

This month's product promotions, company news and more.



A GMS COMPANY

**"We deliver drywall but we sell service."**

**Dick Mueller**  
**Co-Founder of GMS**

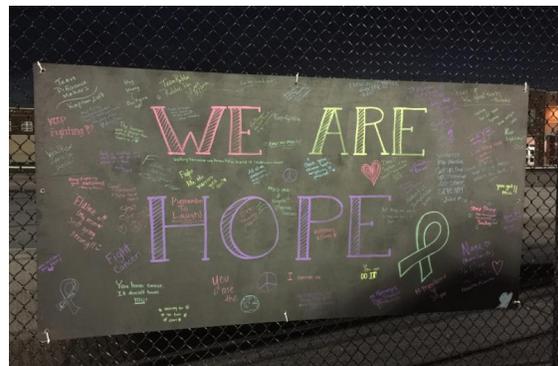
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Welcome to the July edition of "Gator Gypsum News Bytes." We're glad to connect with you again!

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## **Gator Gypsum Participates in Relay for Life**

Death rates for cancer have been dropping for 20 years and are continuing to decline, thanks to prevention, early detection, and more effective treatments. Those treatments have been developed through research supported in part by volunteers raising funds for the American Cancer Society (ACS) by participating in events such as Relay for Life.



Gator Gypsum, Capitol Materials, and GMS recently made generous donations to the cause as part of a Relay event in Oviedo, FL in early April.

"Almost everyone knows someone who has had cancer," Bob Grayson, area manager-east for the Gator Gypsum yard in Orlando, FL, said the decision to make a donation. "Many of us have also lost someone to cancer. That's why we wanted to share in the Relay. We at Gator, as well as our colleagues at Capitol Materials and GMS, felt it was important to be part of this concerted, grassroots effort to fight the disease and perhaps, eventually, find a cure."

This is the second year the companies have given to the ACS as part of the Relay event. Donations help the Cancer Society fund research and care for critical patients, as well as education and prevention efforts.

"We at Gator, Capitol Materials and GMS are proud to donate to the American Cancer Society," Grayson said. "One day, researchers may find a cure, and we will be able to say we were part of their success."

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## **Product Spotlight: ORCA Coolers and Drinkware**

ORCA is one of our newer product lines. ORCA coolers and drinkware are engineered for maximum temperature retention - their coolers can keep ice frozen for up to 10 days! ORCA products are

manufactured in the U.S. and carry a lifetime warranty.

Thanks to their durability, ORCA's products are well-suited for use at the construction site. They include:

- Coolers
- Tumblers
- Koozies
- Drinkware
- Accessories

One of ORCA's most popular products is their tumbler, which holds a hefty 27 ounces and keeps beverages cold for 12 hours - without any condensation! ORCA tumblers are available in a variety of colors and designs. Or consider an ORCA cooler, to keep things cool on the job in the summer heat. ORCA coolers are available in a variety of colors and sizes.



Gator Gypsum carries the entire ORCA line and we can also order special colors and designs from their product line. We invite you to also [take a look at some of the other construction accessories](#) that we offer.

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## Value: It's More Than Just a Low Price

Often we hear the word "value" used as a substitution for "great price" or "good deal." On the Gator Gypsum blog this month, Tool and Fastener Sales Manager and blogger Bill Hill has shared his thoughts on the subject. The main idea of the blog post is that price isn't everything, and often it's not even the most important thing.

In a competitive business where many companies offer similar or identical products for about the same price, a customer may think he's comparing apples to apples when shopping around. The difference between suppliers may not be obvious until there's a late delivery or other complication. These types of issues can quickly wipe out any savings achieved by looking only for the lowest price when making a purchase decision.

At Gator Gypsum, we focus on offering our customers the greatest value rather than just a low price. On average, our prices are competitive with those of other suppliers - while sometimes we have the best price on a specific item, on other items we might be priced slightly higher. The real difference between Gator Gypsum and a big box home improvement center is one that you can't see just by looking at a price. That difference is our service.

There is a lot of work involved in delivering good service that goes on behind the scenes, and as Bill notes in the blog post, it's not the least expensive way to do business. But it has always been our way, and we believe it's the best!

[Be sure to check out Bill's blog post](#) for more about the work Gator Gypsum puts into delivering great service.

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## Two Florida Counties Ranked Among Fastest Growing in U.S.

In another sign that the economy has finally recovered from the Great Recession, Americans are on the move once again, and states in the Sun Belt are growing while those in the Rust Belt are declining in population.

Two Florida counties, Orange and Hillsborough, gained an average of 80 new residents per day in the period between July 1, 2015 and July 1, 2016, ranking them at number eight and number 10 respectively on the list of U.S. counties with the greatest population growth during the time period. The counties gained over 29,000 new residents each over the course of the year.



A third Florida county, Sumter, ranked in the number seven spot for counties experiencing the largest population growth on a percentage basis. Sumter County's population grew by 4.3% during the period.

Continued population growth in the Central Florida region should keep construction activity strong for the foreseeable future.

[Read the full article.](#)

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For more information about Gator Gypsum, including our services and product offerings, [visit our website](#).

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With seven yard locations across Florida.