



USTHERMALWOOD

usthermalwood.com 7493 Airport Drive Macon, GA 31216

**Selling & Marketing
Tips to Present &
Sell:**



Therma Decking

DURABLE GREEN STABLE



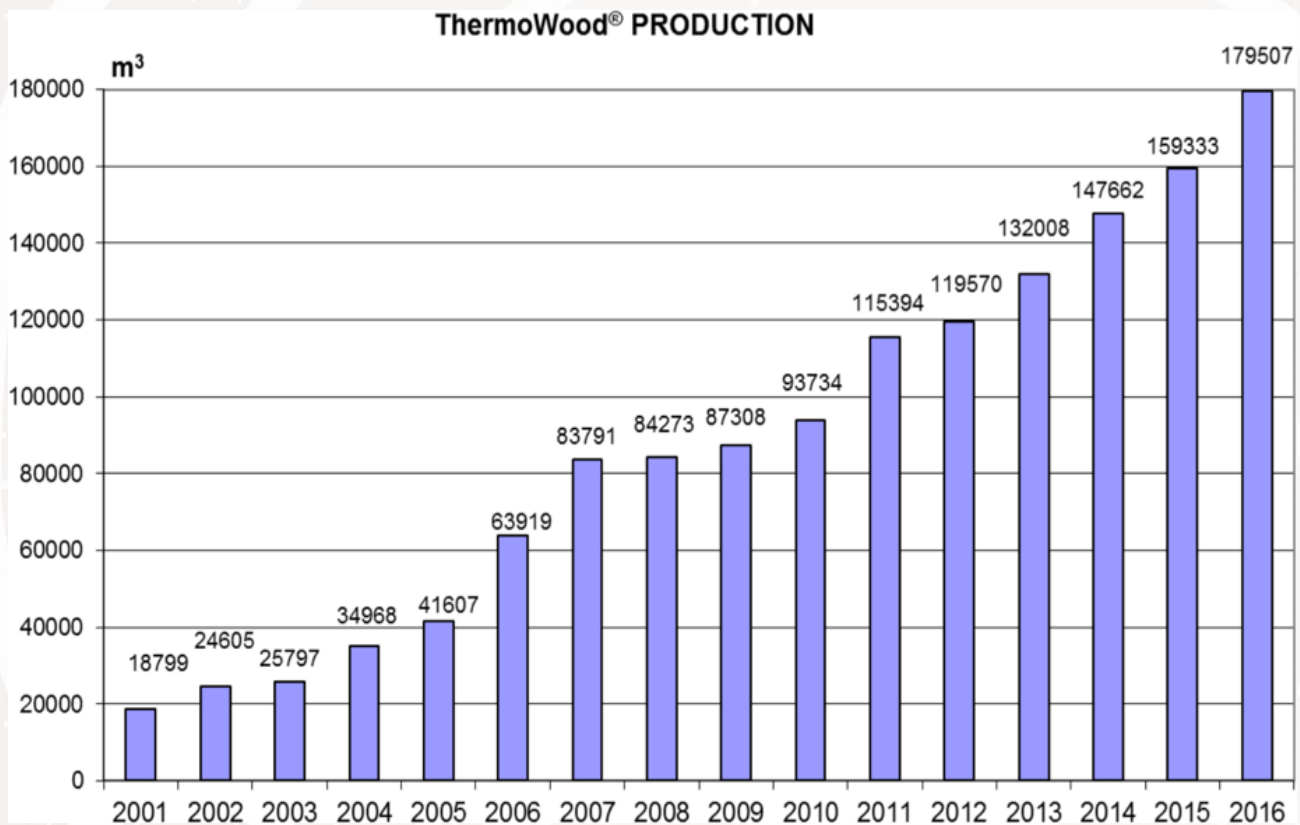
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About US:

We're the largest thermo-treatment facility in the US (Macon Georgia). We were the first to start the thermo-modification industry in the US in 2007. We own one of the five global patents for the thermo-treatment process of wood. We have 4 thermal-treatment kilns in operation. We thermo-treat SYP almost exclusively.

The thermo-treatment industry is 35 years old in Europe and continues to grow every year (97% of thermo-treated wood European market is softwood):





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About our thermal-treated SYP:

Thermo-modification is a **100% Green** alternative to pressure-treated lumber and widely used to produce decking, siding, pilings, paneling and furniture. Thermo-modified wood is naturally protected against rot and decay, has unmatched dimensional stability and has the color of exotic wood.

