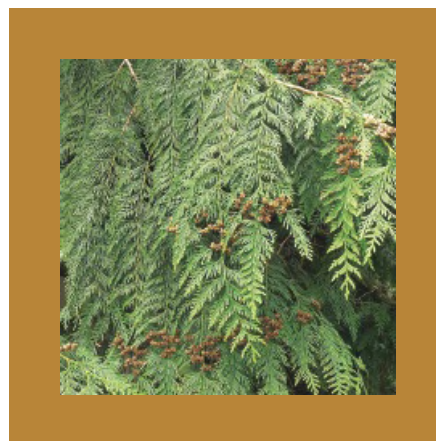




**Cedar Shake &
Shingle Bureau**

Our Blue Label[®] ...



Green From The Start

Certi-label[™] Cedar Shakes and Shingles

Doing the right thing for the environment

So you want to be green? Keep in mind that usage of the term “green” is not regulated or monitored. Today it seems like everyone is jumping on the green bandwagon: just look at the ads on television, signs in your local grocery store and even the flyers coming home in children’s backpacks. We believe it is critically important to ensure that the “green” building products you choose are based upon scientific fact rather than hype. This brochure gives you straight facts to make the right decision.

Certi-label™ cedar shakes and shingles are the environmentally responsible choice: renewable, recyclable and sustainable for future generations.

Proven sustainability

Canada/British Columbia

“Every year, more than 175 million seedlings are planted in B.C. to reforest areas after logging, wildfire or insect infestations. B.C. planted its five billionth tree in 2002. B.C. combines tree planting and natural regeneration to create new forests that respect the ecological and biological diversity of the natural forest. Forest companies are responsible for a harvested area until there is a well-established healthy young forest.” (Source: www.bcforestinformation.com/proven7.asp)

United States

“...More than 91 percent of all trees planted in America during 1999 were planted by forest product companies and private timberland owners... In 1999, the forestry community planted some 1.7 billion trees in the United States. That’s an average of more than 4 million new trees planted every day - more than 5 new trees a year for every man, woman and child in America.”

(Source: *Answers to Some Frequently Asked Questions About America’s Forest Products Industry, America’s Abundant Forests, American Forest & Paper Association, www.afandpa.org*)

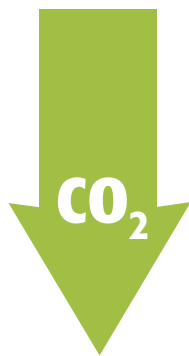
“... each year managed forests sequester – or store – quantities of CO₂ that are equivalent to the greenhouse gas emissions produced by approximately 173 million automobiles.”

(Source: *American Forest & Paper Association, “A Climate Fact Sheet”*)



Thinning, well-planned harvesting and replanting are all key sustainable forest management practices, ensuring healthy, carbon-hungry trees that clean our air. Younger, faster growing forests absorb the most carbon dioxide; older forests near the end of their life cycle absorb much less carbon dioxide. Using cedar shakes and shingles, wood framed homes and furniture ensures that the carbon is locked into the cells of the wood for decades, even centuries.

CERTI-LABEL™ PRODUCTS



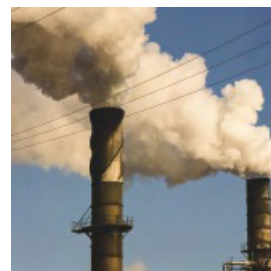
Carbon Dioxide is absorbed...

Photosynthesis allows trees to absorb carbon dioxide and release oxygen. Young, growing forests remove the most carbon from our air - cleaning the air that we breathe. Forests are key to removing greenhouse gases from our atmosphere.



Certi-label™ Cedar Shakes and Shingles Help Fight Climate Change

Many scientists claim that the greenhouse gas effect is largely responsible for global warming. Greenhouse gases cause higher earth surface temperatures, resulting in extreme and unnatural changes to our climate, lands, oceans and wildlife.



Efforts to reduce greenhouse gas emissions is a growing international activity... and it is important to remember that the carbon the forest industry removes from our atmosphere is critical to the health of our planet. "On average a typical tree absorbs, through photosynthesis, the equivalent of 1 tonne of carbon dioxide for every cubic metre's growth, while producing the equivalent of 0.7 t of oxygen."

(Source: Edinburgh Centre for Carbon Management)



At the end of their life span, energy efficient forest products can be recycled into mulch and chips for gardens, and then returned to earth as a renewable resource, providing nutrients for the next generation of forests. The same cannot be said for non-renewable resources such as petrochemicals or ores mined or pumped from the earth, using vast amounts of energy.

HELP REMOVE CARBON FROM OUR ATMOSPHERE

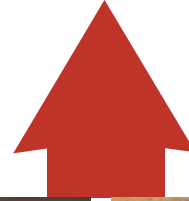
Carbon is stored...

