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McFarland Cascade to participate in JLC Live Show Oct. 30-Nov. 2
Contractors can get certified to provide unique decking, railing solutions

Tacoma, Wash.—Contractors: Looking for a way to increase leads? At the JLC Live show Oct. 30-Nov. 2, Northwest contractors can learn more about McFarland Cascade’s premier deck systems—and sign up to become a McFarland Cascade Certified Contractor. For motivated contractors, the innovative program can lead to greater sales.

Contractors who visit McFarland Cascade’s booth 524 can walk on 300 square feet of deck surfaces, inspect the products, and receive samples and information. Company representatives, along with supplier representatives from StoneDeck, Rain Escape and Royal Trim Board, will be available.

Those looking for an avenue to increase sales can learn about McFarland Cascade’s Certified Contractor program. Certified contractors can receive customer referrals as well as other complimentary marketing assistance, including a free start-up kit. Show visitors can complete the registration process at McFarland’s booth.

Certification increases consumer confidence. “When you are certified, the homeowners we send to you know that you are a qualified, and you have experience building outdoor projects with the building materials that we distribute,” said Gary Maulin, sawn product manager.

In addition to web-based referrals from www.McFarlandCascade.com, a consumer website, certified contractors can benefit from the company’s high-profile ad campaign, lead-generating co-op advertising, home show opportunities, sales and marketing support and free CadQuest deck design software.

The company’s innovative website offers homeowners ideas for creating outdoor living spaces that go far beyond a simple deck or porch surface. It then refers those inspired consumers to certified contractors to do the work via a zip code-based search engine. Users can explore decking and railing products and accessories, get design tips, deck care advice, and more. They also can download a product catalog and order free samples.

“The new website helps give contractors and consumers an added value in this sometimes difficult to navigate decking materials marketplace,” said Gary Hardin, merchandise manager of Lumbermens, a chain of contractor-focused building material centers in Washington, Oregon, Idaho, California and Arizona, and part of Pro-Build, Inc. “Consumers or their contractors can get great ideas, then come to us ready to act on them,” he said.

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McFarland's product line allows contractors to capitalize on the next wave of remodeling. "Just like today's kitchens and bathrooms go far beyond their utilitarian uses, a thoughtfully designed and inviting outdoor area extends living space and adds to the livability, comfort—and value of the home," said Maulin.

McFarland Cascade's premier decking and railing line that will be on display at the JLC Live show includes:

- **Stonedeck™**—These light-weight natural stone tiles backed with a high-strength composite will install on standard above ground deck frames with no additional substructure required. Stonedek can be used for an entire project or as an accent.
- **Extreme Tropical Hardwoods**—This line offers richness and durability, dramatic grains and distinctive colors that add value and elegance to any home. It's also naturally resistance to fungi and termites.
- **Xtendex®**—A rice-hull-based composite that naturally resists insects and mold, it features the Quick Clip no-visible-screw building system. This wood-free choice offers better stain and scratch resistance and installs in up to half the time.
- **RhinoDeck®**—This composite decking system is comprised of 50 percent recycled high-density polyethylene (HDPE) and 50 percent recycled wood fibers. It's splinter free, requires no painting or staining and installs like traditional wood.
- **Rain Escape® and DrySnap™**—Homeowners can maximize outdoor living spaces—even during rainy days—by transforming unsightly under-deck overhangs into dry and attractive storage or outdoor living spaces.
- **Royal Trim Board®**—Ideal for new construction and remodeling, Royal Trim Board is made of 100 percent Cellular Vinyl PVC™ to stand up to harsh seasonal conditions. It also offers design versatility with unmatched Poly Select® surface durability.

McFarland Cascade currently distributes its products to Washington, Oregon, Idaho, Utah, Montana, Alaska and Hawaii. For more information, or to receive McFarland Cascade's catalogue featuring its complete line of products, call (800) 426-8430, or download it online at www.mcfarlandcascade.com.

The JLC Live show is the construction industry's original interactive trade show, allowing contractors to experience all aspects of residential construction. Featuring hundreds of exhibitors, seminars and educational demonstration clinics, it takes place at the Washington Convention and Trade Center. This will be the sixth show in the Northwest. For more information about the show, visit www.jlclive.com.

At McFarland Cascade, the best outdoor projects start with the best materials. A manufacturer and distributor of pressure-treated lumber, composite decking and other products that are sold through quality retailers throughout the West, the company began as a producer of poles and pilings in Sandpoint, Idaho in 1916.