

# FOCUSING ON WHAT'S AHEAD IN GREEN BUILDING - PROMOTING SFI CERTIFIED PRODUCTS

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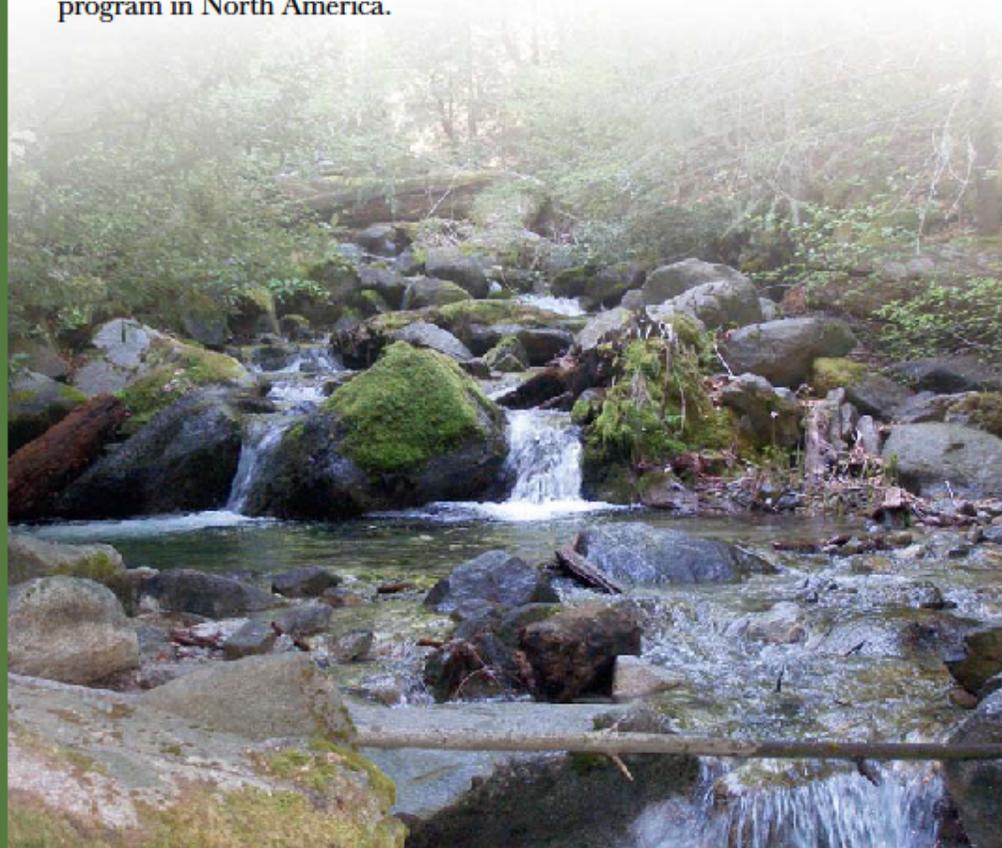
# SPI Produces Certified Lumber, Molding, Millwork, Windows, Utility Poles, Bark, Chips, and Carbon





## **Commitment to Environmental Stewardship**

Sierra Pacific Industries is a leader in environmentally responsible forest management. In addition to meeting the most stringent state forest practice rules in the nation, our forestry practices are also third party certified under the forest management standard of the independent Sustainable Forestry Initiative® (SFI). SFI is the most comprehensive forest certification program in North America.



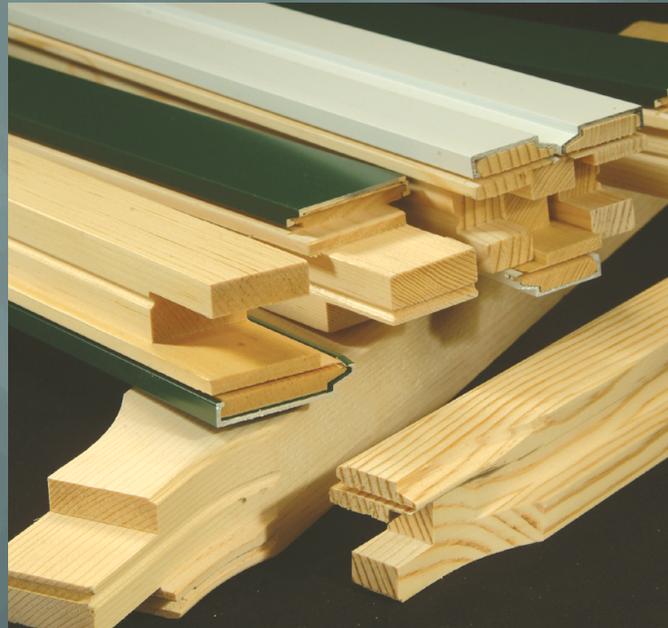
# Who Wants SFI Certified Wood?

- ▣ Framing Lumber in the U.S. – almost no one specifies that they want certified wood, but they all expect it. Customers would find other suppliers if we weren't certified. But, no additional mark-up for certified.
- ▣ Specialty Products – millwork, molding, windows, pencil stock and wood chips are a different story. These buyers have broader consumer markets and are more aware of certification. Many have customers who want certified wood products.



