



## **NEWS RELEASE**

**For more information, contact:** Nisha Vyas Mahler  
Tel: 760-603-9100  
E-mail: mahlern@lumber.com

### **LIFETIME LUMBER® TECHNOLOGY EMBRACED BY CITY OF ENCINITAS FOR OLIVENHAIN LONE JACK ROAD TRAIL FENCING**

**Encinitas, Calif. March 11, 2008** – When the Encinitas Trail Coalition and Parks and Recreation Department sought to replace the fencing along the Olivenhain Lone Jack Road Trail in Encinitas, Calif., they found an innovative, attractive and durable option in sustainable LifeTime Lumber® fencing. LifeTime Lumber is an eco-friendly wood alternative that has the look and feel of wood without its maintenance requirements.

Manufactured by Southern California-based Century Products LLC, LifeTime Lumber is composed of, among other materials, recycled fly ash – an inert waste product from electric utility plants. LifeTime Lumber has working properties similar to those of wood, and can be sawed, as well as screwed and nailed together, with regular woodworking tools.

In the case of the Lone Jack Road recreational trail, the one-year-old barrier that had been installed along the trail to separate walking, biking and horseback riding trail-users from cars along the roadway was in some instances a hazard for motorists that came into contact with the fencing. The City of Encinitas Parks and Recreation Department and the Encinitas Trail Coalition felt it was vital to have community involvement in the discussion about a replacement material, and the citizens of Olivenhain looked at several products for the trail's fencing needs. In a unanimous vote at a town hall meeting, the residents selected LifeTime Lumber for its attractive wood appearance, architectural properties, longevity and high content of recycled material.

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In fact, LifeTime Lumber products conform to recycled content criteria under the Leadership in Energy and Environmental Design (LEED®) Green Building Rating System™. LEED is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings. LifeTime Lumber has also received recycled content certification; it meets the necessary criteria for recycled content claims based on internationally recognized standards and guidance established by the International Organization for Standardization and the US Green Building Council.

The Encinitas Trail Coalition, a non-profit organization that advocates for open space in Encinitas, also liked the architectural presentation of LifeTime Lumber and found the detailed wood grain appearance and color offerings to be far superior to other composite fencing materials. The attractive finish of LifeTime Lumber looks crisper and classier than competing materials, according to the coalition. The City of Encinitas Parks and Recreation Department's main objective in replacing the existing fencing was to provide a safe, environmentally friendly barrier. Both organizations found an attractive, durable solution in LifeTime Lumber.

LifeTime Lumber is an excellent alternative to pressure treated materials that can leach toxic chemical compounds into the earth. While wood or vinyl products used in fencing applications often warp, sag or become brittle during prolonged exposure to the elements, Lifetime Lumber is not affected by weather, and offers a mix of strength, durability and flexibility, as well as resistance to water absorption, mold, mildew and rot.

"Its unique architectural properties and attractive overall appearance made LifeTime Lumber the fencing material of choice for the Encinitas Parks and Recreation Department and Trail Coalition, as well as Olivenhain residents," said Nisha Vyas Mahler, vice president, Century Products. "I am confident that all three parties will be very pleased with the fencing's appearance and performance for years to come."

LifeTime Lumber is offered in a natural brown, as well as white, black, sage and gray. Each piece has a distinctive wood grain pattern that creates an aesthetically pleasing finished product. The sage color was favored by Olivenhain residents at the town hall meeting, and was selected for the Lone Jack Road Trail project. LifeTime Lumber fence installation began in January and is scheduled to wrap up in March.

Formed in 2002, Century Products LLC has invested several years of research and development work into perfecting its LifeTime Lumber® product. It now manufactures and sells LifeTime Lumber boards in several sizes, lengths and colors for use in the residential and commercial decking and fencing markets, as well as the equestrian fencing market.

For more information about LifeTime Lumber, visit: [www.ltlumber.com](http://www.ltlumber.com), or call 760-603-9100.

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LifeTime Lumber® eco-friendly wood alternative was selected for fencing along the Olivenhain Lone Jack Road Trail in Encinitas, Calif. In a unanimous vote at a town hall meeting, the residents selected LifeTime Lumber for its attractive wood appearance, architectural properties, longevity and high content of recycled material.