



ISSUE 1: FALL 2013

TOTALHOME

RENOVATION MAGAZINE



RENOVATION SPOTLIGHT:

Making a Splash

New Addition Features Indoor Swim Spa

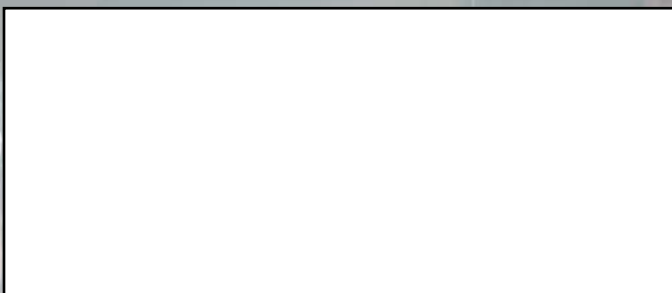
INSIDE:

Spray It, Don't Say It...

Understanding Insulation and the benefits of foam

Fiddler on Your Roof?

Foundations of a good roof





MESSAGE from the president

A NEW OPPORTUNITY TO SHARE

I am proud to welcome you to the first issue of TOTAL HOME Renovation Magazine, Way-Mar's new home improvement magazine. This an exciting opportunity for us to connect with our customers and share our expertise and tips. Our goal is to make homes more comfortable, welcoming and long lasting for you to enjoy and share with family and friends. We hope you will find this magazine helpful and maybe even inspire you to dream a little bit.

A NEW LOGO

This year marks Way-Mar's 40th year of serving customers in Waterloo Region and Southwestern Ontario. To help us mark the occasion, we are excited to unveil our new corporate logo.

Look for the new logo on our website (www.waymar.ca) and on the road as we introduce new graphics on our fleet of vehicles.



Warmest Regards,



DARRELL MARTIN
President

Enjoy Winter Warmly

Energy efficient replacement windows will change the way you see everything - including your heating bill.

Custom made for your home, Way-Mar provides installation of windows with energy saving features including reflective glass, argon filled and vinyl frames.

Talk to Way-Mar about replacement windows and embrace winter from the warmth of your living room.



What Others are saying about Way-Mar:

We love to hear your feedback about your Way-Mar renovation experience. These are a few comments from our new online reviews you can find on our website.

Overall ★★★★★

Carla Suderman

LOCATION: KITCHENER, ON SERVICE: DOORS AND WINDOWS

“Ken and company did a terrific job! We love the finished product and are pleased how the men took care to get the finishing details just right! We highly recommend Way-Mar for the great morale and workers and the quality of work done.”



SPRAY IT, DON'T SAY IT...

Understanding insulation and the benefits of foam.



SOME RESIDENTIAL USES OF SPRAY FOAM INSULATION:

- Walls - interior/exterior
- Foundations - interior/exterior
- Cathedral/Flat Ceilings
- Crawl Spaces
- Header spaces between floors
- Around doors and windows
- Pipes and Ducts
- Swimming pools
- Spas and hot tubs



UNDERSTANDING R-VALUE

R-value is a measurement of an insulation product's ability to reduce the rate of heat flow at a specific thickness. Different products have varying R-values due to the properties of the material and how it is applied. A higher R-value indicates a better ability to insulate.

Local building codes outline minimum R-value requirements for an application such as a house attic or basement. To achieve a specific R-value, the amount of insulation applied and proper installation are crucial. For example, unnecessary gaps creating air space can significantly reduce the overall R-value of an application.

Insulation is something that most homeowners do not spend much time thinking about. But insulation plays a very important role in our homes that should not be overlooked.

SPRAY POLYURETHANE FOAM INSULATION

Airtight insulation is one of the easiest ways to go green and conserve energy while reducing your home's heat-loss and cooling costs. Polyurethane foam insulation has the highest R value per inch and is ideal for attics, basements and ring joists. Polyurethane is a spray applied cellular plastic that expands to form a durable and uniform barrier on walls, around corners, and on all contoured surfaces, and protrusions. It effectively combines proven thermal protection while also offering superior air barrier properties so your home will be efficient, comfortable and draft, dust and insect free.

Homes treated with polyurethane foam insulation typically insulate as much as 50% better than traditional insulation products. It also protects your home against moisture, which provides the benefit of reducing the chance of harmful mold and mildew. This type of insulation will also reduce airborne sound transfer through a building's roof, floor and walls.

Way-Mar installers are expertly trained and adhere to the standards set by the Canadian Urethane Foam Contractors Association (CUFCA), ensuring best practices to create the most energy efficient environment for you.

