



The Natural Choice for Quality
En matière de qualité, le choix naturel

Benefits of Using Western Red Cedar

- Genuine Canadian Grown & Produced Western Red Cedar. 100% Canadian grown and produced on Canadian soil. The regions are: Kootenay region, Okanagan region, Coastal region. Pinnacle is taken out of selected logs only.
- One of the most durable and stable wood species available to withstand the extreme Canadian weather conditions of both hot and cold. Cedar is one of the most dimensionally stable wood known to man.
- Highly resistant to insects and decay. This is why it is used for outdoor recreational terms such as decks, railings, arbor, trellis, gazebos, fences etc. Also used in the application of windows, doors, floor trim, door trim, post and beams, louver blinds, tables, chairs, signs, walkways and ornament items.
- Visually pleasing to the senses.
- #1 Choice for the quality conscience buyer. With the explosion of the baby boomer generation, there are many discriminating buyers who can afford cedar.
- 100% Renewable Resource. Every tree that is taken out is replaced and re-grown. The carbon emissions are approximately 15-20 times less than its closest competitor composites.
- Grown under a highly recognized sustainable forest stewardship management programs.



Both dealers and distributors know that demonstrating an intimate awareness of quality materials is essential when establishing an ongoing relationship with customers — and one that pays future dividends with additional projects and referrals.

However, with an overwhelming number of available materials, it can be tough to decipher fact from fiction when it comes to product features, performance and values.

One example of a versatile, quality material is western red cedar. With centuries of proven performance, the benefits of selling cedar are many: durability, environmentally friendly, versatility, beauty, etc. Yet many individuals may not fully understand the power of using a quality material like western red cedar to improve profitability and customer satisfaction.



So what are the latest trends you should be aware of when suggesting value-adding building materials like western red cedar? Below are some key things to remember when helping your customer choose the proper material:

Environmentally Friendly

These days, many consumers are concerned with incorporating materials that are safer for the environment — and are willing to pay extra towards this ideal. Knowledge about this trend and how western red cedar is one of the most environmentally friendly building products is paramount when discussing this aspect with your customers.

When you compare the life cycle of cedar to that of other materials, the environmental benefits of cedar can't be matched. For starters, as the world's only renewable building material, wood can not only be recycled, but regenerated as well. In fact, North America has more forestland now than it did one hundred years ago. Other resources that contain plastic, steel or cement use up natural resources that can't be replaced.

In addition, although wood products make up to 47% of all raw materials manufactured in the U.S., their share of manufacturing energy consumption is only four percent.

Steel for example, requires 21 times the energy to produce and release more than fifteen times the amount of sulfur dioxide when compared to wood.

Grown within natural forests to preserve native ecosystems, western red cedar trees provide habitat and therefore the opportunity for the largest number of species to live throughout the landscape. Using more cedar trees — both as a substitute for non-renewable fossil fuels and materials such as steel, concrete and plastic — provides the added benefit of pulling carbon out of the atmosphere and reducing the amount of green house emissions.

Better yet, western red cedar is entirely biodegradable, and at the end of its life cycle, can be absorbed by the earth without negative impact. Some alternative products can sit in landfills for year and years without breaking down — making western red cedar ultimately more earth friendly.

Durability & Value

There's a reason why western red cedar is found on some of the oldest homes in North America. All the advances in technology have not been able to duplicate wood's unique characteristics and performance capabilities. For hundreds of years, builders have relied on cedar to offer long-term performances. Western

red cedar has a natural resistance to decay and insects, meaning projects made with cedar will perform outdoors without the need for toxic chemical treatments. And when you consider the wide range of styles and grades available, cedar provides financial flexibility unmatched by alternative products.

In addition, advancements in cedar manufacturing mean consumers can spend time relaxing and enjoying their homes, rather than maintaining them. Today, many manufacturers offer western red cedar siding pre-finished on all sides. This finishing technology is important as it ensures the highest level of quality, thus greatly increasing consistent coating, longevity, and overall resistance to moisture. This allows a builder or subcontractor to choose the preferred finishing color and simply install. Properly finished and installed, western red cedar will offer decades of low maintenance protection.

The same is true of cedar decking. One of the biggest misconceptions about decking products is

regarding the necessary amount of maintenance. Most consumers may believe that once installed, plastic or composite decking need never be touched again. Regardless of the material, all decks require some annual maintenance to remain looking their best. And unlike composites or other man-made materials, cedar can easily be restored to its original condition — an important benefit that's often overlooked.

Beauty & Versatility

Cedar provides and all-natural beauty that can't be duplicated by plastic or composite materials. A range of natural hues, tight grain-patterns and soft textures continue to make western red cedar the building material of choice. And with cedar, customers aren't limited to the styles or material shapes set at the factory. From decking to siding, paneling to landscape structures, cedar is easy to work with, shape and finish. The wide variety of grades and styles means cedar can provide a building material solution where other materials may fall short.

This all-natural beauty has also made cedar the focus of one of the hottest trends in residential construction. Specifically, incorporating materials and designs embracing the natural environment. The ability of cedar to blend seamlessly with surrounding stone, woodwork or landscape features has made cedar increasingly popular with architects and builders looking to create unique homes of distinction. Despite the wide variety of building material choices available today — in many cases, Mother Nature knows best.

Knowing the issues, explaining the true value of building materials and discussing the correct information is paramount to establishing a strong relationship with your customers. To learn more about the virtues of cedar, the Western Red Cedar Lumber Association has developed a collection of brochures about a variety of applications. To learn more, call (866) 788-9096 or visit www.realcedar.org.

