Welcome to Our 1st Issue!

We are proud to welcome you to The Expert, a new e-newsletter from SBC. Over the course of the past few years, we have received numerous requests from distributors, retailers, builders and architects interested in more information about our cedar shingles and other industry news. After giving it some thought, we decided that the best way to communicate this information was through this e-newsletter. The Expert will be sent to you 3 or 4 times a year. It will contain some articles about our new products and achievements, as well as market trends, technical information and expert studies. We will also take this opportunity to create contests with prizes to win. We hope you enjoy the content that we are providing and encourage you to contact us about any improvements we can make and ideas or subjects you want us to write about.

Francis Bélanger, CA
V.P. Sales & Administration

Natural Accents Shingles

If you prefer the natural beauty of wood, SBC offers “Natural Accents” cedar shingles adding value to your home.

- Bleaching Oil
- Weathering Stain
- Maximum™ Naturaltone Cedar

In collaboration with PPG/Olympic®, SBC offers Natural Accents cedar shingles, which are kiln-dried and individually coated for maximum stain penetration and protection. Factory finishing in a controlled environment provides the finest finish available. Not only do “Natural Accents” cedar shingles save time and money, but also give instant curb appeal to any project.
SBC PEACE OF MIND WARRANTY PROGRAM: BEST IN THE INDUSTRY

SBC is improving its long-term warranty program on its factory-stained shingles by adding coverage for labor cost.

**Solid Stain**
- On stain: 10 years (1 coat) and 25 years (2 coats) against flaking and peeling
- On labor: 2 years (1 coat) and 5 years (2 coats) against flaking and peeling
- On wood: 30 years against decay

**Semi-Transparent Stain**
- On stain: 5 years against flaking and peeling
- On labor: 1 year against flaking and peeling
- On wood: 30 years against decay

**Maximum Naturaltone Cedar, Oil**
- On stain: 3 years against graying
- On wood: 30 years against decay

**Weathering Stain and Bleaching Oil**
- On wood: 30 years against decay

SBC is pleased to announce the innovative development of an installation feature to their full line of white cedar shingles. The SBC “Easy Installation System” utilizes a “nail line” embossed into each shingle to provide an instant visual guide for fastener placement, critical to a professional and long lasting application. Utilizing state-of-the-art equipment and retooling, SBC is the only white cedar shingle manufacturer providing this installation feature.

The “Easy Installation System” will provide installers with several installation features, long term cost savings, and fewer call backs. Installers will find the advantages will manifest themselves in quicker and easier installation, proper and uniform fastener placement, reduced incidents of product failure and fewer complaints caused by improper installation.

**ENVIRONMENT**

**Wood - An intelligent choice against greenhouse gases associated with climate change**

There are 2 ways to reduce greenhouse gases in the atmosphere - by reducing emissions and by absorbing and stocking CO₂. Only trees and wooden products have this unique capacity.

Trees and wooden products contribute to reducing greenhouse effect emissions. In fact, wooden constructions are the only sustainable means to stockpile these gases, with an important carbon dioxide volume - 1 m² of wood retains 1 ton of CO₂.

As trees soak up carbon dioxide from the atmosphere, we must use wood, the most abundant renewable building material we have. We must favor wood, as a sustainable construction material, rather than energy-consuming materials such as steel, concrete and plastic-heavy carbon emitters through their production.

To address climate change, we must use more wood.