Way-Mar's specialized spray-foam insulation is the best solution for retrofit and new construction projects.

POSSIBLE SIGNS OF INSULATION PROBLEMS:

In Winter Months:

- Cold floors
- High heating bills
- Uneven heating
- Mold growth on walls
- Walls cold to touch

In Summer Months:

- High cooling costs
- Ineffective air conditioning
- Mold growth in basement
- Uncomfortably hot inside air

BLOWN-IN CELLULOSE

Ideal in an attic application, cellulose insulation is applied by blowing the insulation into place. This installation process assures the insulation is applied tightly and continuously around electrical outlets, piping, wiring and ductwork. Cellulose insulation is made mostly out of recycled paper and is excellent for reducing air leaks and heat-loss.

BOARD STOCK

Board stock insulation is used in roofs, walls, floors and ceilings. Due to its light weight design, it is easily installed as cavity insulation on flat or pitched roofs or as insulation sheathing in outside walls. Boardstock prevents the studs and rafters from acting as thermal bridges therefore preventing the heat and cold from passing through.



WAY-MAR PRO TIP

Have your insulation inspected when roofing or siding to save money and hassle in the future.





“We’ve heard other people’s horror stories about renovations. But we’ve never experienced any of that with Way-Mar. That’s why we like working with them.”

Gerlinde and David have been satisfied Way-Mar customers since 2003 having completed several renovations on the beautiful Waterloo home they purchased in 1977. Major projects include a relocated kitchen and updated master bedroom along with several other indoor and outside projects.

But this latest project was even more involved. They called Darrell Martin from Way-Mar and between the three of them came up with a design plan that captured their overall vision. Gerlinde says “We didn’t have a design when we started. We just sat down with Darrell and figured out what was going to work. Then he took that away and Way-Mar drew up the plans.”

The focus of the addition was the Hydropool swim spa located behind a new attached double garage. The design also incorporated additional indoor living space connecting the existing building to the indoor spa and providing access to the new garage and the mature backyard. They also planned to increase their outdoor living space with a larger composite deck that accounted for their existing hot tub and the large trees.

A local HVAC contractor was involved early on in the planning to ensure that the new space could be properly heated and cooled with no moisture problems caused by an indoor pool.

Way-Mar developed a project plan for Gerlinde and David with work scheduled to begin in August. Unfortunately, an unexpected delay by the City in processing the necessary permits postponed the start date to early September. Gerlinde adds that in her experience with Way-Mar, “when there is a delay, it’s always for a good reason. The important thing is that it’s well communicated to us so we understand the problem and are not left wondering about it.”

The first step in the project was removing the existing detached garage followed by excavating for the spa and the garage. Gerlinde smiles and says “they dug this huge hole. It was so deep the entire street was talking about it.”



After preparations were completed, the pool company delivered the swim spa and installed it using a large crane. Once in place, the rest of the addition could be built over and around the spa.

Gerlinde and David have nothing but praise for Darrell who “was always very responsive” as their project manager. Gerlinde is particularly delighted with the back door that Darrell “found for them” - a unique double opening garden door with dual sliding screens.

They also noted a number of highlights during a recent tour of the finished addition including an exterior bathroom window opening re-purposed into a handy shelving unit, Kevin’s handiwork on the wooden walls and ceiling, the beautifully laid ceramic tiles and the large bright windows overlooking their mature backyard.

Overall, they appreciate how the new garage and addition have not changed the feel of their older neighborhood. “A lot of people have commented that from the street you can’t quite imagine where this addition is.”



Making a SPLASH!

New Addition Features Indoor Swim Spa

When Gerlinde Petz and David Borth decided last year they wanted to add an indoor swim spa to their late 19th century home. They did not give a second thought who to call – Way-Mar.

FIDDLER on the roof?



You want a roof that matches your house and lasts a long time – but most importantly is a roof that is installed properly.

Everybody needs a roof over their head. A properly installed roof protects your home from the elements and will not require replacement during the expected lifetime of the roofing material.

Unfortunately, over the years we have come across many roofs that were poorly installed and required repairs or replacement long before their normal life expectancy. We have the experience and the expertise to ensure your roof has outstanding performance, looks great and lasts a long time.

Whether you choose a traditional shingled roof or a metal one, Way-Mar makes sure the job is done right the first time. Over the years, we have developed a comprehensive method to ensure every roof is properly installed.



