



FOR IMMEDIATE RELEASE

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BluWood Comes to New Orleans

Mobile, Ala. – New Orleans is about to get a welcome case of the blues. Local residents are already starting to notice bright blue wood frames against the skyline around New Orleans.

Builder Ronnie Wirth is planning to frame three new homes with BluWood, a lumber resistant to mold, moisture, fungi and termites, after they heard about the revolutionary new product through Edgefield Lumber Company. Edgefield Lumber is the exclusive manufacturer of BluWood for the Gulf South region.

“We get approximately 60 inches of rain a year, not to mention the horrible problem we have with Formosan termites. Formosan termites are 10 times as aggressive as subterranean termites. I’ve literally seen homes left untreated that we had to tear down because of structural damage,” said Wirth, who is building the first home in New Orleans. “After Hurricane Katrina we’ve been inundated with products, but this particular product seems like it is perfect for our climate and especially the termites. If you can prevent them, like with BluWood, you solve the problem right there.”

Recently featured on ABC’s Extreme Makeover: Home Edition, BluWood is a revolutionary new family of wood framing components with a factory-applied, two-part coating providing powerful protection against moisture absorption and mold growth on the surface of the cured film, plus protection against rot decay fungi and wood-ingesting insects, including Formosan termites. BluWood has a transferable, lifetime limited warranty, ensuring homeowners that their biggest investment is protected long after construction is complete.

“The “green” aspect of building is becoming an important factor in choosing to build with BluWood, as builders are being asked to use products that do not contain chemicals that are potentially harmful to the home or the job site,” said Greg Wells, vice president of sales for Edgefield Lumber. “Awareness about BluWood is spreading faster than we could have imagined. Moisture and mold have always been prevalent problems, so we are very excited to deliver a lumber product that not only controls mold growth, but eliminates the threat of termites and wood rot – safely. There’s simply nothing more effective on the market. It’s the solution the building industry and homeowners have been searching for.”

Since Edgefield’s new treatment center opened in 2007, builders including Wirth have been eager to incorporate the remarkable new lumber product into their construction projects. Nationwide, this blue-colored lumber has been quickly revolutionizing the way homes are built thanks to the proprietary two-part coating system developed by a team of chemists in 2001 under the direction of Boca Raton, Fla.-based, WoodSmart Solutions, Inc.

BluWood is treated on all six sides of the component, creating a powerful cocoon of protection. And because it’s treated at Edgefield’s factory, it arrives at the construction site protected right from the start, distinguishing it from other products on the market.

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(cont'd)

"It can sit on a site for up to six months, and still provide all the resistance to moisture and rot decay fungi it had when it was first delivered," explained Mason McGowin, president of Edgefield Lumber Company.

Not only can homeowners save money from devastating household conditions including humidity, leaky pipes and water intrusion, but BluWood can substantially reduce the billions of dollars builders and building material suppliers lose on the job site each year as a result of wood framing components being exposed to moisture. BluWood offers protection to all of the structural wood components in a home – dimensional lumber, engineered wood, OSB, trusses, rafters and sheathing – before, during, and most importantly, after construction of a home.

"With so much attention being given to mold growth and termite infestation in the south, we decided to partner with Edgefield Lumber Company and BluWood to provide our customers with a product that protects against mold and termites," said Steve Wood, general manager of Klumb Lumber Products. "We expect to see BluWood used in many building projects in the future."

According to a 2001 U.S. Environmental Protection Agency report on Mold Remediation in Schools and Commercial Buildings, "The key to mold control is moisture control. Solve moisture problems before they become mold problems." BluWood is recognized as a "green-friendly" product and is listed in the GreenSpec Directory, a listing of environmentally preferable products as well as featured in Green Builder magazine and products section of their web-site www.greenbuildermag.com.

Today, BluWood is widely available to builders and building material suppliers throughout the United States and Canada. For more information call 800-964-4228 or visit www.build-bright.com

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