

# BARDEN & ROBESON



*Fulfilling the American Dream  
for 100 Years*



# Our Vision

Barden Homes will be a vibrant, competitive business. Everything we do will focus on quality workmanship, responsiveness to our customers and integrity in our practices. We will send a signal that is positive and optimistic, while cultivating hard work with excitement. Opportunities for growth will be unlimited when we hold true to these habits.

The housing industry will continue to undergo significant change. We will embrace change and look for the opportunities that it creates as we seek to be the leaders and trendsetters in the marketplace.

Investment in technology and people will continue, building upon a long family tradition.

We will strive to be progressive and innovative in our thinking. We will build partnerships and alliances that will be the foundation for all future success.

We will be known for our integrity and intensity. We will seek challenges that test our abilities in order to have the opportunity to be successful. No project will be beyond our reach.

When we make a mistake, we will quickly be accountable and honest. No one that works hard will be without mistakes; learning from them will be part of our growth. We will always look forward and not backwards, for little success ever comes without risk.

Success is our goal, but it will be the result of our efforts.

## Barden

Better.Faster. Smarter.





# *The Barden Centennial Collection*

3....Barden History

5....The Barden Process &  
Benefits of Panelization

7....Over 3,000 SF

15...Under 3,000 SF

41...Additional Barden  
Specialties

45...Vendors



**barden**

Better. Faster. Smarter.

HOMES • COMMERCIAL • CHURCHES

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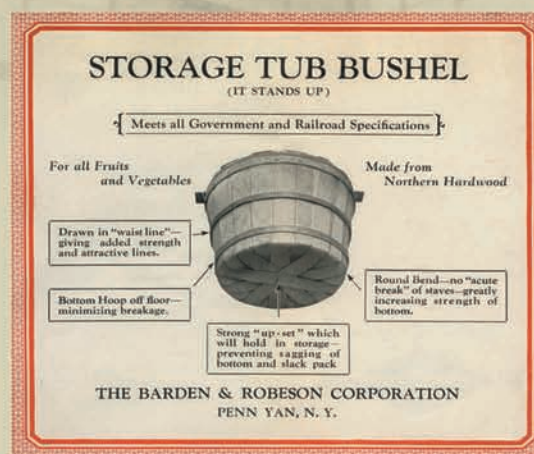




# Celebrating 100 Years of Excellence

In 1909, George L. Barden teamed up with Roscoe J. Robeson in Penn Yan, New York, nestled in the heart of the Finger Lakes region, to form a lucrative partnership. Little did they know, the Barden and Robeson Corporation, which started with production of spokes and hubs for wagon wheels, would become a premier corporation that would continue to flourish for generations to come.

To accommodate the rapidly growing fruit trade in the Finger Lakes region, the Barden and Robeson Corporation changed its focus to bushel baskets in 1911. Business continued to grow and by the 1920's, wicker baby furniture was added to the company's product line. The 1940's brought World War II, which shifted Barden and Robeson's focus once again. Bushel basket and furniture production were put on hold in order to assist the US government in the war effort by assembling ammunition boxes.



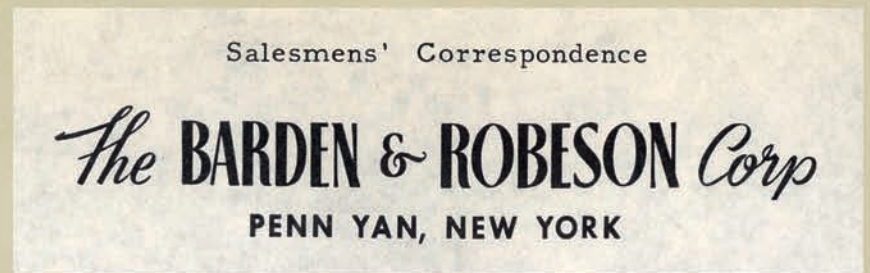
With the advent of peace, bushel basket and furniture production returned to normal. A surplus of lumber from the ammunition box venture, and a major push by the U.S. government for rapid housing in the United States, switched Barden and Robeson's focus yet again. By this time, three production facilities, located in Penn Yan, Middleport and Lockport, were being utilized in full force, which prompted the endeavor of a new, state-of-the-art product, Barden Homes.

