

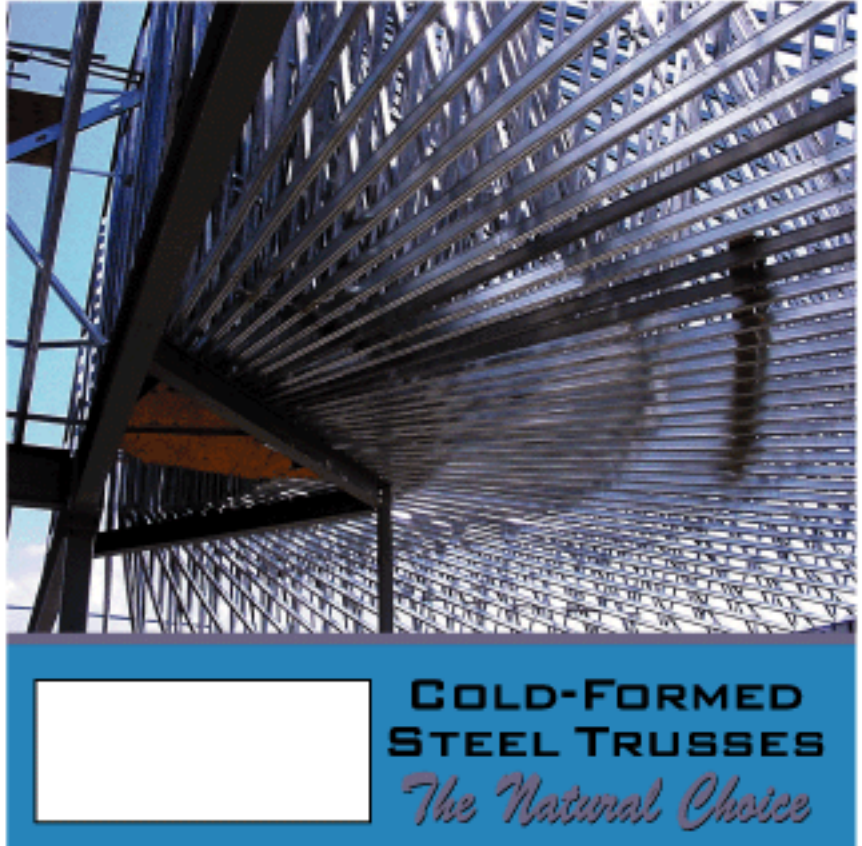
# STRUCTURAL BUILDING COMPONENTS MAGAZINE

January/February 2002

## STCA Update

[www.steeltruss.org](http://www.steeltruss.org)

The Natural Choice by  
Brigit Frank



STCA is in the process of creating new marketing materials for the steel truss and component industry. These marketing pieces will fill the industry's need for information on the benefits and proper use of steel components. While many of these pieces are currently under production, STCA was pleased to be able to have our first marketing brochure ready for sale at our annual meeting in October.

The STCA marketing brochure, *Cold-Formed Steel Trusses, The Natural Choice*, is a four-page, full color brochure to be used as a sales tool for builders, contractors and specifiers (e.g. architects and engineers). It generated a great deal of interest at the annual meeting and the MetalCon conference. After its initial release, it was posted on the product section of the STCA web site, and demand for it has been strong with many companies considering customization of the brochure with their specific sales contact information.

It is a versatile product and the companies that have purchased it have found a number of uses for it, like including it in information packets for specifiers, in-house displays for their builder/contractor clients and other customers who come into the office, and as handouts at local and

regional tradeshow and industry product fairs.

STCA is scheduled to introduce other marketing and educational documents in the first quarter of 2002. We will update you as they become available. If you would like more information about any of STCA's plans please contact STCA at 608/268-1031 or [info@steeltruss.org](mailto:info@steeltruss.org).

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