

News and Public Relations

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TruWood® Siding becomes the first and only FSC-certified engineered siding in the world

Portland, Oregon—TruWood® Siding, manufactured by Collins Products LLC, recently announced that TruWood has become the first and only Forest Stewardship Council certified engineered siding in the world. In 1993, The Collins Companies became the first privately-owned forest products company in North America to be FSC-certified. Since then, every Collins product line from particleboard to softwood and hardwood lumber, to softwood cut stock and veneer, to hardwood flooring and hardwood veneer logs, and now TruWood Siding has gone through the rigorous, scientific, and independent evaluation to become FSC-certified.

The Forest Stewardship Council is an independent, international, member-based organization that provides consumers with an assurance that the wood they use comes from forests managed in an environmentally and socially responsible manner. The FSC is the only forest certifying organization in the world endorsed by the World Wildlife Fund, the Wilderness Society, the Natural Resource Defense Council, the Rainforest Alliance, and the World Resources Institute.

“Our corporate philosophy, which we have put into action, is to sustain and protect the integrity of our total forest ecosystem,” said Eric Schooler, President and CEO of The Collins Companies. “Bringing TruWood into our family of FSC-certified products gives the marketplace an opportunity to support real sustainable forest practices by choosing from a full range of high quality FSC-certified building materials,” remarked Schooler.

TruWood Siding replicates the look of Western Red Cedar from the random knots to the meandering grain, to the rough and craggy feel. It was designed and crafted by a German artisan in Rochester, New York, who took a piece of Western Red Cedar and hand-chiseled and sculpted a precise 4' x 16' mirror-image metal plate capturing the naturalistic irregularity that nature created. From that, TruWood originated 65 unique styles from the Cedar Shake lap that lets you build in the

classic craftsman style, to Adobe panels faithfully duplicating the look of stucco for Tudor or Southwestern accents, to designer shake laps in Craftsmen Staggered, Round, Fishscale, Octagon, Cove, or Diamond patterns.

TruWood also developed a high-tech weather protection process called vacuum sealing. The process begins by heating each piece of TruWood lap siding to 200°F to open the surface. It's then fed into an enclosed high-pressure chamber where a sealant is literally blasted at high volume onto the surface. Then it goes through the same process all over again with thermoset latex primer. Lastly, it's cured at 350°F. In addition, both sealant and primer are wrapped around both edges and onto the back borders. This highly specialized process is backed by a 30-year warranty that is fully transferable to all owners.

The PCBC 2001 Tradeshow and Conference, July 24-27 at the Moscone Center in San Francisco, will feature TruWood Siding. Stop by booth #5439 in North Hall for a first-hand look at the world's first FSC-certified engineered siding.