Before long, the Middleport facility was producing this exciting, new method of panelized home construction. Bushel basket and furniture production began a slow decline, while the demand for Barden homes grew so quickly that in 1968, the company opened the doors to another production facility located in Homer, New York. By this time, three generations of Barden's: George L. Barden and his son, Bryce, and Bryce's sons, Rick and Tom, were also joined by Bob Gelder, a long time family friend, and together they guided the company to where it is presently.



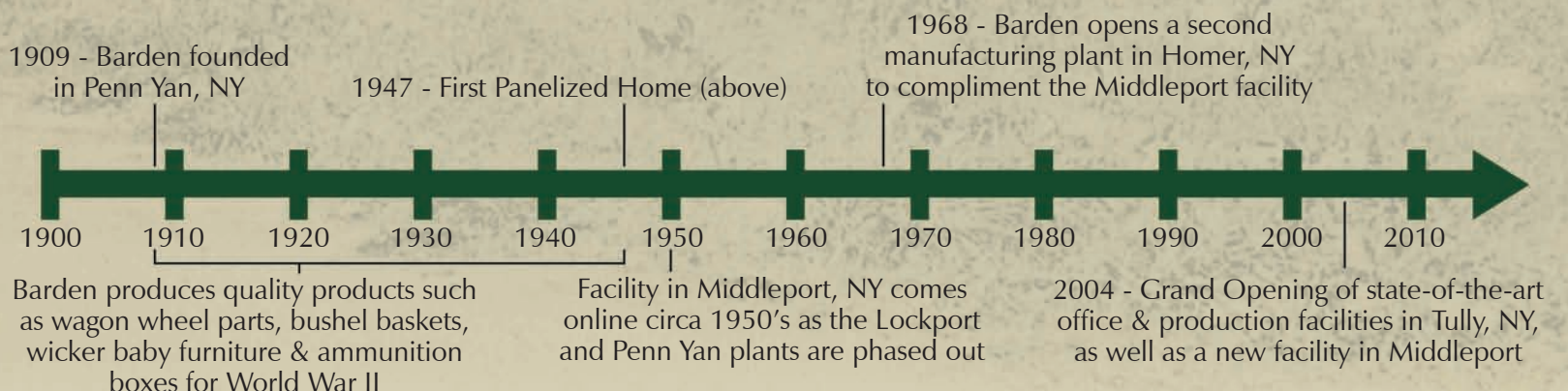


Today, Barden Homes continues to grow at a steady pace with the fourth generation stepping into the forefront of the company. Rick's son, Mark, is President, Tom's son, Eric, is Vice President of Sales, Bob Gelder's son, Tim, is Vice President and Chief Financial Officer, and Kevin Tomko, a longtime employee, is Chief Executive Officer.



Currently, Barden Homes has a network of over 200 independent dealers who supply top quality, custom built homes to valued customers. In 2001, Barden Homes delivered its 15,000th home, which was cause for celebration as a ribbon cutting ceremony took place at the Homer facility. In the Summer of 2004, Barden opened a brand new, state-of-the-art production and office facility in Tully, NY, replacing the Homer plant that they had outgrown. In addition to this multi-million dollar expansion, Barden also invested in their other location in Middleport, by adding similar, top-of-the-line equipment and buildings, once again staying far ahead of the competition. Not to be outdone, in 2005 Barden Homes became international with its operations in Ontario, Canada. Barden has also created an industry leading, computer database system where customers can literally order a house online, through an independent dealer, and follow its progress from start to finish. Thus creating a paperless environment.

