



NuCedar Mills

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COMPANY OVERVIEW

ABOUT NUCEDAR MILLS, Inc.

Located in Chicopee, Massachusetts, NuCedar Mills, Inc. is the first company in the building materials industry to manufacture cellular PVC architectural siding. NuCedar's Classic Clapboard™ is the only clapboard siding milled from solid boards of cellular PVC to replicate the classic beveled profile of the finest vertical-grain Western red cedar.

NuCedar's 53,000 square foot, state-of-the art factory utilizes fully integrated, in-line ripping, milling, parting, coating and packaging capabilities to create the highest quality products with unprecedented strength, durability and performance. With a Just In Time (JIT) production and inventory strategy, NuCedar Mills saves warehouse space and reduces costs for the company and their distributors.

NuCedar Mills was founded by two leading building industry professionals, Tom Loper and Andy Sears. Both Tom and Andy have extensive backgrounds in cellular PVC manufacturing and distribution, and have creatively introduced the only siding system that combines the classic beauty of beveled cedar and the durability of cellular PVC.

Given the capacity constraints in the marketplace regarding cellular PVC sheet, it is important to note that in August of 2006, Jain Irrigation Systems Ltd. (Jalgaon, India), the largest manufacturer of PVC sheet in the world, acquired 51% controlling interest in NuCedar Mills, Inc., thereby ensuring a steady source of supply for NuCedar's aggressive market strategy.



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CORPORATE FACT SHEET

YEAR INCORPORATED : 2005

CORPORATE HEADQUARTERS

NuCedar Mills, Inc., 1000 Sheridan Street, Chicopee, MA 01022

Toll Free Phone: 866.393.8883
Phone: 413.593.8883
Fax: 413.593.8955
Email: info@nucedar.com
Website: www.nucedar.com

DIRECTIONS

From Mass Turnpike, East or West:

- o Massachusetts Turnpike (I-90) to Exit 5 towards Route 33/Chicopee.
- o Turn left onto Memorial Drive / MA 33.
- o Drive 0.5 miles and turn right onto Westover Road following signs to Westover Air Force Base.
- o In 0.8 miles, turn right onto Padgette Street at the blinking light.
- o NuCedar is the first building on the right immediately after the stop sign at the intersection of Padgette and Sheridan Streets.

KEY EXECUTIVES

Tom Loper, President and CEO
John Gugliotta, Vice President, Operations
Joe DeMarco, Director, National Accounts
Vikki Lenhart, Director, Marketing and Supply Chain

KEY PERSONNEL CONTACT

Vikki Lenhart, Director Marketing & Supply Chain
413.593.8883 ext. 11
vlenshart@nucedar.com

PRESS CONTACT

Ryan Lawrence
Yellow Steel, One Cate Street, Portsmouth, NH 03801
P: (603) 436-7940 ext. 103
lawrence@yellowsteel.com



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NUCEDAR MILLS EXECUTIVES

TOM LOPER – President and CEO: Tom Loper brings more than 25 years of operating experience in the building materials, office furniture and office supplies industries. Prior to NuCedar Mills, Tom was President and CEO of Klear Lumber, Westfield, MA; Area Vice President, Herman Miller, Inc. Holland, MI; President of Business Interiors, Boston, MA; and Vice President, Sales and Marketing, Avery Dennison, Waltham, MA.

JOHN GUGLIOTTA – Vice President, Operations: John Gugliotta has over 30 years of operations and manufacturing experience with top industry related manufacturers. As Vice President, Operations, John provides overall direction and guidance to the operational activities of NuCedar Mills. Prior to joining NuCedar Mills, John served as an operations consultant with Klear Lumber, Westfield, MA and has held senior management positions with Lifeline Systems, Inc., Framingham, MA; and Johnson & Johnson, Westwood, MA. John was awarded the “Shingo Prize for Manufacturing Excellence” while Vice President of Operations and Manufacturing at Lifeline Systems, Inc.

JOE DeMARCO – Director, National Accounts: Joe DeMarco has over 12 years of sales experience in the building materials industry. As Director of National Accounts, Joe is responsible for the overall coordination, functional management and leadership of all National Account activities. Prior to joining NuCedar Mills, Joe was Director, Sales at Klear Lumber, Westfield, MA, and has worked with leading industry companies including UBS and James Hardie.

VIKKI LENHART – Director, Marketing and Supply Chain: Vikki Lenhart has over 10 years of marketing experience with industry leading companies. As Director, Marketing and Supply Chain, Vikki oversees the development of policies, procedures and objectives for marketing the NuCedar Mills’ product line. Vikki is also responsible for product and service development, pricing, marketing communication and advertising. Prior to joining NuCedar Mills, Vikki worked with leading brands such as Spalding Sports, Chicopee, MA; Yankee Candle, South Deerfield, MA; and leading cellular PVC trimboard manufacturer Klear Lumber, Westfield, MA.



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PARTNERSHIPS AND AFFILIATIONS

JAIN IRRIGATION SYSTEMS Ltd.

In August of 2006, Jain Irrigation Systems Ltd., the largest manufacturer of PVC sheet in the world, acquired 51% controlling interest of NuCedar Mills. "Having a strong partnership with the largest PVC sheet manufacturer in the world allows us to scale very quickly in this exciting new market," said Tom Loper, President and CEO of NuCedar Mills. Combining the highest quality of cellular PVC sheet from Jain with state-of-the art milling capabilities, NuCedar Mills is positioned to address emerging building industry demand for cellular PVC siding, trim and architectural mill-work.

