

A new take on flooring. Given the intense home-based traffic of the last year, we're sure everyone's floors are looking a little unloved! Suggest that your customers upgrade their look with eastern white pine flooring—and they'll literally be walking on sunshine! Eastern white pine floors are golden and beautiful and much easier on your feet and joints than other flooring options. They're a soft wood, so over time the floors will begin to take on more character and deepen in color. Natural looks so much better than fake, doesn't it?

Frame the future with an addition. While we're all still home, now's the time to plan for the future with an addition. Perhaps it's that new bedroom that will allow your children to spread out a bit more, or a mother-in-law suite to allow a relative to spend more time with family; or maybe it's a rec room to separate the children from Mom and Dad working at home! Whatever the need, SPFs for framing is the answer. Locally grown, strong, durable, and renewable, SPFs framing is the framing material of choice.

Exposed beams. Suggest to your customers that they consider big chunky beams of wood attached to a high ceiling to add character, depth, and natural beauty to any room.

These lists could go on and on, but you get the idea. Spend a little time online researching popular wood-based DIY projects and have a few in your pocket to suggest when the next customer steps up looking for ideas. They'll always remember who told them about the next big trend with wood!

For more information on projects using eastern white pine or SPFs, please visit www.easternwhitepine.org (click on Virtual Tours) and www.sprucepinefir.org.

— Jeff Easterling is president of Northeastern Lumber Manufacturers Assn. Reach him at info@nelma.org.



Two Coat Exterior Prime

Our two-coat process starts with an alkyd sealer to block tannin migration, followed by a high-performance acrylic primer. The result: **RESERVE** quality, inside and out.

Superior Wood

Made of quality, clear, finger-jointed Western Red Cedar or Redwood, these products are naturally designed for exterior use—both species are ideal for enduring extreme weather.

Surfacing + Sizes + Lengths

RESERVE products come in a wide range of sizes, lengths and finishes. Whether the project calls for S1S2E or S4S, we offer lengths ranging from 16' to 20'. Pattern stock is also available.

- 1x4 – 1x12
- 5/4x4 – 5/4x12
- 2x4 – 2x12



The Finest Stock, The Best Coating

Our Siskiyou Forest Products **RESERVE** line is specially manufactured and treated to create the highest quality product available. Using state-of-the-art application and curing equipment, our premium Western Red Cedar and Redwood stock is made to last for many generations. We are proud to offer a beautiful, durable product that is ready for installation and final painting the moment it reaches the craftsmen.



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