In keeping with the ideas that were instilled by its founders, George L. Barden and Roscoe J. Robeson, Barden Homes continues to be family owned, and the long line of quality, precision and tradition that were instilled over 90 years ago is still evident today. Starting as a wagon wheel parts manufacturer in a small town in upstate New York, Barden Homes has evolved into one of the premier home material supply companies in the Northeast United States today.





## *Barden's 8-Step process will get you into your new home faster.*



1  
Call Barden Homes, 1-800-945-9400, to ask questions and for more information.



2  
Meet with your independent dealer to review your needs and develop plans for your custom designed home.



5  
Separately timed shipments are delivered to your building site where independently hired installers begin to place the walls and trusses into position.



6  
Your new home is taking shape - regardless of the season.

### *The Barden Homes Custom Advantage*

Since 1909, the Barden companies have remained family owned and operated, thus insuring:

1. Our Panelized Home Package Product is assembled with pride and care. We use only the highest quality materials and the latest technology.
2. Every service we offer is designed to answer your needs, and our Panelized Systems are leaders in the industry.
3. You receive the attention and assistance you deserve. With each Barden home, a 50+ year tradition of supplying the highest quality product, receiving prompt, personal attention and knowing the pride and satisfaction of new home ownership continues.
4. A much more precise design and construction process which will save on labor and material costs, all while having a safer work site.
5. We provide quality, custom design assistance, the most modern panelized product and some of the industry leading brand names for windows, doors, siding, trim, cabinets and roofing materials.
6. Financing is available to qualified buyers through Robar General Funding and other leading lenders.

**Visit our website, at [www.bardenhomes.com](http://www.bardenhomes.com), and learn how to customize your dream home with Barden:**

Learn about our online database system  
Preview 100's of designs and floor plans  
View 100's of interior and exterior photos  
See homes under construction in real time

See recent Barden news  
View Barden's standard specifications  
Find an Independent Dealer near you  
Take a sneak peek at Barden's home seminar

Take virtual tours  
See financing options  
View customer testimonials  
Schedule a Barden plant tour

**Barden - The Better, Faster, Smarter choice.**





Develop, finalize and approve your plans.



Your home begins construction at your local Barden Homes facility where skilled technicians assemble the product with pride and care.



Quickly enclosed, your house is protected from weather and theft.



Your custom designed home is ready for you and your family.

## *The Benefits of Barden & Robeson*

### **1. Climate Controlled Production**

The major components of the home, the walls, trusses and decks, are manufactured in climate controlled conditions, protecting the wood from the elements. This means that year round construction is available. Walls will be straighter, and windows and doors will fit better.

### **2. Cost Savings**

Less labor is required to assemble the home which shortens the construction time. There is also less wasted lumber, resulting in reduced clean-up costs at the job site.

### **3. Excellent & Consistent Quality**

All components are manufactured to strict building standards and are coded and inspected every step of the process. State-of-the-art, million dollar, computerized laser equipment insures precision built components. The most complex roof systems can be handled with less complication.

### **4. Online Database System**

Barden has created an Industry leading, online computer database system where customers can order a home on the web, through an independent dealer, and then follow its progress from start to finish, thus creating a paperless environment.

### **5. "The Better, Faster, Smarter Advantages"**

The major work is completed before the package arrives at your job site, resulting in a reduced threat of job site theft and damage and a faster move-in date, depending on subcontractor scheduling. Panelization of the major open-framed components allows for faster and greater accuracy in planning, as well as better management of the on site costs and assembly. Barden homes are custom designed. You can use our plans, your own plans or let us customize to suit your needs and requirements. They are also designed to meet Energy Star requirements which can save you as much as 30% in energy costs.

