

INDUSTRY Trends

New SCMA website

Dealers get more tools to sell southern cypress

AS MORE WOOD product suppliers are finding out, cypress building products provide beauty and durability on homes and offices across the country. From salty coastal regions to snowy mountain locations, builders and architects are using cypress as a competitively priced alternative to cedar, redwood, pressure treated pine, and manufactured composites. When it comes to recommending a product based on its versatility, durability, and good looks, cypress is hard to beat.

To provide a better information source and capitalize on the increased interest in cypress siding, decking, and other

information on a product, they turn to the Internet,” says SCMA v.p. Shepard Haggerty, Williams Lumber Co. of North Carolina, Rocky Mount, N.C. “With the recent updates, our website is more informative, more attractive, and easier to use than ever before.”

Under the *Outdoor Applications and Interior Uses* tab, visitors can find information on using cypress to beautify their homes for almost every type of application, from siding and decking to paneling, flooring, roof shingles, and everything in between. There also are other helpful resources, including do-it-yourself articles, installation guides, and application videos, as well as recommendations for finishing cypress with sealer, stain, or paint.

“I answer calls on a daily basis from homeowners who want to learn about cleaning or refinishing their decks, and architects looking for recommendations on cypress siding,” notes SCMA president Chuck Harris, Wholesale Wood Products, Dothan, Al., “With the new website at cypressinfo.org, these answers are easier to find.”

There’s also a new *Media Center* tab, and it isn’t just for reporters. Homeowners, architects and retailers can review a growing online catalog of extraordinary homes and buildings that showcase the natural beauty, durability, and versatility of cypress. They will find interviews with noted architects who explain why they chose cypress and how it has helped add performance and distinction to projects from New England to Wyoming and throughout the Southeast. Visitors also can access dozens of photos that demonstrate cypress’ natural beauty and versatility.

For eco-conscious browsers, the *Sustainability* tab details the positive affects cypress products have on the environment throughout their life cycles—through growth, manufacture, useful life, reuse, and disposal—when they are sourced from healthy, managed forests. Readers also can discover why continuing to harvest and manufacture cypress is increasingly important as the built environment moves towards more energy- and resource-efficient designs.

Finally, builders and architects have easy access to critical sourcing and specification information at the site’s *Installation & Specifications* tab, which includes details about different grades of cypress, span tables, working characteristics, strength and mechanical specifications, and more.

To take a tour, please visit the SCMA website at www.cypressinfo.org.



SOUTHERN CYPRESS Manufacturers Association’s revamped website is more attractive, easier to use, and packed with more information than ever before.

products, the Southern Cypress Manufacturers Association recently launched a remodeled website at www.cypressinfo.org. The SCMA’s home on the web provides new resources and tools, an updated photo gallery, and intuitive navigation.

“When homeowners, retailers and architects want infor-