



**Contact:** Kristin Campbell-Salamone  
or Camille Dager  
Harris, Baio & McCullough  
215-440-9800

[Kristin@hbmadv.com](mailto:Kristin@hbmadv.com) or [Camille@hbmadv.com](mailto:Camille@hbmadv.com)

For Immediate Release

**Ecolife™ Stabilized Wood Now Available In Florida**  
*New Technology Gives Consumers Long-Lasting Natural Beauty of Wood  
With Less Maintenance*

Bartow, Florida, July 23, 2007 – Sunbelt Forest Products, announces the launch of **Ecolife™**, a revolutionary stabilized wood containing a new generation non-metallic, carbon-based preservative plus wood stabilizing polymer system. An established innovator in the treated wood market, Sunbelt Forest Products is the first wood treater in the United States to launch this technology advancement to the general construction market.

**Ecolife** offers consumers the natural beauty of real wood combined with advancements in weathering protection, fastener performance and environmental attributes. **Ecolife** treated wood is available in Florida beginning in July.

“**Ecolife’s** preservative plus wood stabilizer technology significantly improves the weathering performance of preserved wood, while providing reliable protection against decay and termites.” says Carl Holland, president of Sunbelt Forest Products, “This improved performance means reduced checking, cracking, cupping and warping, as well as less overall maintenance for home owners.”

“We know consumers love real wood, but concern about weathering and the need for extensive maintenance made some people shy away from using it in their decks and other outdoor structures,” said Don Hayes, sales manager for Sunbelt Forest Products “**Ecolife’s** stabilizer treatment will allow those customers to enjoy the beauty of real wood again.”

Results from accelerated weathering tests simulating two years of Florida weathering show that the stabilizer in **Ecolife** reduces cracking and splitting by approximately 90% compared to traditional treated wood.

In addition to its superior weathering performance, **Ecolife’s** non-metallic preservative plus polymer stabilizer treatment, also provides improved fastener performance with a wide range of fastener systems and is no more corrosive to fasteners and fittings than untreated wood. **Ecolife** is also non-corrosive to aluminum and can be used in direct contact with aluminum building products.

**Ecolife™** treated wood is described in ICC-ES ESR report 2067 meeting all major model building code requirements and can be used for any interior or exterior above ground application where performance against the effects of weathering, decay and termite attack is required. Applications include decking, railings, fencing, steps, gazebos, outdoor furniture, play ground equipment, docks and piers, trellis and lattice work, structural framing, outdoor joist supports, wood siding and wood trim.

All **Ecolife** products will be competitively priced compared with other treated wood products, which are significantly less expensive than plastic and wood/plastic composite materials.

“**Ecolife** will offer my customers a choice in decking materials that offers better weathering and less maintenance at a lower price compared to expensive plastic composite products,” said Don Hayes. “Real wood is back.”

**Ecolife** is now available at local lumberyards and wood distributors in Florida. For more information about **Ecolife**, visit [www.treatedwood.com](http://www.treatedwood.com).

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