

WOOD

IT'S REAL

SOMETHING TO TALK ABOUT

Pressure-treated wood is still the most popular, economical choice for outdoor building. Pretenders may boast, but wood remains the right choice for its natural beauty, strength and earth-friendly, low environmental impact throughout its life cycle.

IT'S TIME TO REMIND EVERYONE WHY WE LOVE PRESSURE-TREATED WOOD:

NATURAL Wood is real, natural, and the most renewable and sustainable building material there is. Pressure-treated wood is the one building material that makes an authentic connection to nature, right in your backyard.

STRONG Pressure-treated lumber is very strong and durable. With proper care and maintenance, wood outlasts any other building material available for outdoor living.

BEAUTIFUL Pressure-treated wood has character like nothing else and appeals to multiple senses. Nothing quite measures up to the sight, smell, and feel of real wood.

ECONOMICAL Not only is it real and beautiful, it also costs up to five times less than alternatives.

COOL Literally. Pressure-treated wood can be cooler on your feet on a hot summer's day. Alternatives, on the other hand, can become blistering hot in direct sunlight.

DON'T GET BUSTED! Know your stuff about pressure-treated wood:

MYTH: COMPOSITES ARE STRONGER THAN PRESSURE-TREATED WOOD. Nature is a better engineer than humans: pressure-treated wood is the only material strong enough to support itself.

MYTH: A COMPOSITE DECK CAN BE BUILT WITHOUT PRESSURE-TREATED WOOD. Only pressure-treated wood can be used for framing and support. Composite products cannot be used for structural support and do not stand up to direct ground contact.

MYTH: COMPOSITE DECKS WILL ALWAYS LOOK GOOD. Real wood is the only decking material that can be refinished through sanding and staining. Composite decking must be replaced in order to restore the original look.

IT'S EASY BEING GREEN. Wood is 100% renewable, recyclable, and biodegradable.

- Wood is the only renewable and sustainable building material.
- Wood is the best insulator against heat and cold.
- Thanks to sustainable forestry practices, our forests are just as healthy and thriving as they were a century ago.
- It requires less energy to manufacture pressure-treated wood than composites.

SALES FACTS

- Pressure-treated wood is the most affordable material for outdoor building projects.
- No other material is as easy and functional to work with (no special tools or skills required).
- Nothing is maintenance-free. Simple, yearly maintenance is all that is needed to keep pressure-treated wood looking natural and beautiful for as long as you own your house.