# Specialty Products-Millwork and Molding

- ▣ Softwood millwork, molding are typically sold to window and door manufacturers. They, in turn, market either directly to the consumer, or to big box or specialty retailers. Most require certified wood.



# Wood Windows Have a Unique Niche

- ▣ Wood windows usually involves architects; as a group, they tend to encourage the use of LEED – and we all know that story.
- ▣ However, some architects, designers, builders, and homeowners recognize the value of SFI.
- ▣ In our market promotion, we make a significant effort to highlight SFI – “From our Forest to Your Home.”





## Sierra Pacific Windows

*Value is the cornerstone of our philosophy at Sierra Pacific Windows*

Quality, design flexibility, service and expertise are integral components of the value of doing business with Sierra Pacific and the reason that builders, architects and homeowners alike prefer Sierra Pacific Windows and Doors.

Our Architectural, Sales and Service Professionals are by your side from the beginning to the end of your building project. From the design phase through value engineering, installation and service, our team will help facilitate your project.

We are proud to stand behind our product with a commitment that is unparalleled in the industry. Whether your project is residential or commercial, new construction or remodel, we

have the product quality, design flexibility, service and expertise to complete your vision.

With features including one of the thickest extruded aluminum cladding systems on the market, a wide range of clad colors and hardware choices and standard offerings in Ponderosa Pine or Douglas Fir, Sierra Pacific windows and doors are a welcome addition to any project.

### **Our Products Carry the SFI Label**

Since environmentally responsible products begin with the raw materials from which they are manufactured, Sierra Pacific Windows and Doors are the logical choice for the environmentally-conscious consumer. The wood in our windows comes from SFI certified



sources and enables us to identify our products as sustainable with the SFI on-product label. Our compliance with the SFI program demonstrates Sierra Pacific's commitment to the environment and to the Green Building effort.

### **Our Coatings Contain No VOCs**

Our extruded aluminum exteriors are coated with eco-friendly, no-VOC (Volatile Organic Compounds) powder coatings. Powder coatings generate zero hazardous waste during the application process and eliminate the additional energy required to operate thermal oxidizers and scrubbers used to lower VOC emissions common to the wet paint process. Powder coating is an EPA recommended finishing system, contributing to the Green Building Initiative of the US government, as well as to Leadership for Environmental and Energy Design (LEED) point credits.





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SIERRA PACIFIC  
INDUSTRIES  
Growing Forests For Our Future



# Commitment to the future

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## Commitment to Environmental Stewardship

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# NAHB Announces National Green Building Award Winners

Sun Mountain Construction Inc. of Corrales, N.M., for Single-Family Remodel over \$100,000, which won for the Noel and Cooper home



“Sierra Pacific supplied environmentally-friendly wood window and door products for the 2009 New American Home. The wood in Sierra Pacific products comes from sources third-party certified as sustainable under the Sustainable Forestry Initiative® (SFI) program. Full compliance with the SFI program demonstrates Sierra Pacific’s commitment to the environment and to the Green Building effort.”



 blue heron  
DESIGN • BUILD



# New American Home



# Incense Cedar Pencil Stock

- ❑ Several species of wood are used around the world for pencil manufacturing, but Incense cedar from California is among the best. SPI sells Incense cedar slats to several of the major pencil manufacturers.
- ❑ Dixon Ticonderoga #2 (PEFC)
- ❑ Many pencil slat manufacturers globally, some require certified wood.
- ❑ U.S. home center stores want FSC for carpenter pencils.
- ❑ Europe wants certified; PEFC broadly accepted, but Switzerland tends toward FSC, England – SFI.



# Chips

- ▣ We produce a significant volume of chips from our 14 sawmills, and each plant has an SFI Chain of Custody for not only lumber, but also for byproducts. By having an SFI CoC we can provide what customers need for SFI certified paper products.



# Utility Poles

Utility pole buyers have thus far shown little interest in buying certified poles. An exception is Mexico. There – the government owns the utility, and requires that all poles be certified. This was the origin of SFI entering Mexico.



# Carbon

- ▣ California thinks it has a cap and trade program, but it won't be fully operational until 2013
- ▣ Forest offsets are allowed but under strict regulations.
- ▣ Forestry protocol requires that sustainability be met through one of several means, including:

# Carbon Protocol (cont.)

## □ 3.10.1 Sustainable Harvesting Practices

- At the time commercial harvesting is either planned or initiated within the Project Area, the Forest Owner must employ and demonstrate sustainable long-term harvesting practices on all of its forest landholdings, including the Project Area, using one of the following options:
  - **1.** The Forest Owner must be certified under the Forest Stewardship Council, Sustainable Forestry Initiative, or Tree Farm System certification programs. Regardless of the program, the terms of certification must require adherence to and verification of harvest levels which can be permanently sustained over time.
  - **2.** The Forest Owner must adhere to a renewable long-term management plan that demonstrates harvest levels which can be permanently sustained over time and that is sanctioned and monitored by a state or federal agency.
  - **3.** The Forest Owner must employ uneven-aged silvicultural practices (if harvesting occurs) and must maintain canopy cover averaging at least 40 percent across the entire forestland owned by the Forest Owner in the same Assessment Areas covered by the Project Area, as measured on any 20 acres within the Forest Owner's landholdings found in any of these Assessment Areas, including land within and outside of the Project Area (areas impacted by Significant Disturbance may be excluded from this test).