When forest products are manufactured, carbon is stored for decades, sometimes even centuries. Because the manufacturing process of Certi-label™ cedar shakes and shingles is labor intensive, as opposed to energy intensive, the planet benefits even more since there is less energy needed from fossil fuel or natural gas source depletion.



Carbon Dioxide is emitted...

The production of wood substitute roofing and siding materials creates fossil fuel emissions. Raw materials that are mined or pumped from the earth are never to be replenished, highlighting their unsustainable manufacturing processes.



Cedar Roofs Save You Energy

Wood is thermally efficient, easy to insulate and the only major building material that is renewable. Tests performed at the University of Texas at Arlington prove that wood roofs can keep your attic 28°F cooler in severe summer heat. That's a saving of over 20% on your cooling system! (Source: Cedar Shake & Shingle Bureau, "Free Insulation... Provided by Mother Nature"). The cells in wood products allow them to function as an insulator, naturally. (Source: Canadian Wood Council, Quick Facts-Sustainable Building Series, Sheet 5, Embodied Energy of WOOD Products) Best of all, since Mother Nature is helping keep your home cooler in the summer and warmer in the winter, you are reducing your carbon footprint. Less energy needed from fossil fuel depleting resources, such as coal fired or gas power plants, is a smart move and better for our planet!

Certi-label™ Life Cycle Analysis ("LCA")

The Athena Sustainable Materials Institute (www.athenasmi.org) conducted an LCA for the Cedar Shake & Shingle Bureau. To put some of the results in context, it was determined that **the primary energy use and global warming potential (greenhouse gas emissions) for a square (100 sq. ft) of heavy handsplit and resawn shakes was equivalent to the energy released, and greenhouse gases emitted from, utilizing a third of a 20 lb. BBQ tank of propane.**

These results are considered to be quite low and show how the manufacturing of Certi-label™ products relies heavily upon people power. This results in lower emissions and a cleaner atmosphere.





Wildfires are Mother Nature's response to excessive forest floor debris and end of life cycle trees. Sustainable forest management practices are critical factors in preventing destructive wildfires on our beautiful lands.



WOOD you like to help prevent Global Warming?

"Not only is the production and processing of wood highly energy-efficient, giving wood products an ultra-low carbon footprint, but wood can often be used to substitute for materials like steel, aluminum, concrete or plastics, which require large amounts of energy to produce. (Source: European Timber Industry, "Tackle Climate Change: Use Wood.")

Certi-label™ cedar shakes and shingles:

- Renewable resource
- Energy conserving
- Biodegradable
- Free insulator - naturally
- Pollution minimizing

Wood is scientifically proven to use less energy and has less impact on global warming than other building materials.

Wood, steel and concrete home construction materials were studied by the Consortium for Research on Renewable Industry Materials. The research report considered two cities: Minneapolis (wood versus steel) and Atlanta (wood versus concrete). The report concluded that wood uses less energy, and hence contributed less to global warming, than the competition. "Compared to wood construction, steel and concrete embody and consume 12% and 20% more energy, emit 15% and 29% more greenhouse gases, release 10% and 12% more pollutants into the air and generate 300% and 225% more water pollutants."

(Source: Canadian Wood Council, Quick Facts-Sustainable Building Series, Sheet 4, Life Cycle of WOOD Products)

MINNEAPOLIS		
Product	Energy (Gigajoules)	GWP* (Kilograms CO ₂)
Wood frame	651	37,047
Steel frame	764	46,826
Difference	17%	26%

ATLANTA		
Product	Energy (Gigajoules)	GWP* (Kilograms CO ₂)
Wood frame	398	21,367
Concrete frame	461	28,004
Difference	16%	31%

*Global warming potential

www.corrim.org/factsheets/

What color is your carbon footprint?

Is your building product the right choice for the planet?



Make the right choice!

BENEFITS	Certi-label™ cedar shakes and shingles	Wood Substitutes (roofing & siding products)
Recyclable	yes	?
Manufactured from renewable resource	yes	?
No costly landfill disposal fees at end of product life	yes	?
Product stores carbon, helping our air	yes	?
Resource cleans our air through photosynthesis	yes	?
Does not consume resources such as petrochemicals and ores being mined or pumped from the earth	yes	?
Life Cycle Analysis data is available	yes	?
Life Cycle Analysis shows good results	yes	?



Natural cedar has extended life as bark mulch or garden products.



Wood substitutes can linger in landfills for decades or longer.

All tree and child photos by Kelly Vaille
Anbrook Industries Ltd. mill photo by Bob Matheson



Contact us for more specific information:

Tel.: 604-820-7700
Fax: 604-820-0266

www.cedarbureau.org
info@cedarbureau.com



Printed on Recycled Stock