



**WOOD
THAT
WORKS** TM



AMERICAN LUMBER
— WALDEN, NY ★ SINCE 1918 —
REHOUSE IS YOUR WA

You're not asking too much from your fingerjoined primed pine. You just need a product that can deliver.

Introducing **ArmorCore**,™ primed pine trim that actually does what you need it to.

- **GUARANTEED NOT TO ROT**
- **TERMITE-RESISTANT**
- **NO RAISED GRAIN**
- **WARRANTY FOR REALITY™**
- **PROVEN FIELD PERFORMANCE**



THE ARMORCORE™ DIFFERENCE.

The modern heavy-metal-free protection that makes ArmorCore™ unique is used all around the world and has been installed in the US for over 10 years without a known failure. This is a claim that no other treatment can make.

IT'S TIME FOR WOOD THAT WORKS.™



THE ARMORCORE™ STAND

Your exterior primed pine trim shouldn't be a source of anxiety. But for too many dealers, it is. You're paying more for trim that is protected. You should get protection-inside and out-that you and your customer can rely on. It's time to get what you paid for.

IT'S TIME FOR WOOD THAT WORKS.™

ArmorCore™ Key Attributes:

SUPERIOR FIBER

FSC-Certified® New Zealand Radiata

SUPERIOR TREATING

- Protects against rot and insects
- Stabilizes wood against weathering
- Pressure treated - protects to the core
- Leach-resistant
- No heavy metals
- 30-Year Manufacturer's Warranty

SUPERIOR COATING

- Two-coat alkyd priming system
 - Reversible - two faces with no raised grain
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For the lifetime of the warranty, when used as directed, ArmorCore:

WILL NOT ROT, WILL RESIST INSECTS and WILL BE FREE OF RAISED GRAIN.



WHAT IS A WARRANTY WORTH?

What good is a treatment's warranty when it's voided by 'moisture infiltration'? If a treated product rots when it gets wet, what was the point of treating it?

Under the ArmorCore™ Warranty for Reality™ from Arch Chemicals / Lonza you have up to 12 months after installation to apply a topcoat. Good faith maintenance of paint is required, but you don't get a 15-page book of rules about how to maintain an impervious coating – within the 30-year warranty period, as long as bare wood isn't exposed, you're covered.

All primed trim warranties can be voided by failure to properly protect cuts, but it happens. ArmorCore™ offers a greater degree of durability than alternatives when the installer *doesn't* follow instructions. Warranties are well and good, but it's better to just not get the call-back.

NOTE: Note: ArmorCore™ not approved or warranted for ground contact.

ARMORCORE™ VS. OTHER PROTECTED TRIM

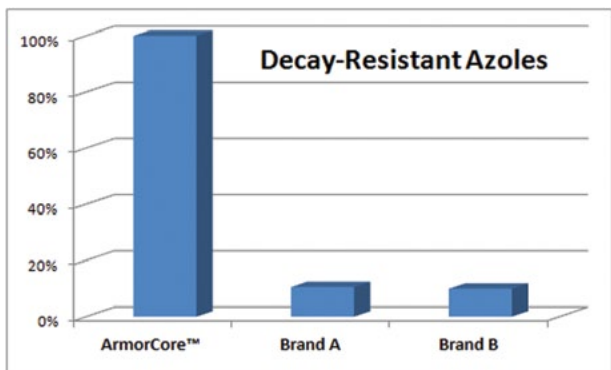
ArmorCore™ competes against popular brands with other treatments, including so-called “borate” spray-on treatments.

HERE'S HOW THEY STACK UP

SOURCE: ARCH CHEMICAL / LONZA	ArmorCore™	Spray-On Brands
Leach-resistant wood stabilizers	YES	NO
Retention Levels of Active Ingredients	Meet or Exceed Comparable AWPA Standards	Fall Short of Comparable AWPA Standard
Warranty Subject to Paint Condition?	NO	Strictly subject to paint maintenance

Ultimately, the efficacy of a treatment depends on the retention levels of the active ingredients in the wood.

HOW CLOSE DO THESE BRANDS COME TO MEETING AWPA UC3B STANDARDS?



*Azole retention as compared with that in AWPA-approved PTI treatment, which uses the same active rot-resisting ingredients. The AWPA has not been asked to approve the treatments in ArmorCore™ or the compared brands. Tests performed by independent lab, available upon request. Where multiple tests of same competing brand were available, highest (best) result is shown.



**You're paying more for trim that is
"protected," so why are you still fielding
call-backs about rotting boards?**

IT'S TIME FOR WOOD THAT WORKS.™



OUR WAREHOUSE IS YOUR WAREHOUSE.™

800 431 7608 | WWW.AMERICANLUMBER.COM

PART OF THE ARMORCOAT™ LINE OF PRIMED TRIM

