



BETTER BRAND[®]

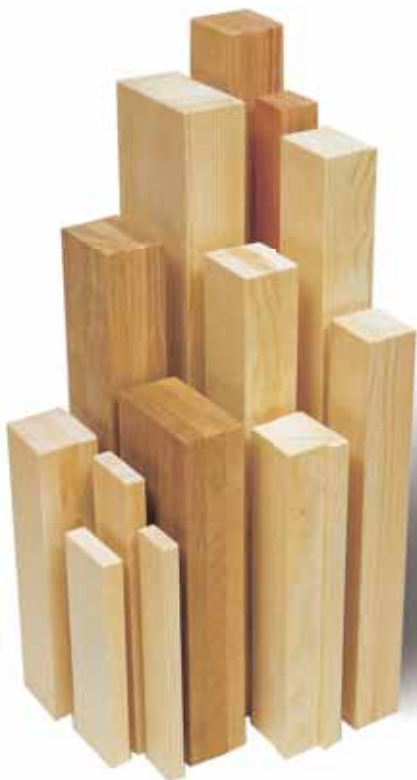


“I specify Better Brand because my builders love the quality and actually remember it by name.

I know they get a premium, consistent product time after time”.



*Hank Martineau,
Steenbeke & Sons,
Boscawen, NH*



The Better Brand European Spruce Program offers products made from the finest wood fiber from around the world. These dimension and board products that achieve a quality and appearance that meet or exceed the highest quality standards anywhere.

The Dimension and Stud Program is 100% Spruce, and uses only #2&Btr. grade. Better Brand dimension and studs are premium square-edge lumber and are virtually wane free. This superior quality eliminates waste, improves profitability and increases your business with both existing and new accounts. The overall appearance of our dimension and studs is simply outstanding.

Our European-based purchasing staff targets state of the art manufacturers that source logs from the finest growing regions throughout Europe. We specify the industry’s highest standards throughout all phases of production including log sorting, sawing, kiln drying, and planing. Many of these mills have individual strengths i.e. “long-lengths” or “wides”, so we purchase from many different sources to offer our customers a complete product line. We work with these mills to commit their production quantities and ensure timely, continuous product flow to you, without interruption.

We then negotiate vessel space for all shipments to the United States, and every shipment is inspected for quantity, packaging and product quality before leaving the port. If it doesn’t meet our standards, it doesn’t ship.

All of our mills’ products are wrapped in the unique, highly visible Better Brand wrapper that gives independent dealers an attractive, consistent look across all product lines. Your yard will benefit from the bold, consistent appearance that features the world’s premium quality product. You’ll enjoy more customer loyalty because your contractors will ask for Better Brand by name. They love this product!

| | | |
|--------|---------------|----------------------|
| 2 x 4 | 92 5/8" – 20' | Premium Quality |
| 2 x 6 | 92 5/8" – 20' | #2 & Btr. |
| 2 x 8 | 8' – 24' | 100% Spruce |
| 2 x 10 | 8' – 24' | Square Edge |
| 2 x 12 | 8' – 24' | Wane Free |
| | | Better Brand wrapped |