Our thermo-modification process provides the Southern Yellow Pine with the following benefits:

- **Dimensional Stability:** increased 5-10 times as compared to regular wood
- **Durability:** thermo-treatment eliminates all moisture, resins, sugar, organisms and bacteria from the wood and makes it durable for at least 25 years for outdoor applications
- **100% Green:** the products are extremely safe. No chemicals. Our process uses only heat and water (which converts into steam)
- **Color of Exotic Wood:** a natural, golden-brown color is created throughout each entire board
- **Class B Fire Rating:** as opposed to non-treated wood which is a Class C rating
- **Lightweight:** thermo-treatment removes all moisture from each board making it lighter. Up to 30% lighter
- **Cell Structure:** after thermal-treatment the wood becomes microscopically identical to a 350-year-old piece of lumber



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SP
SMART PANELING
CO., LLC

Therma  **Planking** PRO



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Main Selling Points:

- **Durability:** extended lifespan 25 years +
- **Dimensional Stability:** no shrinking, swelling, cracking, warping or bending
- **100% Green:** no chemicals used in our process
- **Anti-slip:** we 3D wire brush each SYP board
- Decks milled only from **Prime** Grade SYP
- Each SYP board is *FOUR-SIDE* factory oiled





Four-side Factory Oiling:

- Oiling of our ThermA Decking is strongly recommended to prevent UV degradation and seasonal surface checking. Contractors usually charge \$2-4/SF for this service and they normally only oil ONE side after installation. 4-side factory oiling highly increases a customer's satisfaction as they get a ready-to-use product and save on contractor services. Also, oiling makes the product look more attractive. For Distributors, selling pre-oiled decking reduces possible claims due to customers choosing not to oil the product and then experience UV fading and surface checking.
- To oil decks, we apply a widely available Thompson's Clear Decking Waterproof Sealer with UV-protection (available at Lowe's. SDS available upon request).





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Main Selling Points on Oiling:

- Ready to use
- Prevents fading of color under sunlight
- Prevents seasonal surface checking
- Makes wood grain sound and attractive
- Saves time and money from not having to use Contractor services



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Additional Marketing Tips:

- ThermA Decking is *not a new product* and shouldn't be sold as new. Actually, it's just a dramatically improved standard pressure-treated SYP deck: our **Green** treatment instead of pressure-treatment, 3D anti-slip surface, 4-side factory oiling, use of prime grade of lumber (instead of 2 Com). Other than these points we produce a standard 5/4" x 6" x16' Pine deck!
- Relatively new in North America, thermal wood treatment is a 35-year old industry in Europe. Pressure-treated lumber was prohibited by the EU in Europe in 2004. Thermal-treatment is the *ONLY* application in Europe today.



Dimensions of Therma Decking:

- 5/4" x 6" nominal size
- 15/16" x 5.25" net size
- Available in 8', 12' and 16' lengths

Packing & Logistics of Therma Decking:

We offer full bundles (252 boards) 39" wide and 40" in height. For stability, bundles are divided in two sections by 18 layers with small runners.

The bundles are protected with side runners and have attached top runners for easy stacking. The space where a forklift positions its forks is additionally protected with cardboard.

Bundle Sizes:

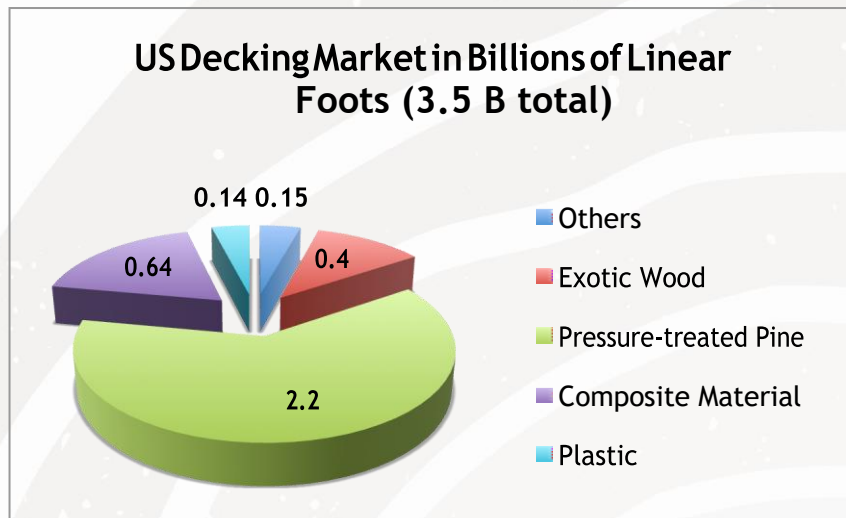
Length	Size	Boards	Ln Footage	Sq Ft Coverage	Weight, Lbs
8'	96"x40"x40"	252	2,016	925	2,420
12'	144"x40"x40"	252	3,024	1,386	3,630
16'	192"x40"x40"	252	4,032	1,850	4,840

Full TL's shipped on flatbeds. On one TL shipped about 30,000 LF of decking.



Market, Prices and Competitors:

Pine decking is a commodity product in the North American market (more than \$4.2 Billion per year).



Standard pressure-treated lumber is the biggest player in the market.