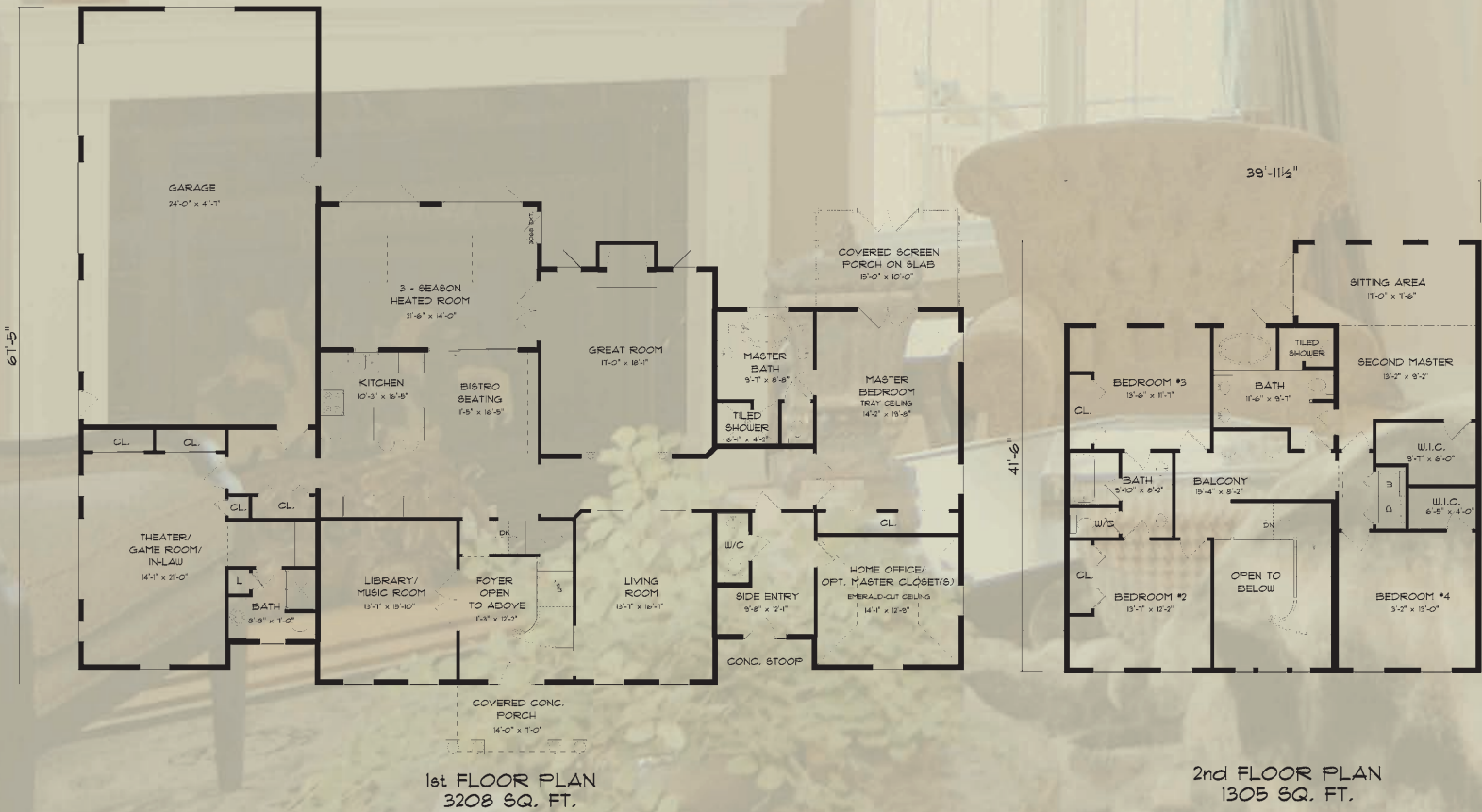


Over 3,000 SF



Provincial  
4513 sq.ft.

