

## GREEN by Belco Forest Products

Residential green building is losing its' trend status and fast becoming the future of the building industry. It is clearly the future as evidenced by a recent McGraw-Hill Construction survey.

The major findings of the survey, which was co-sponsored by the National Association of Home Builders (NAHB), include:

- The residential green building market is expected to be worth \$12 billion to \$20 billion (6% to 10% of the market) this year.
- In five years (2012), the market is expected to double to 12% to 20% market share, or \$40 billion to \$70 billion.
- 40% of builders think green building helps them market their homes in a down market.
- Quality has emerged in this down market as the most important reason for building green. Previously, builders were motivated by energy cost savings of green homes and doing the right thing, which still came in #2 this year. This is likely due to green home marketing and how it improves quality of life.

Belco is making this market opportunity top priority and are committed to keeping our customers competitive in this new, ever-changing, marketplace.



### Belco's Green Product Line-up:



Wood Treated Right™

Belco Forest Products is the exclusive Northwest provider of FrameGuard® wood coating. FrameGuard® contains a blend of anti-mold chemicals and borate technology that protects wood products against mold, fungi and termites. A recipient of numerous honors, FrameGuard® was the only building product to be awarded a 2007 Green Building Award by the National Association of Home Builders at its annual NAHB Green Building Conference. Developed by Arch Chemicals, FrameGuard® treated wood has also been recognized for its green characteristics by the Green-Spec® directory of environmentally preferable products and earned the coveted GREENGUARD® Indoor Air Quality certification. Belco offers FrameGuard® exclusively through Belco Custom Services and applies FrameGuard® at our wood coating application facility located in Shelton, WA.



**ARMOR COAT™**  
TRIM & FASCIA

Armor Coat Trim & Fascia is a premium, factory primed, water-borne acrylic coated whitewood product. Armor Coat's Proprietary Primer Formulation emits 87% less VOC's (Volatile Organic Compounds) than our Alkyd based competitors. Among other ill-effects, VOC's are strong contributors to air pollution and global warming. Armor Coat's Water-Borne Technology is also less susceptible to chronic decay and thus will not continue to pollute the atmosphere



By buying products with the FSC label you are supporting the growth of responsible forest management worldwide

Belco maintains a full line of FSC-certified dimensional framing lumber, including plywood sheathing and underlayment. The Forest Stewardship Council is an international organization that brings people together to find solutions which promote responsible stewardship of the world's forests. Belco completed the Chain-of-Custody (CoC) certification process and offers FSC-certified framing lumber with the FSC logo.