

The Brillo Pad

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Third Quarter Issue



NARI Certification Achieved

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We are extremely proud to announce that four more of our carpenters recently achieved the National Association of the Remodeling Industry (NARI) certification of Certified Lead Carpenter or CLC. This makes Brillo Home Improvements the remodeler with the most NARI-certified professionals on staff in the Milwaukee area.

Introduced in 1983, the NARI Certification program provided the remodeling industry with its first formalized standard of expertise and ethical conduct for professional remodelers. These certifications recognize remodelers who have undergone detailed review and testing in areas of business management, technical skills, and ethical conduct. NARI identifies these professionals as industry leaders.

The CLC certification specifically is designed exclusively for lead carpenters who are skilled and knowledgeable in the technical, hands-on aspects of their work, and who have demonstrated skill and knowledge in project management, supervision and in customer service. Furthermore, all NARI certified remodeling professionals must participate in 10 hours of continuing education, as well as at least one association activity, community service, and/or other industry

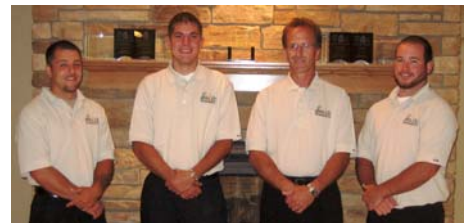
related activity to be eligible for annual recertification.

Newly certified are Michael J. Bovee, David J. Soderstrom, Scott E. Legan and Steven E. Andrzejewski. They join six other NARI-certified members of the Brillo team for a total of ten NARI certified professionals on staff.

According to NARI, certified individuals are viewed as:

- **Better trained and skilled**
- **More reliable and professional**
- **Ethical**
- **More knowledgeable, with up-to-date information on the latest tools, techniques and materials**
- **Quality-orientated with a sense of pride in their work**

Brillo congratulates (from left to right below) Steve, Dave, Scott and Mike on their newly earned status and the rest of the Brillo NARI certified staff on their commitment to continuing the NARI certification program.



Proud Distributor
of:



Facility Renovations

If you have recently visited us, you may have noticed that things are looking a little bit different these days. Over the last year or so, we have updated our facility; inside and out. Updates include:

- New paint in showroom, main office, conference room, bathroom and kitchenette.
- New furniture in showroom (couch, tables, lamps).
- New cabinetry in kitchenette.
- New floor tile in kitchenette.
- New Holiday Kitchens door display unit.
- New Kohler faucet and fixture finish samples.
- New central vacuum system.
- Two new backsplashes (courtesy of 21st Century Tile) in showroom and kitchenette.
- New door hardware throughout (courtesy of Eaton's Aetna Hardware).
- New parking lot and driveways.
- New front lawn, retaining wall and decorative stone.

While some of these updates were made to make the client more comfortable while visiting us, many are used to showcase products and services that Brillo offers.

If you would like assistance with design services, please call us and ask to speak to our Interior Designer, Melissa. She'll be more than happy to schedule an appointment with you to discuss your project.



Brillo's exterior received a facelift including new driveways and landscaping.



The showroom now includes comfy furniture and an updated coat of paint.



The Holiday Kitchen's kitchen display received a new backsplash. A new door display showcases cabinet doors in various wood species, finishes and colors.

SpectraLOCK PRO Grout

Last month, Brillo staff attended a training session about SpectraLOCK PRO Grout hosted by representatives from 21st Century Tile.

LATICRETE SpectraLOCK™ PRO Grout was introduced in 2005. Traditionally, enhancing the beauty of tile and stone with a grout that did not stain, crack or fade had been impossible. SpectraLOCK PRO Grout revolutionized its product category by making grout a design element instead of a design challenge. It combines unmatched performance, color uniformity, durability and stain resistance with extraordinary ease of use, and a broad selection

of 40 lifestyle colors.

The optional sparkle and glow enhancements of LATICRETE SpectraLOCK Dazzle enable up to 220 color variations and antimicrobial protection inhibits growth of stain-causing mold and mildew. SpectraLOCK PRO Grout will look as good as – and last as long as -- the tile and stone with which it is installed. Ask us about it for your next tiling project.



Spring Showcase

For the past several years, Milwaukee NARI has sponsored the Spring Home Improvement Showcase. This year, Brillo featured an addition and garage expansion that obtained local and regional recognitions in the Showcase.

This event is a chance for homeowners to view remodeling projects that were completed by members of Milwaukee NARI. It gives homeowners a chance to see projects that may be of interest to them, speak with the homeowners and the remodelers and carpenters that actually worked on the project.

We estimate that about 150 to 200 people “toured” our project throughout the event weekend.

We would like to take this opportunity to again thank Loren for making his home available during the entire weekend.



Some of Team Brillo pictured with the homeowner in his addition, featured in this year's Spring Showcase.

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Revitalizing the
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Milwaukee NARI Fall Home & Remodeling Show

The 17th Annual Milwaukee NARI Fall Home & Remodeling Show is September 28th to September 30th this year. The show will be at the Wisconsin Exposition Center at State Fair Park and show times will be Friday, September 28th from 11am to 9pm, Saturday, September 29th from 10am to 9pm and Sunday, September 30th from 10am to 5pm.

Milwaukee NARI promises to bring great new attractions and promotions for 2007, including a cooking stage and the expanded popular "Gotta Have It" area that features trendsetting products and services as well as hi-tech designs.

Brillo will have a limited supply of complimentary tickets available for those who wish to attend. Please call Maggie to reserve your tickets. Because of the limited supply they will be available on a first come, first serve basis.

Brillo is also one of the sponsors for a raffle benefiting the Milwaukee NARI Foundation. The Milwaukee/NARI Foundation serves as the educational and charitable arm of the Home Improvement Council. The purpose of the Foundation is to engage in educational programs and activities for the benefit and enlightenment of the public with respect to home remodeling and improvement.

Raffle tickets will be sold before the show as well as during. The winning ticket holder will receive a Las Vegas trip (valued at \$1,000) and the runner-up will win a trip to Chicago (valued at \$500). Each ticket is \$5, three can be purchased for \$10 and eight for \$20.