



NuCedar Mills® Introduces Breakthrough RoughSawn™ Texture

New RoughSawn™ Texture, Indistinguishable from Cedar

(Chicopee, MA) January 20, 2009 – NuCedar Mills, Inc., manufacturer of Classic Clapboard®, the first prefinished exterior cladding system milled from cellular PVC, has introduced an extraordinary new surface texture; RoughSawn™.

This distinctive new texture is achieved by aggressively abrating the surface of the siding and trim boards during the in-line milling process. The boards are then treated with a cedar colored, solar reflective, two-part polyurethane coating from Sherwin Williams™, creating a look that is virtually indistinguishable from rough sawn cedar. Like all NuCedar products, customers can choose one of the 1400+ Sherwin Williams™ colors. The color of choice for this new texture appears to be “Cedar” (SW 3034) since it so closely matches the warmth and feel of raw, unfinished cedar. The entire line of Classic Clapboard and trim as well as vertical siding (board and batten, shiplap, channel rustic) are available in this new RoughSawn™ texture.

NuCedar President and CEO Tom Loper credits the development of this new surface texture to increased interest the company is receiving from the western part of the U.S. According to Loper, New Englanders typically prefer smooth siding and trim; whereas the Midwest and South are classically CedarGrain™, often referred to as textured. “Rough sawn is very popular in the West, but we’ve seen it used a great deal on homes in mountainous regions across the country. It’s a more natural look that truly emulates raw cedar. Best of all, because of the ceramic based pigments in the finish, it will maintain the raw cedar look indefinitely” states Loper.

About NuCedar Products:

NuCedar’s line of premium, low maintenance siding and trim systems replicate the appearance of cedar without any of the maintenance issues that plague wood. In addition to aesthetics and durability, NuCedar touts a number of green attributes – all products are 100% recyclable, include 20% recycled content and arrive at the jobsite prefinished with a solar-reflective coating endorsed by the U.S. Department of Energy for its energy-saving features.

The baked-on Polane® polyurethane finish hardens to an impenetrable barrier that won’t chip, peel or crack. The entire NuCedar product line is backed by an industry-leading Lifetime Limited Warranty on materials and finish and includes labor replacement for the first full year of ownership.

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