



Why Should You Buy Pinnacle Cedar Railing and Decking?

For 76 years we have been trading lumber. Over the past few decades, one of the biggest problems to contend with was trying to find a product that we could market to our customers with a guarantee of grade consistency and maintain our competitiveness. We have succeeded in establishing a product that offers a solution to this problem, hence, why should you buy Pinnacle Cedar?

- a) It is the highest grade of STK dimensional cedar that you can purchase in the market. It is graded under a very stringent grade rule. Please refer to mill testimonials.
- b) It comes from only logs that are a specific grade to ensure quality and knot structure.
- c) Pinnacle is a specialty product adding value to inventory and sales.
- d) 2x4, 2x6 and 2x8 have anchor seal on the ends to prevent splitting.
- e) A protective underlayment is applied to prevent fork lift marks, dirt accumulation and potential metal stain that is indicative to cedar.
- f) We guarantee satisfaction. If the wood is not to customer satisfaction we have a special arrangement with our mills to pick the wood up and have it replaced.
- g) It is one of the most durable species available to withstand the extreme Canadian weather conditions (both hot and cold). Cedar is one of the most dimensionally stable species available.
- h) Visually pleasing to the senses.
- i) The number one choice for the quality conscious/discriminating buyer.
- j) 100% renewable resource. Every tree that is taken out is replaced and re-grown.
- k) Carbon emissions are 15-25 times less than its closest competitor (composites)
- l) All our cedar production is grown under highly recognized sustainable forest stewardship management programs.
- m) 100% Canadian grown and produced.

The concept:

The concept is that Pinnacle grade will remove the need for sorting/grading to remove all the potentially unsellable wood for the retailer. A retailer can sell the product with confidence and not have to worry about returns and the extra cost of picking it up, re-handling, storing and selling it at a discount. Most importantly the retailer's reputation is protected.

Let's present a situation with realistic figures given to National Forest Products by its producers. The purchase of a grade less than Pinnacle results in an average of 18% more defects that Pinnacle would not allow at the time of grading, such as checking, wane, manufacturing defects, pitch pocket, punky knots, soft knots, etc...