PATTERN PRODUCTS

BY JEFF EASTERLING

SO, YOU’VE SOLD a huge order of exterior pattern eastern white pine to a customer… congratulations! This could be in the standard patterns of Bevel, Drop Siding, or Shiplap. Be sure you sell only kiln-dried material for use as exterior siding!

Are you prepared to educate your customers on how to install and/or finish their newly purchased wood?

Installation

Let’s begin with installation. One of the biggest questions we bet you receive from your customers is: how much wood do I need? Everyone has their favorite way of estimating total product needed; please see the table below for ours. In short: multiply square footage to be covered by factor (length x width x factor).

Many experts recommend the application of a paintable water-repellant preservative be applied to all surfaces (ends and edges included) of each piece of wood prior to installation. This provides an added moisture-resistant barrier that will reduce shrinkage and swelling of the wood. Allow two days of drying before starting to paint.

Nails

Good nails are a must for a successful home improvement project. Our recommendations:

• Rust-resistant or rust-proof.
• Strong enough to avoid the need for pre-drilling.
• Choose a nail that won’t pop after being driven flush with the wood, and whose nail head should not cause an unsightly visible pattern.
• Stainless steel, high-tensile strength aluminum nail, or galvanized nail—these are our favorites.

Finishing

And when that customer looks at you for advice when it comes to finishing the product, do you know what to say? What’s the best option: paint? Stain? Something else? Read on for helpful directions to share with your customers on how to finish their beautiful wood and make it even more stunning.

Applying the paint or stain properly to the wood is just as important as choosing the correct finish. While most paint or stain is typically rolled or brushed on, there are additional things to keep in mind to be sure your customers are successful; how it’s applied, how much is applied, the condition of the wood, the weather—these combine to create a successful finish application project... or a disaster if not done properly.

Paint

This is the traditional look that many customers want! To ensure that the paint is applied correctly and successfully to their wood, we suggest following these steps: