





WESTERN RED
CEDAR EXPORT
ASSOCIATION



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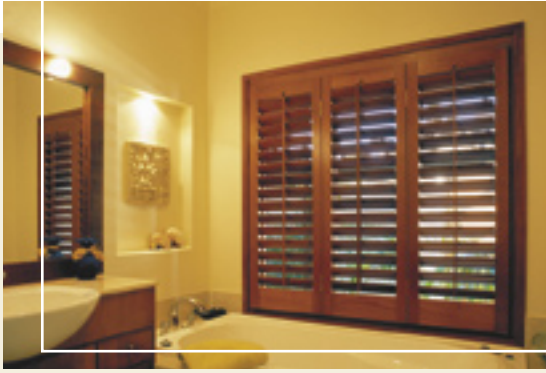


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BLINDS & SHUTTERS



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WESTERN RED CEDAR – A RENEWABLE & SUSTAINABLE RESOURCE

CERTIFIED SUSTAINABLE AND LEGAL

British Columbia is a leader in third-party sustainable forest management certification. Suppliers of Western Red Cedar are committed to high environmental standards, upholding harvesting practices that are recognized as legal and sustainable.

There are three Certification processes in use in BC; Canadian Standards Association's Sustainable Forest Management Standard (CSA); Sustainable Forestry Initiative (SFI); Forest Stewardship Council (FSC). All involve independent, qualified third-party audits that measure the company's planning, practices, systems and performance against predetermined standards.

These three certification processes all ensure that forest management promotes sustainability. They all examine how operations address a range of forest values such as biological diversity, wildlife habitat, soils and water resources. They all ensure that harvest areas are reforested, that laws are complied with, and that there is no unauthorized or illegal logging.

Customers of BC-based companies have the added confidence of knowing that certification is not a substitute for government regulation but rather an added assurance. A recent independent review found that BC is among the top of the 38 jurisdictions studied. These policies are backed by enforcement and the independent Forest Practices Board, which monitors both industry and government actions.

HARVESTS

Less than 1% of BC's Cedar growing stock volume is harvested each year, with three quarters of the harvest originating from the coastal forest areas. Clearcut harvesting is now being phased out on the BC coast. A system called variable retention, which requires retaining enough trees, snags and coarse woody debris to keep the forest structure intact, is now widely practiced. The degree of retention depends on the designated zoning of the forest. For zones in which the emphasis is on conserving old-growth, most of the trees will be retained. This may dictate leaving groups of trees or even single trees untouched.

GROWTH AND REGENERATION

Artificial regeneration of Western Red Cedar began in British Columbia in the late 1960s in association with other species. BC is aggressively replanting Cedar. An average of approximately 8 million seedlings are planted each year on the coast which represents about 15% of total coastal planting. The result is expected to be an increase in Cedar available for harvest in 70-plus years.

Old-growth remains the larger portion of BC's timber, but second-growth Red Cedar is on a steady gain. This second-growth is already being harvested for the high value wood it produces.

WHY WESTERN RED CEDAR BLINDS & SHUTTERS

WESTERN RED CEDAR HAS EXCELLENT DIMENSIONAL STABILITY MAKING IT THE IDEAL TIMBER FOR BLINDS AND SHUTTERS.

NATURAL BEAUTY

The colour variation of the grain is one of Western Red Cedar's most distinguishing features and makes it highly sought after as a material for products such as blinds and shutters. The fusion of honey-beige to deep browns and reds within a single piece of Cedar, is what makes this wood dramatic and unique. Cedar's warm colouring is complemented by a uniform, fine-grained texture with a satin lustre and knot-free appearance.

DIMENSIONAL STABILITY

Western Red Cedar has excellent dimensional stability making it the ideal timber for blinds and shutters. It has low wood density and the lowest shrinkage factor of all major softwoods. A major contributor to this stability is the fact that its moisture content at the fibre saturation point is 18 to 23%, compared to 25 to 30% in most softwoods. As a result, Western Red Cedar shrinks and swells minimally, displaying only small movements with changes in humidity.

RESISTANCE TO DECAY

Western Red Cedar heartwood is renowned for its high decay-resistance. This natural durability is attributed to the presence of extractives, mainly the thujaplicins, and to a lesser extent, the water-soluble phenolics which are toxic to a number of wood rotting fungi. Western Red Cedar has the highest durability class rating of all softwoods.

FINISHING

The lack of pitch or resinous extractives that are soluble in paint vehicles contributes to Western Red Cedar's good finishing properties. The wood takes a variety of finishes such as lacquer, varnish and paint exceptionally well. Even when choosing a solid colour finish, Western Red Cedar is still the timber of choice for blinds and shutters because of its unsurpassed performance characteristics.

WORKABILITY AND PERFORMANCE

Western Red Cedar is among the easiest timber to work with because of its straight grain and uniform texture. Its low density makes it lightweight and ideally suited for applications such as blinds and shutters. Cedar also glues well with a wide range of adhesives and gluing conditions.

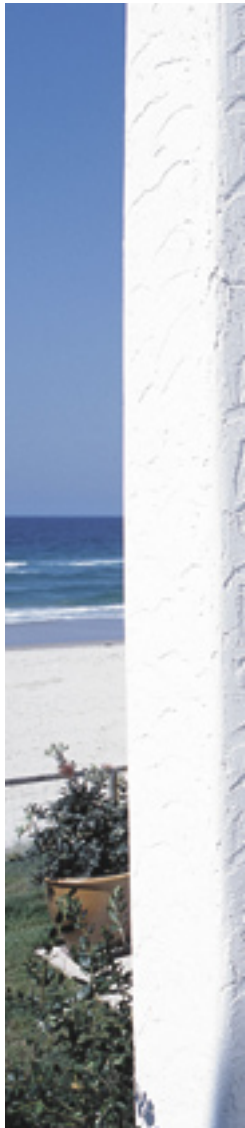
Western Red Cedar blinds and shutters create a warm and welcoming atmosphere in any home, office or commercial building. They help maintain a comfortable environment by allowing you to control the light and ventilation as well as privacy. With Cedar's own individual pattern, grain and natural colour variation, each blade has a unique beauty and character.

CEDAR BLINDS

Western Red Cedar blinds allow for excellent airflow into and throughout your rooms. They are an attractive and practical window treatment that enhance the look and feel of your home or building. Blinds that are custom-made from Western Red Cedar are durable, long-lasting and resistant to weather and warping. Due to its superior performance characteristics, Cedar blinds can be produced thinner than other timber blinds, offering greater visibility and a neater appearance when retracted.

CEDAR SHUTTERS

Whether you seek a contemporary or classic look, Western Red Cedar shutters enrich any space. In addition to its use as window coverings, Cedar shutters work exceptionally well as room dividers or door panels due to the stability of the species. Western Red Cedar's low-density wood is knot-free and its grain is receptive to lacquer, varnish or stains. Cedar offers excellent colour retention when sealed (coated) and can be colour-matched to any pastel colour.





ALMOST ANY SHAPE IS ACHIEVABLE SO YOU ARE FREE TO INCORPORATE THE MOST IMAGINATIVE DESIGNS.

SHUTTER STYLES INCLUDE:

- bi-fold
- lift-out
- hinge-panel
- sliding panel
- curved

THE AMAZING VERSATILITY OF BLINDS AND SHUTTERS

