

To: Hawaii Media
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Client: Hawaii Lumber Products Association

Photos Available Upon Request

FOR IMMEDIATE RELEASE

To tell the lumber story, the Hawaii Lumber industry created the <u>Hawaii Lumber Products Association</u> in 2003 and now has many lumber companies and affiliates representing Hawaii and North America and more are joining every month.
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MEDIA RELEASE

The *Truth* about Lumber

May 13, 2004, (HONOLULU)---The Hawaii Lumber Products Association goal is to promote lumber products based on their proven record of long term success and performance in Hawaii's construction industry. Honsador, HPM, Hardware Hawaii Ace, Plywood Hawaii and Honolulu Wood Treating are just a few of the founding members of the HLPAA. Lumber, as the only true renewable building material, provides benefits to the environment, produces sound construction economics, creates architectural flexibility and meets the highest structural engineering standards. In working to bring this positive message to the consumer in Hawaii, the HLPAA would like to dispel some **MYTHS** that may still exist about wood as a building material. To take a look at these myths, here are five **questions** that the HLPAA provides the **TRUTH** about. **Are wood preservative treatments effective against termites?** YES, Termites do not damage properly treated and installed framing lumber. Nearly all termite damage in Hawaii is to *untreated* wood products. **Is wood more expensive than other building materials?** Actually, wood is affordable, design flexible and preferred by most builders. 90% of all homes in the US and Canada are built from wood, and it is the most widely used and cost effective building material available today. **Is wood a strong building material?** Wood homes and buildings are among the oldest standing structures built by man.

The *Truth* about Lumber, cont.

Lumbers solid dimensions are extremely durable and strong. Wood framed homes in Hawaii, properly designed and treated, are built to last a lifetime. *Is lumber harvesting damaging our forests?* No, most lumber today is NOT taken from public forests, but from replanted private lands like other crops used for human use. Lumber produced from harvested trees is the only renewable and sustainable building material. *Is logging damaging to a healthy world environment?* No, there are more trees growing in the US and Canada today than 100 years ago and today's managed forestlands remove pollutants from the air and create a healthy environment. Growing forests are excellent carbon "sinks" by removing approximately 9% of total carbon dioxide emissions in the U.S., while an acre of trees can remove about 13 tons of dust and gases from the surrounding environment every year. Lumber manufacturers use about 98% of every tree harvested, processing bark for fuel and mulch, wood chemicals insuring almost complete utilization. Wood is the only building material that uses the sun's energy to renew itself. The *truth* is wood reduces energy and resource use, minimizes pollution and reduces environmental impact. The ongoing use of wood promotes forest conservation, protection and sustainability. In Hawaii, a wood framed home is a high quality home and will provide long-term values and comfort in Hawaii's climate. For more information on woods values please contact the HLPAs at 381-9821 or visit them online at www.HawaiiLumber.com.

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