



PRESS RELEASE

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FOR IMMEDIATE RELEASE

HLPA wants you to know... The top 10 reasons to buy and build with wood

(Honolulu, Hawaii), December 23, 2005- There is a wide variety of choice when it comes to buying, building or remodeling a home these days. It is a big investment and you want to insure you make the right choice. There is an easy solution to end your dilemma: Use wood. Why? Here are 10 reasons why choosing to buy or build a wood home will insure a beautiful, durable, cost efficient home that will retain it's value.

#1 Wood is Strong: Wood can offer a solid foundation for Hawaii Homeowners that is resistant to water, termite proof, and deterioration. Today's building codes require all building materials to provide the same degree of protection, even for extreme events such as earthquakes and hurricanes.

#2 Proven to be Dependable: Framework constructed with wood has an over 100-year track record of safety and dependability, that's why 9 out of 10 homes today are built with wood, making it the number one choice of homeowners and builders of dependable quality homes.

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#3 The most energy efficient building material: Wood has the environmental edge over other materials. It is the best insulator against cold and heat making it the most energy efficient. Wood reduces energy and resource use, minimizes pollution and reduces environmental impact. Wood is also the only renewable and sustainable choice. Although wood products make up 47 percent of all raw materials made in the US, its share of energy consumption during production is only 4 percent of all manufactured materials

#4 Durability to last. The durability of wood makes for stronger walls and roofs creating a home that is a comfortable and secure place to live.

#5 Wood is Beautiful: Having a solid wood framed home is a top selling feature today. Building your home with lush wood will add value and beauty to your home.

#6 Peaceful homes are made of wood. Wood reduces noise transfer between rooms. Not only will a wood home be aesthetically pleasing throughout the years, it will quiet and peaceful.

#7 Design Versatility: Due to woods versatility, a wood constructed home provides design flexibility with more room for creativity for timeless architecture to last a lifetime. It is the only building material that accommodates structural design changes easily, providing added construction options.

#8 Wood is cost-effective: Wood is the world's only renewable and sustainable building material. Wood is the only building material that uses the sun's energy to renew itself.

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#9 Easy to obtain: Wood is easy to use and widely available. The thriving economy of wood construction is one of many reasons why wood frame construction has remained the preferred method for residential construction.

#10 Added Value: Wood will maintain value in your home. Wood framed homes are recommended for strength, durability, affordability and flexibility. No other product can match wood's unique combination of benefits, and unsurpassed track record.

The Hawaii Lumber and Products Association (HLPAA) will work to bring this positive message about lumber products to the public and industry professionals on a consistent basis through education and promotion supported by widespread industry stakeholders. To find out more about the HLPAA please visit them online at www.hawaiilumber.com

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