About Jain Irrigation Systems, Ltd.:

With their corporate office located in Jalgaon, India, Jain Irrigation Systems, Ltd. was founded in 1963 and began manufacturing PVC pipe in 1980 to support rapid growth of their patented slow drip irrigation system. By 1997, Jain Irrigation Systems, Ltd. was the largest single producer of PVC pipe in the country and today is the largest PVC sheet manufacturer in the world. The company has received four International, 99 National, 28 State and nine Institutional Awards for outstanding performance in Fair Business Practices, Entrepreneurship, Research and Development and Exports. Jain is certified ISO ISO-9001-2001 accredited by RWTUV, Germany. Additional information about Jain Irrigation can be obtained at www.jains.com.

SHERWIN-WILLIAMS™

For decades, Sherwin-Williams™ has been a key provider of durable paint finishes, and color choices for consumers and builders. NuCedar Mills partnered with Sherwin-Williams for their expertise with coating technologies and ability to provide superior exterior finishes that withstand the weather and test of time. "We were the first company to ask Sherwin-Williams to apply Polane® polyurethane to cellular PVC," said Tom Loper, President and CEO of NuCedar Mills. "Sherwin-Williams is a perfect match for NuCedar Mills as they have the most durable finish we could find for our cellular PVC clapboard siding and trimboard."

NuCedar's Classic Clapboard™ is available factory finished with Polane® polyurethane from Sherwin-Williams a unique, two-part coating that chemically hardens to an impenetrable barrier. NuCedar's Satin Color Collection™ includes 17 popular and 5 historical color combinations and all NuCedar Mills' products can be ordered in 1,400 custom colors to match any of the Sherwin-Williams Duration™ paint colors.

About Sherwin-Williams:

Founded in 1866, Sherwin-Williams is the largest producer of paints and coatings in the United States and among the world's largest engaged in the manufacture, distribution and sale of coatings and related products to professional, industrial, commercial and retail customers. Sherwin-Williams manufactures and markets innovative interior and exterior paints for residential and commercial coatings. For more information about Sherwin-Williams, visit www.sherwin-williams.com.



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CONSULTANT

JEREMIAH ECK, FAIA

Jeremiah Eck, FAIA is a passionate advocate for better-designed homes, author and a Partner of Eck | MacNeely Architects, Inc. in Boston, Massachusetts. After seeing an advertisement for Jeremiah's book *The Face of Home* that focuses on exteriors of homes, President and CEO of NuCedar Mills Tom Loper immediately knew he had to contact Jeremiah. "Timing was everything," said Loper. "Jeremiah was looking for a siding product that combined aesthetics, performance and durability." Tom and Jeremiah met several times after their initial phone conversation and Jeremiah recognized the advantages, classic look and timeless design that NuCedar's Classic Clapboard offers.

"The product was waiting to happen and it's clear that cellular PVC clapboard is the next step in the evolution of wood substitutes," said Jeremiah. As Industry advisor for NuCedar Mills, Jeremiah provides insight and feedback regarding product development and marketing for the company.

About Jeremiah Eck and Eck | MacNeely Architects, Inc.:

Eck | MacNeely Architects, Inc. in Boston, Massachusetts, (formerly Jeremiah Eck Architects) was established in 1975 and has been providing clients with high quality designs ever since. Jeremiah Eck is the senior partner of Eck | MacNeely Architects Inc. and author of *The Distinctive Home* (2003) and *The Face of Home* (2006). He is also a fellow of the American Institute of Architect, landscape painter and a former lecturer in architecture at the Harvard Design School. More information about Eck | MacNeely Architects, Inc. can be obtained at www.eckmacneely.com or by calling 617-367-9696.



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DISTRIBUTORS

NEW ENGLAND LUMBER SPECIALTIES

NuCedar Mills turned to New England Lumber Specialties because of their leadership and success with cellular PVC trimboard. “Who better to partner with than Andy Sears and his team at New England Lumber Specialties, one of the pioneers of the cellular PVC trim market,” said Tom Loper, President and CEO of NuCedar Mills. “NuCedar Mills would not be where it is today without the leadership and guidance that New England Lumber Specialties has provided.”

Conveniently located in West Springfield, Massachusetts, New England Lumber Specialties provides distributor services throughout New England and eastern New York, focusing on specialty products of the highest quality for the building materials industry.

About New England Lumber Specialties:

New England Lumber Specialties has been a specialty manufacturer and wholesale distributor of innovative building products since 1988. The company has the ability to create custom shapes, sizes, assemblies and finished products. For additional information about New England Lumber Specialties, visit www.nelstek.com or call 800-541-8619.

WOLF DISTRIBUTING COMPANY

Wolf Distributing brings decades of experience with low-maintenance and premium products for the building materials industry. “As the largest specialty distributor in the Mid Atlantic region, Wolf Distributing Company has the capacity to service the largest market for clapboard in the United States,” said Tom Loper, President and CEO of NuCedar Mills. Located in Allentown, Pennsylvania, Wolf Distributing has a reputation for offering business solutions that fully leverage the strength of their inventory in this rapidly growing region.

About Wolf Distributing Company:

Since 1843, Wolf Distributing Company has offered top quality building products and total customer satisfaction. Today as one of the largest distributors of building products on the East Coast, Wolf Distributing has more than 600 employees. The company continues to grow and push the envelope with its new business technology, performance-enhancing quality systems and innovative building products. As a family owned business, the company is now guided by a select team of owners from the sixth generation of Wolf family members. For additional information about Wolf Distributing, visit www.wolfdistributingco.com or call 877-315-6669.