# Bark

- ▣ We have tried to market walk-on bark to various vendors, but so far, none have found a demand for it. We've let them know, however, that if the day comes when consumers want certified bark, we'll be able to provide it through our CoC.



# LEED or Not?

- ▣ A peculiar thing is happening on a regular basis in today's market – LEED orders are being changed once bids are received.
- ▣ Cost is high, questionable value.
- ▣ Consequently, many projects are being re-bid as non-LEED.

# American Music Jubilee Pacific Timber (China Regional Sales Office)

Main Products: supply the United States ponderosa pine, white fir boards, kiln dried, surfaced four sides; another Douglas fir, incense cedar wood

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## Site Notice

and other important information, each limited to 250 words or less notice. Click website for announcement bottom of the page "Manage." [China Wood Information Network Management Center release] Member Unit: Wood Information Network has launched a new "wood resource site" service, membership sites are configured independently of

## Wood News

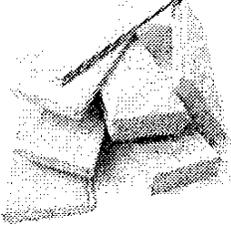
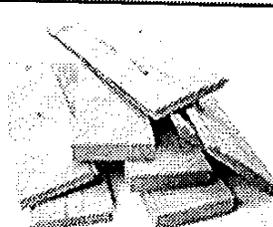
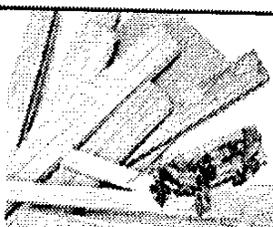
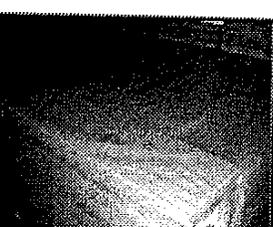
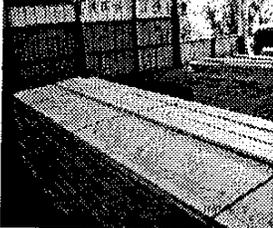
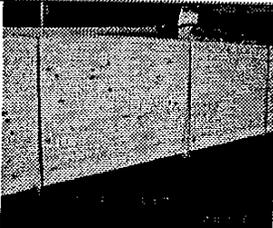
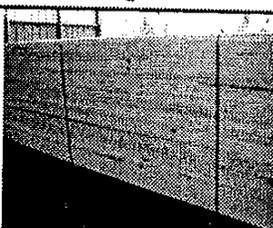
Mudanjiang: Wood resources to build a large capital city  
Solid wood furniture of sandalwood cure chaos takes Myanmar  
Modern forestry industry promising  
Slow recovery of the U.S. lumber market  
African teak sawn oak flat sales market  
Timber market analysis market one

## Company Album

- \* Products
- \* Company View
- \* Certificate

## Products

[More>>](#)

 <p>White fir</p>	 <p>Pinus ponderosa</p>	 <p>Douglas Fir</p>	 <p>Douglas Fir (Douglas fir)</p>
 <p>North Pine - American Yellow Songpu three selected colorless</p>	 <p>North America -- United States ponderosa pine ordinary 3</p>	 <p>North Pine - American Yellow Songpu 2</p>	

## Company Profile

[More>>](#)



American Music Jubilee Pacific Wood was founded in 1920, is headquartered in California, USA. American Music Jubilee Pacific Wood North America's largest privately held forest, with forest land 1.5 million acres, consists of 14 sawmills and four wood processing, timber production is about 310 years, more than million cubic meters. Company is the third generation of management by the management, the total number of employees 3900 people, including more than 80 registered forestry Authority, in addition to several experts and scholars in the field of natural resources in the company, including fisheries scientists · wildlife · botanists and other scientists. Forest management in line with sustainable development strategy, the company planted coniferous seedlings annually about 500 million trees, much more than the number of harvesting, bark and sawdust and other by-products have been properly utilized. The company meet and exceed the U.S. state of California the most stringent requirements of

# Focusing on the Future

- ▣ What's ahead?
  - Demand for certified products is growing, but not rapidly for all wood products.
  - Paper and specialty items are receiving more attention than solid sawn structural wood.
  - Government entities and designers/architects are likely to drive demand.

# Summary

- ▣ While some consumers are aware of SFI, clearly much more needs to be done by all of us to broaden the awareness of the program.
- ▣ This includes our own promotion, but also making sure that government entities don't overlook SFI if they decide to enter the green arena.

[www.spi-ind.com](http://www.spi-ind.com)



Thank You!