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KLEER LUMBER ACHIEVES RECYCLED CONTENT CERTIFICATION FOR CELLULAR PVC TRIMBOARD

Scientific Certification Systems Approves Kleer Product Line For Recycled Content Certification

WESTFIELD, MA, June 5, 2009 – Kleer Lumber, LLC, an industry-leading manufacturer of extruded free foam cellular PVC building products, proudly announces its product line has achieved recycled content certification for cellular PVC trimboard. The certification has been awarded by Scientific Certification Systems (SCS), the leading US-based third-party certifier of environmental claims. SCS certifications are recognized by organizations like the U.S. Green Building Council and National Association of Home Builders.

“This certification represents Kleer Lumber’s interest in improving the environment wherever possible while maintaining our commitment to producing cellular PVC building products of the highest quality,” said Walt Valentine, president, Kleer Lumber. “Understanding how rigorous the certification process would be, I asked Margaret Price-Sims to be the liaison between our manufacturing team and the SCS to achieve the certification without compromising Kleer’s reputation for quality and consistency.”

Working with the industry’s best PVC recyclers, Kleer engineers were able to develop exact specifications for the recycled cellular PVC to be used in the product. Once identified, Kleer partnered with its primary raw material suppliers through multiple product development and testing cycles to determine the optimum formulation that would insure the Kleer product would continue to deliver the tight cell structure and tolerances customers have come to associate with the Kleer product.

“Historically, the perception has been that product quality and consistency decline when recycled material is integrated into plastics formulation and extrusion,” said Rob Shugdinis, vice president, manufacturing, Kleer Lumber. “Since Kleer is known as a high-quality, consistent product with a tight cell structure and extremely tight dimensional tolerances, it was imperative we develop a formula using recycled content that met these same high standards our end-users have come to expect from Kleer products.”

“SCS certification shows that Kleer has submitted its trimboard products to rigorous scientific review by an independent third-party,” said Ed Wyatt, SCS, “customers can be sure that the product label represents the factual percentage of recycled PVC content.”

Lumber dealers will be able to identify the SCS Recycled Content certification mark on Klear literature and product packaging. Further verification of SCS certification can be found on the SCS website at www.SCScertified.com.

Klear™ PVC trimboards and other PVC building products are available through Klear dealers and distributors. More information on the breadth of the Klear product line can be found at www.kleerlumber.com.

About Klear Lumber, LLC

Klear Lumber, LLC is an industry-leading manufacturer of free foam cellular PVC building products located in Westfield, Massachusetts. Its flagship product, Klear™ Cellular PVC Trimboard, is available through an exclusive dealer network designed to serve the residential and commercial building and remodeling markets with a premium level of service and a commitment to cellular PVC building materials. More information on Klear Lumber, LLC can be accessed at www.kleerlumber.com.

About Scientific Certification Systems

SCS is a global leader in independent certification of environmental, sustainability, food quality and food purity claims. Over two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental improvements, social accountability and product performance. Its programs span a wide cross section of the economy, recognizing accomplishments in agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, consumer and business product manufacturing, and corporate social responsibility. SCS was the first company to offer manufacturers a program for verifying the accuracy of environmental claims on products. For more information and a list of certified products, please visit www.SCScertified.com.

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