POSSIBLE SIGNS YOUR ROOF NEEDS REPLACING:

In Your Attic:

- Dark spots on roof deck
- Sagging roof
- Outside light showing through
- Water damage or leakage

On Your Roof:

- Cracked, torn, missing shingles
- Excessive granules in eaves
- Wear around chimneys/vents
- Signs of rot, mould or algae



The Way-Mar way of roofing:

ICE/ WATER SHIELD ON ALL VULNERABLE AREAS
WinterGuard is a composite material of asphalt polymers, formed into a rolled sheet. The asphalt makes it vapor-tight, and the polymers make the asphalt elastic and sticky. This protective barrier is able to stretch and seal around nails driven through it.

UNDERLAY COVERING THE ENTIRE ROOF
RoofWrap™ is asphalt-impregnated underlayment that meets key industry performance criteria and provides a water-resistant layer beneath roofing shingles and wood shakes.

SHINGLES AND ACCESSORIES
Manufactured with self-sealing adhesive strips and a wide nailing zone for ease of installation so your roofing job is complete in no time.

SHINGLEMASTER CERTIFIED CONTRACTOR

- Way-Mar is a ShingleMaster Contractor certified by CertainTeed which means our roofing crews are some of the best in the business and have achieved the highest levels of customer satisfaction.
- Knowledgeable and hard working
- We are also certified to offer extended warranty coverage on CertainTeed shingles to our customers.



Getting to know WAY-MAR®



PROFILE:

NAME:
TREVOR MARTIN

POSITION:
COO, SALES

TIME WITH WAY-MAR:
18 YEARS

PROFILE:

NAME:
DENNIS WEBER

POSITION:
FOREMAN,
SPECIALIZING IN
WINDOWS, DOORS
AND TRIM

TIME WITH WAY-MAR:
15 YEARS

Where does the name Way-Mar come from?

From my father's name, Wayne Martin.

What do you feel is the biggest change you've seen since the business stated?

Well, there's the overall growth of the company, especially over the last several years. The company is run collaboratively at all levels including our senior management team, our crew and suppliers.

What do you enjoy most about working at Way-Mar?

I enjoy working with people. I also like the results of our work, especially in a renovation project like an old heritage home.

When you're not at Way-Mar, what are you doing?

Enjoying my family life, spending time with my kids. I also try to make some time for the golf course now and then.

Any musical talents? If not, what instrument would you play if you did?

No. Probably the guitar. I enjoy music and regret that I didn't get into it.

What do you enjoy most about working at Way-Mar?

I enjoy our friendly staff and working with the customers.

How many windows do you think you have installed since working at Way-Mar?

Truckloads! Probably several thousand.

Any advice on the best way to clean a window?

Oh no, I only install the windows.

What is the most important tool in your truck?

Probably my miter saw.

Would you rather be golfing or fishing?

Fishing.

What's the biggest fish you've caught?

40" Pike. Tasted great.

Some of our Recent Projects



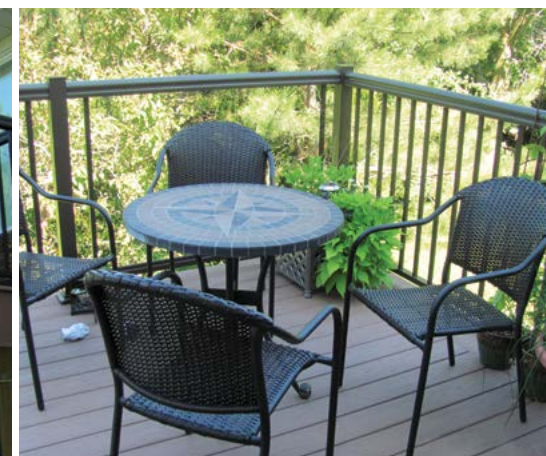
◀ SIT BACK AND RELAX

Made with VEKadeck PRO composite decking material - a 100% cellular reinforced PVC deckboard. This deck provides longevity with no staining or painting.



◀ PERFECT PERGOLA

Combining an acrylic panel privacy wall and pergola gave this outdoor escape an artistic expression that is both beautiful and sturdy.



◀ THE UPPER DECK

Raised decks are ideal for glass panel railings, which provide panoramic views of their surroundings.

Contact us today to find out how we can help with your next renovation project.

www.waymar.ca

1.519.699.4236



WHAT DOES **PVC** STAND FOR?



Sure, there's the technical definition, but for most of us the answer is, low maintenance trim with beauty that lasts. PVC trim is the new approach for exterior finishing which does not rot like wood and has strong paint adhesion.

This means PVC trim lasts longer and requires less upkeep.

PVC is perfect for all your trim details, including heritage houses with custom design needs.

Contact Way-Mar about PVC trim for your home.