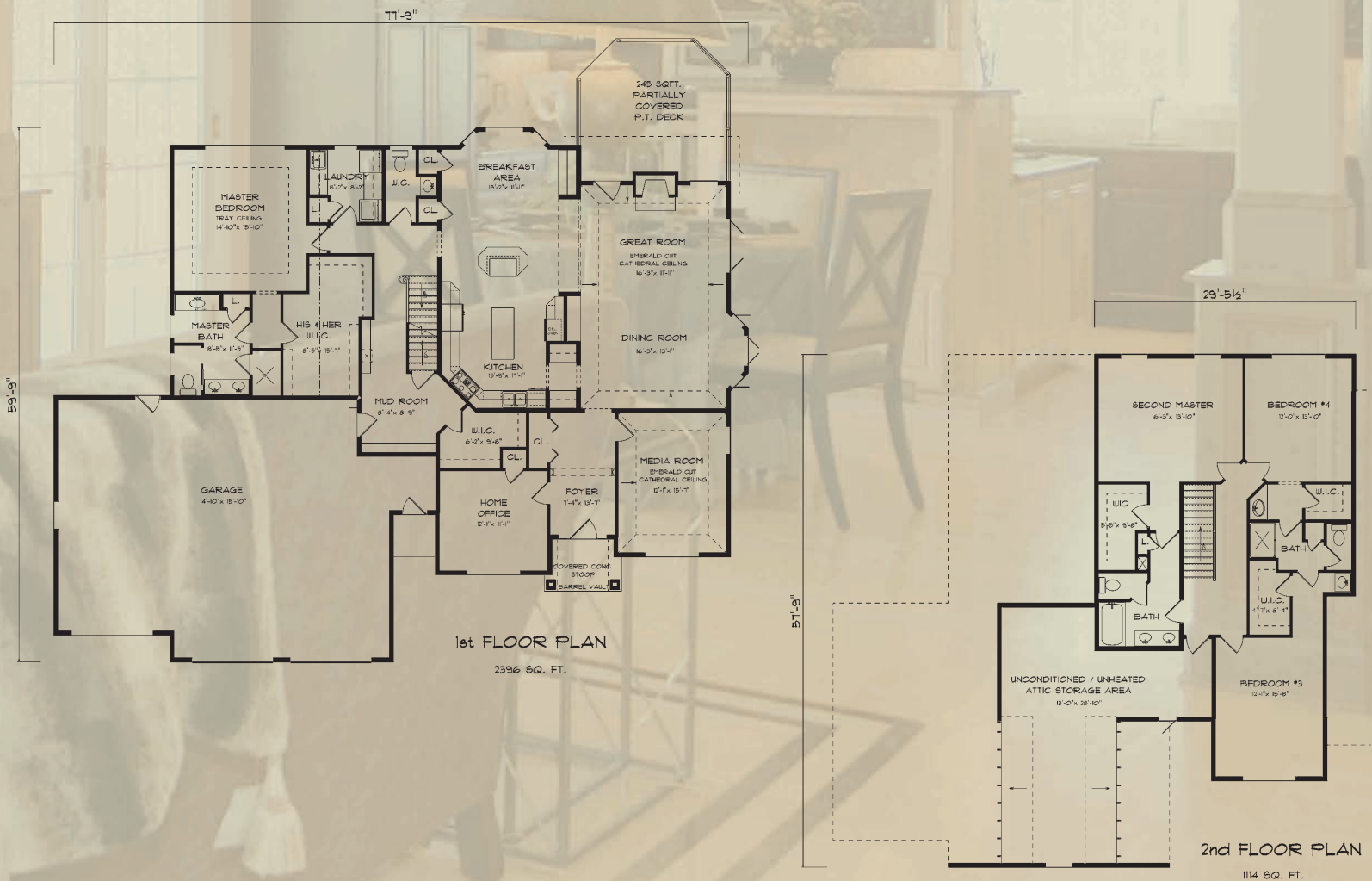
88'-0"







Lancaster  
3510 sq.ft.