Our closest "competitor" is KDAT (kiln dried after treatment) which is offered at the same retail price level (\$2.20-\$2.80/LF usd) as we offer our premium quality, prime grade Therma Decking.

Considering all factors, we offer the **BEST** and the **LEAST EXPENSIVE** decking product on the modern market.



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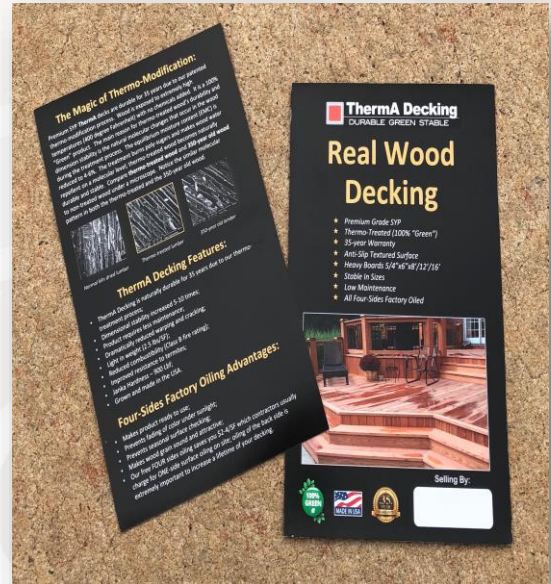
Therma Decking Samples:

The sample pack for dealers and lumberyards includes:

- Cover Book samples of 5.25" x 8"
- One-page flyer

Also Available:

- Warranty (available upon request)





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Dealers Displays Available:

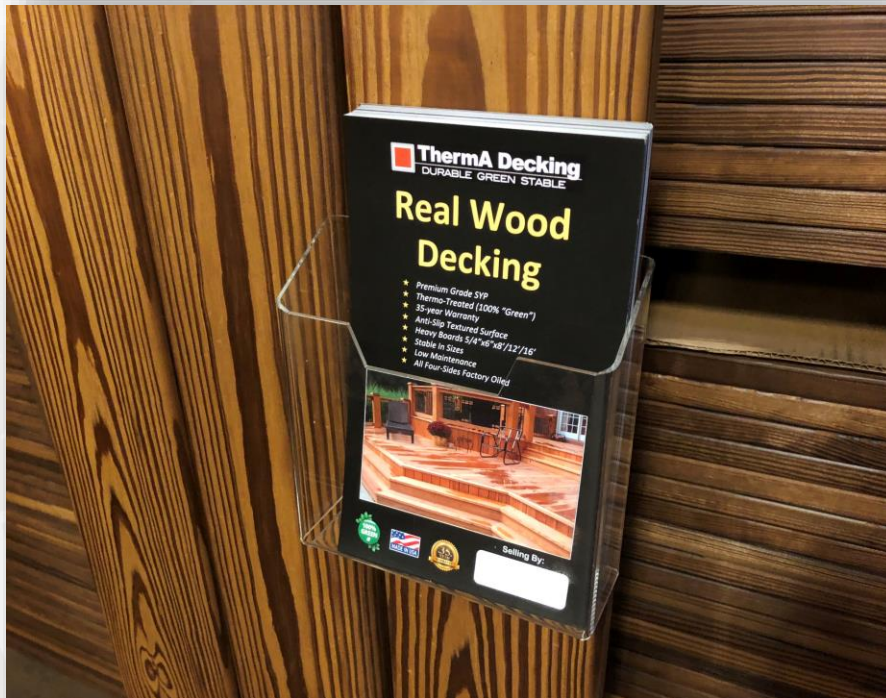


For retailers we offer this 48"x18" decking display with 4" distribution samples and flyers in a clear acrylic pocket.



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Compare ThermaA Decking with other decking products on the market

	ThermaA Decking	Pressure-treated Pine	KDAT	Composite Wood	Exotic Woods	Thermo-treated Ash
Durability	✓	✓	✓	✓	✓	✓
Dimensional Stability	✓	✗	✗	✓	✗	✓
100% "Green"	✓	✗	✗	✗	✓	✓
Good Appearance	✓	✗	✗	✗	✓	✓
Real Wood	✓	✓	✓	✗	✓	✓
Kiln Dried	✓	✗	✓	✓	✗	✓
Factory Oiled	✓	✗	✗	✗	✗	✗
Resistance to Twisting and Cracking	✓	✗	✗	✓	✗	✓
Termites Resistance	✓	✗	✗	✗	✗	✓
In sect. Resistance	✓	✓	✓	✓	✗	✓
Resistance to Overheating under Sunlight	✓	✓	✓	✗	✗	✓
Mould Resistance	✓	✗	✓	✓	✓	✓
Easy to Work with	✓	✗	✓	✗	✗	✓
Light in Weight	✓	✗	✓	✗	✗	✗
Low Maintenance Product	✓	✗	✗	✓	✗	✓
Affordable Price	✓	✓	✓	✗	✗	✗