

## Care & Maintenance

It doesn't take much to keep your Western Red Cedar projects looking good. In fact, it's considerably more forgiving than most building materials. Boasting an even grain and low density, cedar is extremely stable. Consequently, in projects using cedar, the wood lays flat and stays straight. Furthermore, the natural warmth and beauty of Real Cedar can easily be restored to its original condition or refinished for a brand new look – that's an important benefit that composites and other manmade materials simply can't offer.

### CEDAR CHALLENGE

- ✔ Projects stay true.
- ✔ Can easily be refinished for a new "look".



## Durability & Value

There's a reason you'll find Western Red Cedar on some of the oldest houses in North America. For hundreds of years, builders have relied on Real Cedar to provide long-term performance. Western Red Cedar has a natural resistance to decay and insects, meaning your cedar project will perform outdoors without the need for toxic chemical treatments. And when you consider that cedar is 40-50% less expensive than composite or plastic materials, cedar is not only a natural choice, but a smart financial one as well.

### CEDAR CHALLENGE

- ✔ Naturally resistance to decay and insects.
- ✔ Centuries of proven performance.

## Environmental Responsibility

Use Western Red Cedar for you project, and you'll be making the environmentally responsible choice. When you compare the life cycle of Real Cedar to that of other materials, Real Cedar comes out on top every single time.

For starters, as the world's only renewable building material, wood can not only be recycled, it can, and is, regenerated as well. In fact, there are more trees growing in North America than there were 100 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 47% of all raw materials manufactured in the United States, their share of manufactured energy consumption is only 4%. Steel, on the other hand, requires 21 times the energy to produce and releases more than 15 times the sulfur dioxide during manufacture than wood does.

And when Real Cedar has outlived its usefulness, it won't crowd landfills because it's fully biodegradable. Start to finish, cedar is an environmentally sound choice to make.

### CEDAR CHALLENGE

- ✔ Contains no petroleum-based products.
- ✔ Is environmentally friendly.
- ✔ Made from renewable resources.

## Beauty

So many try to mimic the look and feel of Real Cedar. Can you blame them? Cedar provides an all-natural beauty and comes in a range of inspiring hues, tight grain patterns and soft textures. But try as they might, plastic and composite manufacturers have yet to replicate cedar's inherent warmth and character. Simply put, nothing else has been able to match it. That's why homeowners, architects and designers have always preferred working with cedar. They know only cedar has the power to enhance a home's value, add instant curb appeal and elevate an outdoor project to another level of beauty.

### CEDAR CHALLENGE

- ✔ Unsurpassed natural beauty.
- ✔ Adds value and prestige.
- ✔ Enhances curb appeal of any home.
- ✔ It's the real deal, not a poor imitation.



## Versatility

With cedar, you're not limited to cookie-cutter shapes set by a controlled factory. That's because Real Cedar comes in a vast array of grades and styles, making it the perfect complement to any style of architecture. Also, Western Red Cedar is pitch and resin-free, which means it easily accepts a wide range of finishes. From decking to siding, paneling to landscape structures, you're spoiled for choice with Real Cedar. Plus, our wood is easy to work with, easy to shape and easy to finish.

### CEDAR CHALLENGE

- ✔ Accepts wide range of finishes.
- ✔ Available in a wide range of styles.



## Wood - A Natural Born Winner

Think about it: After centuries of use, Western Red Cedar is still a hands-down favorite among builders... and for good reason. Wood outperforms other building materials in every major category.

### Check it Out

Despite all the advances in technology, manmade building materials can't duplicate wood's unique characteristics and performance capabilities. Not only that; these synthetic alternatives aren't nearly as "green" as wood because, unlike wood, they rely on non-renewable resources and consume copious amounts of energy during the production process. And then there's the visual aspect – aesthetically, these plastic substitutes pale by comparison to the rich warmth and tonal beauty of Real Cedar.

### So go ahead – Take the Cedar Challenge

Compare our wood with other building materials and see for yourself why Real Cedar is such a trusted choice.

Checklist ready? Then let's get started!



