

## BUILDING SYSTEMS

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### TUFF SHED A TOUGH COMPETITOR

Think garages are small potatoes? Think panelization isn't sexy enough to earn national TV coverage? Think again.

Panelized garage manufacturer **Tuff Shed** (Denver, CO) has posted record sales this year, recording \$105.8 million in sales through the first three quarters of 2004. Tuff Shed has become the first manufacturer of panelized sheds and garages to top \$100 million in annual sales. The company projects \$130 million in total 2004 sales.

The strong sales and sustained growth helped win industry praise for company founder, president and CEO Tom Saurey, winning the Ernst and Young Entrepreneur of the Year® award for the Rocky Mountain Region. Tuff Shed was also named *ColoradoBiz Magazine's* Manufacturing Company of the Year in September.

The year began with Tuff Shed's acquisition of Wood Master (Dallas, TX), a manufacturer of storage buildings and cabins sold through Home Depot stores in Arkansas, Colorado, Louisiana, Mississippi, Oklahoma, Texas and Wyoming. The acquisition expanded

Tuff Shed's connection with the nation's largest home improvement retailer. Now, **Tuff Shed** is Home Depot's largest supplier of installed storage buildings and currently services more than 800 Home Depot stores in 27 states.

Tuff Shed's efforts in other arenas are paying off as well, with the company now supplying attached and detached garages as well as sheds for a variety of manufactured home builders and

developers around the country, says Phillip Worth, director of sales.

"The end user has been our sweet spot for sales since the beginning," Worth says. "But more recently we're seeing tremendous growth in garages to the modular home industry and with commercial applications. We're building everything from restaurants and coffee shops to commercial storage facilities—to even a work-out facility we built at the Pepsi Center for the Denver Nuggets."

Thus far in 2004, Tuff Shed has opened new factories in Pittsburgh,

PA; Helena, MT; Spokane, WA; El Paso, TX; and Chicago, IL. This gives the company a total of 41 factories and more than 1,000 employees in 21 states.

With the majority of its marketing budget spent on television advertising, it was a logical next step for Tuff Shed to feature its products on national television programming. First came calls from syndicated shows such as *Real TV* in 1996, wanting to feature Tuff Shed's smash 'em up commercials. Then came calls from network shows such as Fox Television's *You Gotta See This* in 1998, also wanting to air Tuff Shed commercials that featured competitors' sheds being destroyed by the likes of motorcycles, snowmobiles, helicopters, fire hoses and even dynamite. This year, Tuff Shed products have been included in more serious television programming, with its garages featured in ABC's *Extreme Makeover Home Edition* and Discovery Channel's *Monster Garage*.

"The people here are what make Tuff Shed a success," says Saurey. "It's been our goal to make Tuff Shed both the best and the biggest company in our industry. Now I have no doubt that we can say we are both."

Saurey attributes part of the company's success to unwavering market demand as homeowners look to improve their current property with custom garages and sheds when the economy is slow—and customers' equal desire to build new garages, custom buildings and cabins during upswings in the economy. ■



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Tuff Shed has found success offering panelized garages and cabins across the West. This Genesis home in Colorado is a prime example of how Tuff Shed is targeting the systems-built market.