



## Validate Your Business Listing with Blue Book Services

### Be Sure Industry Decision-Makers Have Facts to Authorize Transactions

Carol Stream, IL USA--Date: 03/24/2009

Blue Book Services is targeting Summer 2009 for introducing its credit and marketing service specific to the lumber and forest products industry. Blue Book listings and reports will help lumber professionals make safe, informed, and profitable business decisions.

“To help facilitate an on-time service introduction, the lumber industry’s participation and support is needed now,” said Jim Bartelson, Executive Vice-President of Blue Book Services. “Specifically, we need lumber businesses—from mills to retailers—to validate their *free* company listing in the Blue Book directory.”

In the next few weeks, many lumber businesses will receive an urgent letter requesting they visit Blue Book’s Web site to validate important facts about their business, including details on contact information, species/products handled, services offered, and personnel involved. Promptly completing the validation process will insure the lumber industry decision-makers have the necessary information about your company to authorize business transactions.

After a lumber business receives its letter, validating its Blue Book listing is a straight-forward, four-step process which takes approximately 15-30 minutes to complete.

- 1). Visit <http://www.lumberbluebook.com>
- 2). Click on the “Submit Your Company Data” tab
- 3). IMPORTANT: When registering, enter the unique “reference number” listed on the cover letter you will receive.

Note: Lumber companies who do not receive the listing validation mailing can still submit their information—simply leave the “reference number” field empty during registration.

- 4). Complete each step of the online “Business Operations Report.”

Lumber professionals in credit, sales, purchasing, finance, and transportation will actively use Blue Book information to confirm continued business relationships, identify new supply sources, or screen new customers. So—whether a mill, manufacturer, wholesaler, or retailer—it simply makes good business sense to validate the *free* Blue Book listing.

“A primary Blue Book goal is to serve the best interests of the lumber industry at large, particularly given these challenging economic times,” said Jim Carr, President of Blue Book Services. “We can best do this by working together, just as we have for more than a century in providing credit services to the fresh produce industry.”

Lumber businesses having questions about Blue Book Services or the listing validation process can visit <http://www.lumberbluebook.com> or call 630.668.3500 and ask for Kathi Orlowski or Vicky Betancourt.

#####

**About Blue Book Services:**

Blue Book Services is a leading credit & marketing information agency, serving the international wholesale produce industry since 1901 and now serving the international wholesale forest products and forest products industry. Suppliers, buyers, brokers, and transporters alike rely on Blue Book ratings, reports, and information to make safe, informed, and profitable business decisions. Blue Book Services has also earned NAWLA's designation as a "Recommended Solution Provider." For more information about Blue Book Services, visit the web sites at <http://www.lumberbluebook.com> and <http://www.bluebookprco.com> .

Media Contact for Blue Book Services:

Jim Bartelson, Executive Vice-President  
Carol Stream, IL  
Phone: 630.668.3500 (ext. 755)  
E-mail: [jbartelson@bluebookprco.com](mailto:jbartelson@bluebookprco.com)