utah

Inventor Mike Uhl said: "I was bombarded with people telling me to have it made overseas in China. I wanted to keep my business local."

12. Big Stretch caulking products

Commerce City, Colo.

Sashco, a family owned and operated business founded in 1936, believes that quality is best served by co-location of factory and management.

13. FrankeUSA sinks

Ruston, La.

One of America's largest sink manufacturers, FrankeUSA produces stainless steel sinks, granite sinks and custom-made sink accessories. Company takes pride in technology and customer service.

14. EnGuard insulation

Schertz, Texas; High Point, N.C.; Fort Wayne, Ind.

EnGuard Glass Free Insulation is sourced from recycled soda and water bottles.

15. Leviton dimmers, wall plates and residential wiring products

West Jefferson, N.C.; Tualatin, Ore.

Leviton products can be found in the White House and the Statue of Liberty, as well as nine out of 10 homes in the United States, the company said.

16. Montana Brand power tool accessories

Ronan, Mont.

Jore Corp. makes Montana Brand drill bits, driver bits and specialty accessories, plus products for other manufacturers.

— **DAVID KURRASCH,**
K-Co Products



Hartson-Kennedy is committed to LEAN manufacturing principles both in its production processes and throughout all of its corporate departments.

18. M.K. Morse saw blades

The M.K. Morse Co. has been manufacturing saw blades for nearly 50 years from its Canton, Ohio, plant.

19. Johnson Hardware products

The company makes sliding door hardware, folding door hardware and pocket door frames.

20. John Deere residential lawn tractors/mowers

**Horicon, Wis.; Greeneville, Tenn.; and
Augusta, Ga.**

The Wisconsin factory, Horicon Works, is the largest operation and celebrated its 100-year anniversary in 2011.

21. NATTCO tile cutters

In 2003 the one millionth cutter was used to “cut the ribbon” at the opening of the Coverings Trade Show.

22. GoPro Universal Stair Bracket

GoPro Construction's parent Talan Products makes the stair bracket system in Cleveland, and promotes the made-in-

the-USA message
wherever it can.

23. Clopay Garage Doors

**Troy, Ohio; Auburn,
Wash.; Russia, Ohio**

The company behind Clopay, Holmes Garage Door Co. and Ideal Door also owns and operates 51 distribution centers.

24. Senco fasteners

Cincinnati

More than 750 styles, types and sizes of fasteners are made in the Queen City.

25. Bully Tools shovels and stick tools

Steubenville, Ohio

An ad campaign describes Bully CEO Mark Gracy as a public enemy in China.

26. Maze Nails

Peru. III.

The packaging tells the story: A made-in-the-USA message is on the front, and a lifetime warranty description is printed on the side. The company also promotes "Econails: It's good to be green."

27. Bemis toilet seats

Sheboygan Falls, Wis.

The company has 111 years of experience.

28. Flex-Drain drainage pipe

Cleveland, Tenn.

In addition to flexible drainage pipe, Cleveland Tubing specializes in molded plastic parts, and even specialty drinking straws.

29. Wooster Brush paint brushes

Wooster, Ohio

Operating out of Wooster, Ohio, since 1851, the company's biggest sellers are its ultra pro paintbrush and super fab rollers.

30. Zoeller submersible pumbs

Louisville, Ky.

Zoeller is the oldest independently owned pump manufacturer in the United States.

31. Midwest hand tools

Midwest Tool & Cutlery Co. makes a variety of hand tools for siding and fence workers with USA-made and sourced raw materials.

32. Arrow Plastic watering cans

Elk Grove, Ill.

The company also makes beverage dispensers, kitchen basics and home cleaning products.

33. Coleman Cable
El Paso, Texas; Texarkana, Ark.;
Hayesville, N.C.; Lafayette, Ind.;
Bremen, Ind.; Waukegan, Ill.

Based in Waukegan, Ill., Coleman operates and manufactures wire and cable products in six manufacturing facilities in the United States.

34. Gator and Zip sanders

Ali Industries, makers of Gator Finishing Products and Zip Sanders, celebrated 50 years in 2011.

“We believe made in the USA provides the homeowners with a better sense of security.”

— TONY MILKEY,
Safe Homes Intl.



35. StrikeMaster II PRO
Greensboro, N.C.

Safe Homes International said the home door reinforcement kit is fabricated and packaged in the USA from U.S.-manufactured cold rolled steel.

36. Ondura Corrugated Asphalt Roofing panels, tiles and ridges
Fredericksburg, Va.

Fifty percent of the domestic materials used to manufacture the company's products are post-consumer recycled cellulose fibers.

37. Versatex Trimboard
Aliquippa, Pa.

The company make cellular PVC wood-alternatives for trim, fascia, soffit, decorative molding and other uses.

38. LiteSteel beams
Botetourt County, Va.

Not only is the cold-formed, lightweight steel construction beam made in the United States, it's manufactured with USA-made steel with a minimum of 65% recycled content.

39. Lambro venting accessories
Amityville, N.Y.

The company makes venting accessories for dryers, bathroom, kitchen and the HVAC industry. The products have been made in the United States for more than 40 years.

40. Arrow Fastener staple guns
Saddle Brook, N.J.

The classic T50 chrome staple gun is made in the same Garden State building where the company makes the staples.

41. Scenic Road Wheelbarrows
Gordonville, Pa.

The Lancaster County, Pa., company makes farming products, including lines of American Pride and Scenic Road wheelbarrows.

42. Kleer Lumber PVC building products
Westfield, Mass.

Not only are the trimboard, molding and sheets made in the United States, so is the machinery. When the company expanded its capacity late last year, it purchased equipment from Cincinnati-based Milacron.

43. Apollo Valves plumbing supplies
Pageland, S.C.; Conway, S.C.

Matthews, N.C.-based Conbraco — formerly Consolidated Brass Co. — manufactures about 98% of all the components for its Apollo Valves brand in the Carolinas.

44. Hyde Tools hand tools
Southbridge, Mass.

While the company has expanded manufacturing globally, it maintains one of the oldest tool manufacturing facilities in the country — since 1875.

45. Mulberry electrical products
Union, N.J.; Hatfield, Pa.; Freeport, N.Y.

The 85-year-old family owned and operated company makes metal and plastic wallplates, weatherproof box covers and conduit bodies.

46. Briggs & Stratton outdoor power products
McDonough, Ga.; Munnsville, N.Y.; Wauwatosa, Wis.

The company also manufactures most of its engines in several other U.S. plants.

47. Tamarack ventilation products
Buzzards Bay, Mass.

For the past 19 years, Tamarack Technologies has been making energy-efficient ventilation solutions, including a whole-house fan system.

48. Wiss cutting tools
Sumter, S.C.

Apex Tool Group, formerly Danaher Tool Group & Cooper Tools, makes its Wiss brand aviation snips in Sumter.