



Beautiful Benefits

Aesthetically, there is no substitute for the natural beauty of Real Cedar. Imbued with decidedly crisp, yet superbly rich tonal properties, Real Cedar offers a depth of texture and color competitors can't match. Sure, many composite manufacturers try to duplicate cedar's natural beauty — right down to the fake "grain" and embossed knots. Furthermore, these plastic imitators make a lot of low maintenance claims. But no warranty can match cedar's proven performance and undeniable elegance. **Nothing else looks, smells, feels or lasts like Real Cedar.**



Dollars and Cents

From an energy savings perspective, **Real Cedar offers more bang for your building buck.** That's because the wood's unique cellular structure creates far greater insulation than other materials, including brick and concrete. As such, buildings that feature cedar paneling, ceilings or siding tend to stay cooler in the summer and warmer in the winter. Bonus: Cedar also has excellent sound suppression and absorption qualities.



Superior Siding

Real Cedar siding comes in a wide range of patterns and grades — so you're sure to find one exactly right for your home's architectural style as well as your budget. Cedar siding is also renowned for its versatility and capacity to enhance other materials, making it the natural choice for renovations — whether you're restoring a heritage home or upgrading a contemporary bungalow. So go head... express your individuality with Real Cedar, the siding of choice.



Dynamic Decks

A deck of durable Real Cedar is a beautiful way to extend your living space to the outdoors. And if you're concerned about chemically treated woods, good news! Unlike other products, western red cedar boasts its own unique "grown-in-the-wood" preservative, eliminating the need for further chemical treatment. That said, Real Cedar can be easily finished with a variety of stains or left to age gracefully — in which case, it will take on a stunning silver patina of its own. Added bonus: Despite possessing all these superior performance properties, **Real Cedar decking actually costs less than plastic composites.** On top of everything else, with less than half the swelling and shrinking tendency of other products, your cedar projects will last... season after season.



Backyard Bliss

As for outdoor living, **Real Cedar has been the craftsman's choice since the dawn of backyard BBQing.** And today, cedar offers you even more choices with patterns, sizes and precut assemblies to simplify all your landscaping additions. However, many homeowners begin with the deck and then add complimentary railings, stairs, benches and planters, and to complete the "yardscape", a touch of romance: arbors, trellises and gazebos.

The Green Choice

Only wood comes from a renewable, biodegradable resource.

It grows from the earth, is harvested, manufactured and used for decades or even centuries. Then, when it's useful lifespan is ended, it returns to the earth. This natural life cycle explains why Real Cedar siding is the environmentally sound choice when compared with alternative materials.

In fact, independent studies have determined that wood outperforms steel, concrete and composites in the following categories:

• Energy Efficiency

Wood products require much less energy to produce than concrete or steel — that's according to an independent study that compared how much energy is needed to obtain, manufacture, transport and install building materials for identical wood frame, steel frame and concrete houses.

• Recycling Advantage

As the world's only renewable building material, wood can not only be recycled, but regenerated as well. In fact, forest managers have been replacing harvested trees so diligently in that last few decades that North American Forests have actually grown by 20% since 1970.

Environmental Impact

While other building materials generate greenhouse gasses, western red cedar actually removes greenhouse gasses from the atmosphere. Furthermore, forest regeneration also creates more trees — which ultimately benefits the environment because as these saplings grow, they take in carbon dioxide and release oxygen.



Western Red Cedar – A.K.A. “The Tree of Life”

Question: Is it any wonder why western red cedar is often referred to as the “tree of life”?

Answer: No, not when you consider how this beautiful and durable species has been enriching the lives of people for centuries, and continues to do so on a worldwide scale. In fact, the more environmentalists, architects, builders, designers and DIYers learn about the virtues of this sustainably harvested wood, the more accurate this nickname becomes.

Indigenous to Oregon, Washington, Alaska, northern Idaho and British Columbia, western red cedar and its enduring characteristics were originally put to the test by the First Nations people of the Pacific Northwest. They relied on WRC’s workability and weather resistant properties to construct (among other things), their totem poles as well as their majestic cedar longhouses — many of which are still standing today as a testament to WRC’s legendary longevity. So why does western red cedar boast so much lasting power? Simple. Unlike any other building materials, WRC is inherently resistant to moisture, decay and insect damage.

Cedar is also a pleasure to work with — regardless of what tools you have at your disposal. That’s because it’s lightweight, easy to handle and install. A dimensionally stable wood, it lies flat, stays straight, and retains fasteners. As well, it can be cut, shaped, planed, sanded, nailed and glued with relative ease. So now, even in this age of synthetic materials and modern machinery, people still choose western red cedar for their projects.

We’ve Got Plans for You!

With so many dimensions, surface textures and grades to choose from, Real Cedar really is Nature’s own mix-and-match material.

Ergo, the project options are boundless. No need to get overwhelmed though — we’ve got you covered! Just visit RealCedar.com for our comprehensive series of detailed how-to-guides, downloadable building plans and inspirational photo galleries — all free at the click of a mouse.

About Us

The Western Red Cedar Lumber Association is a Vancouver (Canada) based non-profit association representing quality producers of Western Red Cedar lumber products in British Columbia, Washington and Idaho.

Founded in 1954 and known as “the voice of the cedar industry”, the WRCLA operates customer service programs throughout Canada and the United States to support its members’ cedar products with information, education and quality standards. In addition to its Vancouver headquarters, the WRCLA has field offices in Washington and Oklahoma where our cedar specialists offer a Cedar Advisory Service for specifiers, builders and other cedar consumers. When customers have a question about cedar, the answer is just a phone call away.



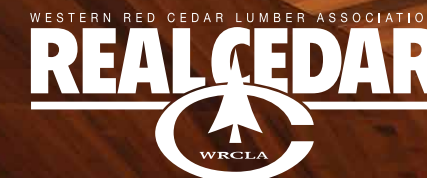
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