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LifeTime Lumber Debuts at IBS 2010

Eco-friendly wood-alternative lumber offers aesthetic attributes of wood while solving the problems of degradation, weathering and perpetual maintenance

San Diego – LifeTime Lumber® (www.lifetimelumber.com), a low-maintenance, eco-friendly and fire-resistant deck, dock and fence material launches next week at the International Builders' Show (IBS) 2010, January 19-22 in Las Vegas. LifeTime Lumber is a unique, wood-alternative lumber made from inert material recovered from the electric power generation industry. Ideal for building decks, docks and fences, LifeTime Lumber offers the aesthetic attributes of wood, while solving the problems of maintenance, degradation, and weathering.

At IBS 2010 visit LifeTime Lumber at their demonstration deck on the "[Highlander](#)" home at IBS Show Village. Or learn more about them at their Show Village sponsorship page, <http://pbshowvillage.com/sponsors/life-time.php>.

What is LifeTime Lumber

Containing no wood, plastic or PVC, LifeTime Lumber is something completely new for the building industry – thermoset polymers combined with recycled mineral filler. A breakthrough in materials science, LifeTime Lumber is made from a patented mixture of fly ash, a non-hazardous inert material recovered from the electric power generation industry, and polyurethane.

The resulting wood-alternative lumber for decking, docks and fences contains no wood unlike many of the wood plastic composites lumbers, and therefore it will not rot, be affected by termites, support mold and mildew, absorb water or significantly expand or contract. Because of these features LifeTime Lumber is a win-win for builders and homeowners looking for the unique properties of fire and mold-resistance as well as a material that is impervious to termites and dry rot, all combined in an easy-to-use, color-fast, green building material product.

“LifeTime Lumber is a highly versatile material with working properties similar to those of wood, and can be sawed, as well as screwed and nailed together with regular wood working tools,” said Jim Mahler, president of LifeTime Lumber. “In fact, this new concept in wood replacement products is very easy to use as it is 25 percent lighter than other lumber composite products, and requires no special installation instructions. LifeTime Lumber 2”x 6” inch boards in a deck application have a joist span rating of 24 inches, so there is less material and time spent in construction.”

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Manufacturing a better deck, dock and fencing material

LifeTime Lumber envisioned developing a better building material that would deliver a solution to the inherent problems of degradation, weathering and perpetual maintenance experienced by wood-plastic composites and traditional wood lumber. To reach this vision, LifeTime Lumber applies cutting-edge materials science that delivers game-changing products to the building materials market. Made from inorganic byproduct materials otherwise deemed as waste, LifeTime Lumber is able to offer consumers this unique product.

Greener alternative-wood

A sustainable product with an ultra-strong internal molecular structure made from a majority of reclaimed minerals, LifeTime Lumber complies with LEED requirements contributing valuable points in the LEED 4.1 and 4.2 categories. This rating is based on the large amount of recycled content and reduced energy required for production of LifeTime Lumber. A lower carbon footprint material via a greener manufacturing process delivers a unique category of engineered lumber to the market.

Certified Fire Resistant

In October 2009, LifeTime Lumber was fire code approved for use throughout California's rural Wildland-Urban Interface Areas (WUI); areas where properties and communities are adjacent to or surrounded by wild lands and potentially subject to wildfires. All certified building products for use in such zones must pass specific, strict performance requirements that ensure a reasonable level of exterior wildfire exposure protection for buildings and their surroundings. Earlier in 2009, LifeTime Lumber was also fire code approved for use in San Diego County.

"We are proud that our products meet fire codes naturally – without the use of fire retardants that can be detrimental to the environment," said Nisha Vyas, vice president. "LifeTime Lumber products provide homeowners low-maintenance living through the benefits of safe, eco-friendly wood-alternative lumber."

About LifeTime Lumber

LifeTime Lumber® is a unique, non-hazardous composite made from material recovered from the electric power generation industry. Ideal for building decks, docks and fences, LifeTime Lumber offers the aesthetic attributes of wood, while solving the problems of degradation, weathering and perpetual maintenance. Importantly, the material is neither a wood nor a plastic, but rather a mineral filler created with polyurethane and fly ash which prevents rot, pest damage, mold, mildew and flammability. LifeTime Lumber is also eco-friendly as it is made from 65 percent recycled material, reduces the need for logging, emits no toxicity and uses less energy than other composite processes.

For additional information visit www.lifetimelumber.com, or call 760-603-9100.

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