



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.

Homeowner Bridget McDowell with her mother Peggy McDowell, along with builder Steve Weicks and lumber supplier Dale Bernard, decided to build their new home with BluWood, a lumber resistant to mold, moisture, fungi, and termites after losing their previous home to mold damage after Hurricane Katrina. They were intrigued after researching new building methods and discovering the benefits of using BluWood and that it is distributed locally. Edgefield Lumber is the exclusive manufacturer of BluWood for the Gulf South region.

“Over time the humidity and moisture in New Orleans gets very high which creates its own significant mold problem. Not to mention the horrible difficulty we have with Formosan termites; we are the only state aside from Hawaii where these termites thrive. So many people here have torn down or lost their homes all together because of the structural damage Formosan termites cause,” said Weicks, builder of Barker Homes. “This particular product seems like it is perfect for our climate and especially the termites. BluWood gives a better life expectancy to homes than untreated lumber while giving the homeowners piece of mind when building.”

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.

“I lived in my house for only one year before the storm hit,” said Bridget McDowell. “After I returned from Tennessee, where I relocated to, I began the clean up and renovating process and found my house had been badly damaged by termites and mold.”

“When we discovered the extent of the termite damage and saw the studs and wooden floors were midnight black from mold, we decided to demolish the house and rebuild,” added Peggy McDowell. “As soon as I heard about BluWood, I thought the benefits were too good to be true. It was a miracle product – makes the home stable and resilient and healthy for humans to live in – and I had to have it.”

“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

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(cont'd)

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 Wicks 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. “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.

“As an experienced lumber dealer for many residential and commercial projects, I always recommend superior products with greater benefits to my customers. That is why I decided to partner with Edgefield Lumber Company and BluWood,” said Bernard of Kellett Lumber. “The main advantage BluWood has over other treated wood including borate and pressure-treated lumber is that it treats a variety of different products including I-joists and OSBs. It was the first time I could offer treatment for these highly volatile pieces which my customers appreciate.”

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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