

For immediate release:
Oct. 10, 2008

Media Contact:
Edie Jeffers
(253) 858-2321 or (253) 686-7918

Terratec Naturals™ chosen as Top 50 Most Innovative New Product
Professional Remodeler magazine selected McFarland's new composite for honor

Tacoma, Wash.—Professional Remodeler magazine has recently named McFarland Cascade's new Terratec Naturals™ as one of its Top 50 Most Innovative New Products. The magazine featured the new eco-friendly, low-maintenance composite solution for outdoor living spaces in its September issue. Terratec is one of only 24 exterior products featured.

The magazine conceived the award to recognize new products that feature technological advancements that put a product ahead of its competitors; a significant product improvement such as a categorical shift in the product's structure or features; and other innovations that serve to increase the competition of a product line in the marketplace.

"We are pleased that Professional Remodeler magazine has recognized the uniqueness of Terratec Naturals for its Top 50 Innovative New Products issue," said Gregory Phillips, sawn product line manager for McFarland Cascade. "The company has evaluated the concept behind this composite for years, and we believe it offers an exceptional opportunity to maximize product performance using rice hulls, a natural agrifiber waste product. So it also creates a favorable environmental impact," he said.

As a byproduct of an existing major food crop, rice hulls require no new agricultural land development or additional natural resources. Recycled plastic (High Density Polyethylene), another component of the proprietary formula, is also abundant eco-friendly component. Because the addition of rice hulls makes Terratec Naturals last longer, homeowners will not have to replace decks as frequently, so fewer old decks will end up in landfills. In addition, the product is preservative- and biocide-free, more resistant to moisture, mold, stains and insects than other wood-based composite options.

Composite decking materials can contain 50 percent wood fiber or more, making them more susceptible to mold, mildew, insect infestation, rot and staining. The addition of biocides and preservatives is intended to combat these problems, but the chemicals become ineffective over time. Rice hulls contain only a trace amount of digestible nutrients and have a high silica content, which contributes to Terratec Naturals better performance without chemicals. McFarland Cascade began distributing Terratec Naturals to their Western United States market in late July after seasons of significant success in Europe.

McFarland Cascade's special composite formulation makes Terratec Naturals deck boards very dense, hard and durable. Its deeply embossed wood grain texture looks and feels like real wood, but without the splinters. The product line features two board profiles in North America; Traditional deck boards, which install with screws through the surface and Architectural boards, which use Terratec's own hidden Quick Clip fasteners.

- more -

Terratec Naturals consistently outperforms pine, cedar and wood-based composites, making it a suitable choice for most climates. To help counter the fading that happens to colors in bright sunlight, Terratec's rice-hull formulation is more UV tolerant. Unlike many wood-based composites, Terratec Naturals' colors will become a lighter shade without fading to an unsightly pale gray. Any fading will happen gradually and similarly to natural woods. To maintain the deck's appearance, only occasional washing and sweeping is necessary. No painting or staining is required.

With a 20-year prorated warranty, the product is a cost-effective, lower-maintenance and more sustainable alternative to wood.

Other McFarland Cascade's premier decking and railing products include:

- **Prefinished Tropical Hardwoods**—When nothing but real wood will do, McFarland Cascade's pre-finished Extreme Tropical Hardwood line offer richness and durability that choosy customers appreciate. Their dramatic grains and distinctive colors can add value and elegance to any home while their natural resistance to fungi and termites offer maintenance benefits.
- **Stone Decking**—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. Stone decking can be used for an entire project or as an accent.
- **DrySnap and Rain Escape**—Homeowners can maximize outdoor living spaces—even during rainy days—by transforming unsightly under-deck overhangs into dry and attractive usable spaces. Gain an outdoor living room or a dry storage space for lawn and gardening equipment, bikes, and more.
- **Cascade Railing**—Clean lines are the defining feature of Cascade Railing. It's stylish simplicity fits with modern or period architecture, making it the perfect choice for understated elegance to fit with any deck or porch. With the option of a variety of railing and baluster styles, the complete, do-it-yourself kit offers easy installation.

The company currently distributes its products to Washington, Oregon, Idaho, Utah, Montana, Northern California, Alaska and Hawaii as well as in parts of Europe.

For more information on Terratec Naturals, 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.

At McFarland Cascade, the best outdoor projects start with the best materials. A manufacturer and distributor of pressure-treated consumer 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.

#

Editor's Note: For more news releases, product photos and access to high-resolution images, visit www.mcfarlandcascade.com/pressroom.html.