

Contact: Darcie Meihoff, CMD on behalf of Natures Composite, (503) 488-4252 or dmeihoff@cmdagency.com

FOR IMMEDIATE RELEASE

October 5, 2010

FOR NATURES COMPOSITES, IT'S ABOUT SETTING THE GOLD STANDARD FOR GREEN

Natures Composites is out to prove that the most environmentally-friendly fencing and decking products on the market are also second to none when it comes to price and performance

TORRINGTON, Wyo. — Spinning straw into gold is more than just a fairytale at Natures Composites. This Wyoming-based company is the first in the nation to invent, manufacture and distribute a revolutionary line of composite fencing and decking made from wheat straw and recycled plastics.

Sold under the product names “TerraFence” and “TerraDeck,” and comprised of 94 percent rapidly renewable and reclaimed materials, this highly sustainable option at first seems more green than gold. Yet Natures Composites is proving that environmentally-friendly options can also achieve the gold standard when it comes to price and performance.

“The reality is, offering a sustainable product alone simply isn’t enough for today’s homeowner. Price, style and great performance are more important than ever,” said Heath Van Eaton, vice president of Natures Composites. “There is an overwhelming demand for alternative, eco-friendly and affordable exterior products in particular, and that’s where we see a huge opportunity.”

Currently, there is no other composite alternative for fencing on the market, and nearly all major composite decking manufacturers offer products that use wood fiber along with a combination of recycled and virgin plastics – putting Natures Composites in an innovative new class of lumber alternatives. According to Van Eaton, the benefits of its proprietary products include the fact that they are more sustainable, stronger, longer-lasting, retain color better, and resist moisture, insects and sunlight with minimal maintenance required.

Affordable style

TerraFence and TerraDeck systems are available in a wide variety of styles for both residential and commercial use. Fencing styles include popular privacy fencing, basket weave, picture frame, shadowbox, ornamental and three rail ranch styles. With a natural feel of wood (without the splinters), TerraFence and Terra Deck offer six color choices and don’t require staining, sealing or painting that wood does.



In regard to price, thanks to the fact that its raw materials are less expensive, the company’s products are an average of 10 to 30 percent lower in cost compared to other composite manufacturers and priced competitively with vinyl. While slightly more expensive than cedar, maintenance and replacement costs are substantially lower, delivering greater value and reduced labor and repair costs. The company sees major opportunities in a wide variety of sectors, including equine fencing, given the ease of installation, low cost and maintenance benefits of the material.

With a 20-year warranty, Natures Composites materials are as easy to work with and install as natural wood. The company distributes products through retail and wholesale channels in North America and Europe. More information about product availability can be found at www.naturescomposites.com

Environmental benefits

The strength of Natures Composites' environmental story lies in the unique utilization of highly renewable, locally sourced materials. Wheat straw, which has long been considered a byproduct of the agriculture industry, is put to productive use instead of wasted. Rather than wood which contributes to deforestation and takes at minimum 10 plus years before it can be harvested, wheat is rapidly renewable, grown and harvested annually, and readily available from farmers nearby the Natures Composites manufacturing plant.

Natures Composites sources its recycled plastic from nearby U.S. based recycling companies, providing a market for this growing supply stream. This combination of strong wheat fiber and recycled plastics ensures the product will not splinter or crack, and offers protection from elements including moisture, UV, insect and rot damage without having to use or apply harmful chemicals, paint, stain or sealant.

How it's made

Natures Composites' wheat straw biomass processing system has more than 15 years of research, testing and development behind it. With a cellulose structure similar yet superior to wood, wheat straw provides a strong, stable fiber ideal for achieving maximum density and consistent performance. Wheat straw is pulverized and mixed with melted post-consumer HDPE plastic (#2) that is then processed and extruded into a variety of lumber material, shapes and sizes. The line is designed to mirror the look of natural wood fencing and decking and retain its color longer without fading like traditional wood products.

All of the production processes and manufacturing are conducted at Natures Composites' Wyoming plant, and materials are sourced as locally as possible, providing a boost to the local, regional and U.S. economy.

Proven performance

Because Natures Composites fencing and decking offer environmental, low maintenance and long-lasting advantages, it has been specified by many state, city and county governments for communities where sustainability, affordability and strong performance are strictly mandated, including the city of Chicago and the city of Miami. The company's products have been used in federal projects for the Bureau of Land Management and the USDA. TerraPost is certified by the State of Wyoming Transportation Engineering Department for use as fencing and sign posts. The USDA-SBIR Small Business Innovation Research group, which is comprised of some of the nation's top scientists and economists, has recognized and endorsed the company's unique, proprietary technologies.

Advantages for architects, builders

Natures Composites' products deliver more than a solid, stylish and long lasting environmental option for homeowners. Using the company's products will earn more LEED points compared to wood plastic composites and traditional wood materials. The material can be cut, drilled, routed and nailed using standard hardware and tools, and reduces call-backs thanks to its low maintenance attributes and strong warranty.

For more information, including complete installation guidelines and product care, visit www.naturescomposites.com.