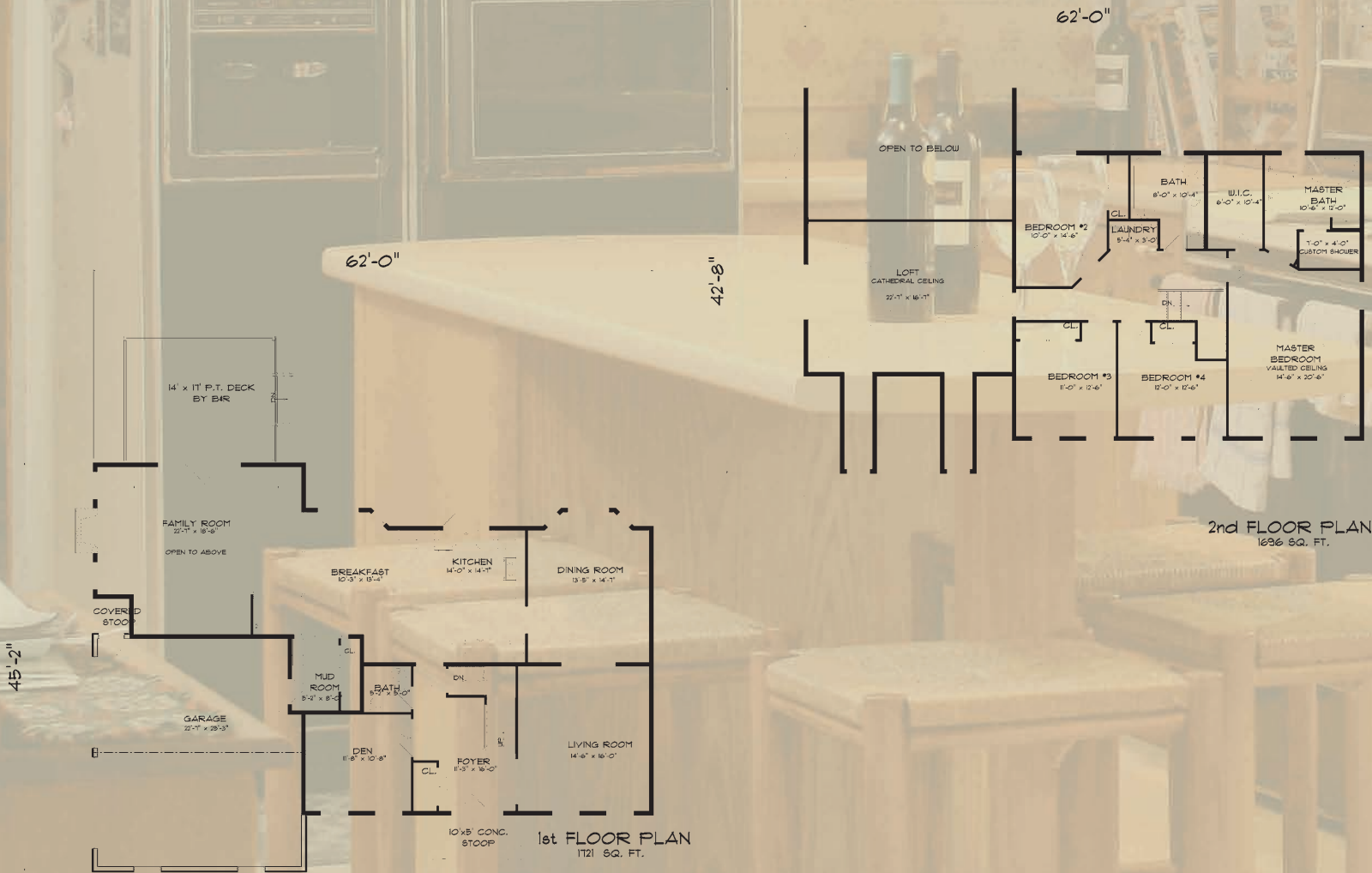




Over 3,000 SF



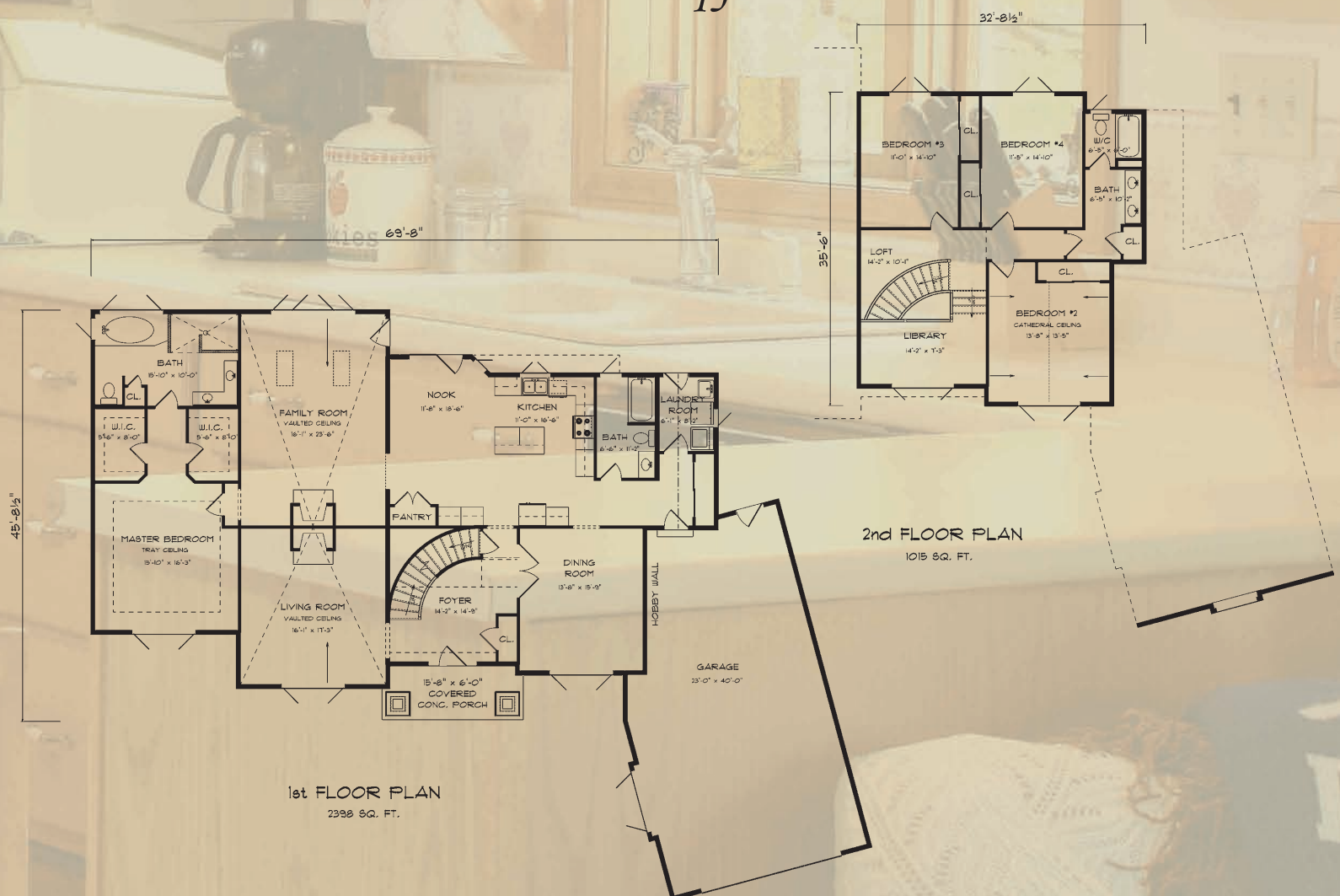
Nottingham  
3417 sq.ft.







*Albertini*  
3413 sq.ft.





Over 3,000 SF



O'Reilly  
3333 sq.ft.