## Cedar Challenge Results

- Unsurpassed natural beauty.
- Environmentally friendly.
- Enhances street appeal of any home.
- Naturally resistant to decay and insects.
- Available in a wide range of styles and custom profiles.
- Centuries of proven performance.
- Accepts a wide range finishes.
- Made entirely with renewable resources.
- Adds value and prestige.
- It's the real deal, not a poor imitation.



Don't settle for a knockoff. Choose a building material that's up to the challenge. **Choose Real Cedar.**

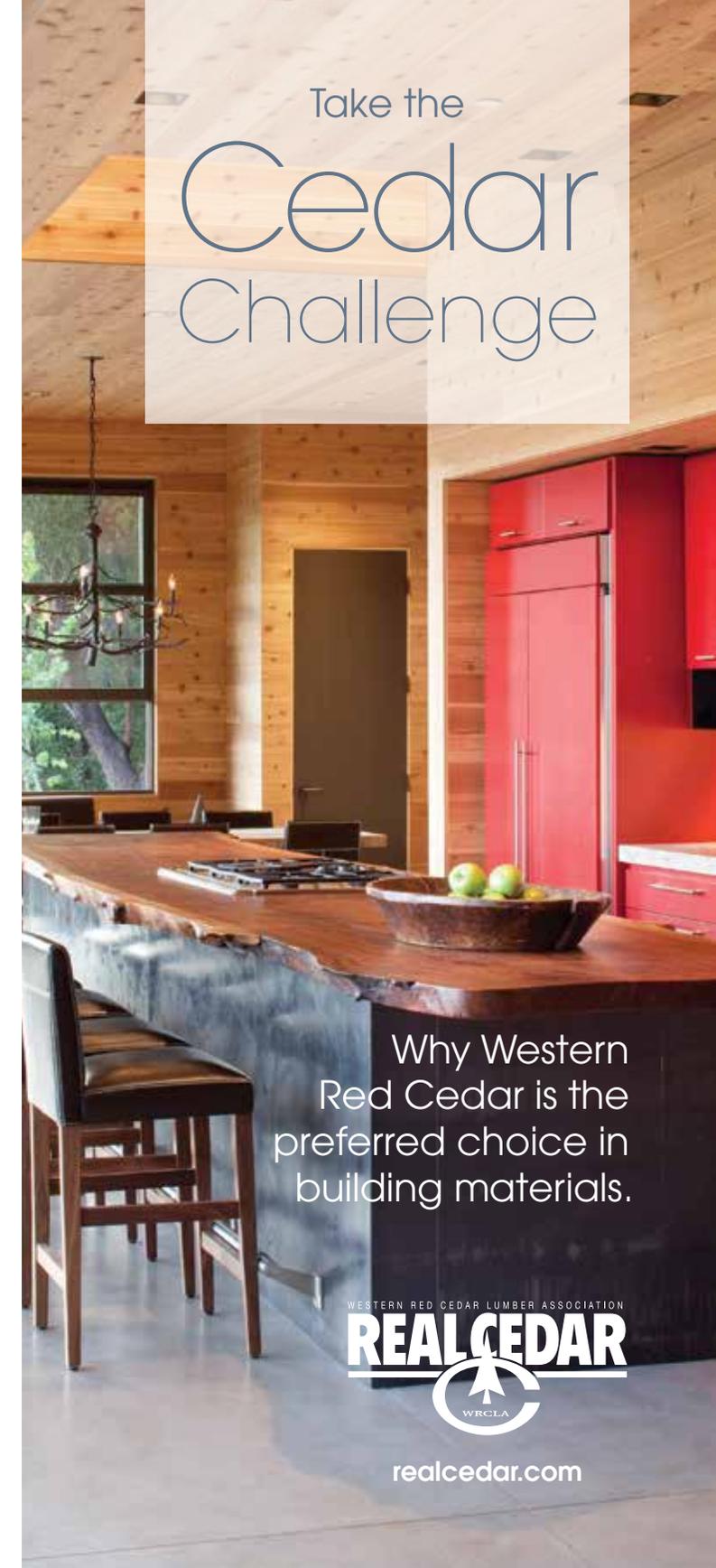


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Take the  
**Cedar**  
Challenge



Why Western Red Cedar is the preferred choice in building materials.



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