

FOR IMMEDIATE RELEASE

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Contact: Vanessa McGee
(251) 476-1283
vanessa@redsquareagency.com

Lake Martin Goes Green with BluWood

Loxley, Ala. – Lake Martin is about to get a welcome case of the blues. Local residents are already starting to notice bright blue wood frames reflecting into the 44,000-acre freshwater lake.

Homeowner Kenny Pierce and his builder, Mark Davis, decided to frame his new home 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.

“With all of the decisions we have had to make planning our dream home, this was one of the easiest. I was really impressed by the protection BluWood offers, not to mention it’s affordable,” said Pierce.

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 in complete.

“Aside from BluWood’s sustainability and performance, I use this product because it makes me stand out as an innovative and quality builder,” said Davis.

“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 to the Lake Martin area 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 Davis 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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"BluWood can sit uncovered on the ground at 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 also 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.

Barry Bolan, contractor salesman for Russell Building Supply, is the first to supply this innovative, eco-friendly lumber treatment in central Alabama. "We continually research new ways to enhance what we offer, and this is one of the most impressive products to hit the market in a long time," Bolan said. "Mold concerns or mold-related allergies are always a concern on waterfront property, and BluWood offers the highest level of protection possible."

According to a 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 the 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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About Edgefield Lumber Company

Founded in 2007 Edgefield Lumber Company is headquartered in Loxley, Ala., and offers smart solutions for home builders in the Gulf South region. The company's management includes Mason McGowin III, president, and Greg Wells, vice president of sales, and Randell Robinson, production manager.

Edgefield Lumber Company serves the gulf coastal region including Alabama, Mississippi, Louisiana, Arkansas, Tennessee, and the Florida panhandle. With a capacity to treat upwards of 50 million board feet of lumber per year, Edgefield is poised for growth.

As the region's exclusive manufacturer and distributor of BluWood, a lumber resistant to mold, moisture, fungi and termites, Edgefield Lumber Company is committed to providing its customers with materials to Build Bright.