

Momentum

SPRING 20 05

LP
BUILDING PRODUCTS

The newsletter of
LP Engineered Wood Products

NEW LOGO & PRODUCT NAMES STRENGTHEN THE LP BRAND



The new LP logo simplifies and strengthens the LP name and adds a descriptor stating what we produce.

LP I-Joists

LP LVL

LP Rim Board

The names of many product lines will also change. Most product brand names will include "LP" in their name and have a look similar to the corporate identity.

In an effort to further hone its brand identity, LP has created a new logo and revised several product names. With the new logo, the "building blocks" symbol has been removed and the words "building products" have been added below.

"Removing the building blocks symbol simplifies and strengthens the impact of the LP name and adding the descriptor makes it clear what we produce: building products," said LP's Vice President of Marketing John Neilson, who headed the brand identity project.

The names of certain product lines will also change. Almost all of the product brand names will include "LP" in their name and have a look similar to the corporate identity. For example, "Gang-Lam LVL" will be renamed "LP LVL," Solid Start Rim Board" will be renamed "LP Rim Board" and "LPI Joists" will be renamed "LP I-Joists."

"Incorporating the LP identity into each of our product names means that people will see LP more often, increasing overall name recognition," Neilson said. "By having the LP brand associated with products in a number of categories, we increase recognition across all the categories."

LP also has a new tagline: "Build With Us". This tagline, which declares LP's unique personality and value, will be used in various communications across the

company. Neilson said the phrase relates to customers' objectives of building both structures and their businesses, and assures them they can count on LP to help achieve success.

A complete description of the logo and name changes, as well as usage guidelines, can be found in the Brand Identity Guide. For a copy of the guide, contact Marketing Communications Manager George Strakes at (503) 821-5284 or george.strakes@lpcorp.com.

NEW LPI 20PLUS WILL REPLACE LPI 20X IN EASTERN MARKETS



The LPI 20Plus (shown above) will replace the LPI 20X in Eastern markets this spring.

In an effort to make more flange material available to better meet customer demand, LP is replacing its LPI 20X I-Joists with a new product called LPI 20Plus. The new I-joists use a different grade of wood in the flange, which makes more efficient use of the wood available to manufacturers.

"We're experiencing unprecedented demand for I-joists and this change is necessary in order to reduce shortages," said Jonathan Rogers, EWP Sales and

Marketing Manager. He added that the LPI 20Plus is similar in performance and price to I-joists offered by the competition.

The LPI 20X will be phased out this spring. Wood-E Design software has been updated to include the LPI 20Plus and is available for download from LP's Web site. This change affects only Eastern customers, who draw their product from Larouche, Wilmington or one of the reloads.

NEW EWP FACILITY TO INCREASE SUPPLY OF LP I-JOISTS

In a joint venture, U.S.-based LP and Canada-based Abitibi-Consolidated are constructing a second engineered wood facility to produce I-joists. The new facility is being built in response to customer demand for more product.

The facility calls for an expansion of Abitibi-Consolidated's finger joint lumber mill at St. Prime, in the Saguenay-Lac-St-Jean region of Quebec. Annual production capacity will be 75 million linear feet, with operations set to begin in the fourth quarter of 2005. Though each company will own 50 percent of the venture, the I-joists will be marketed under LP's brand. The two companies currently



The new facility calls for an expansion of Abitibi-Consolidated's St. Prime mill, in the Saguenay-Lac-St-Jean region of Quebec.

jointly operate an EWP mill in Larouche, Quebec, which has been producing LP I-Joists since 2003.

"This is an extension of the successful joint venture we established with the Larouche facility," said Jonathan Rogers, EWP Sales and Marketing Manager. "Each company plays on its strengths. Abitibi-Consolidated has the largest resources of flange-grade fiber, so they'll

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TECHNICAL NOTE:

2003 INTERNATIONAL RESIDENTIAL CODE – LP I-JOISTS AND BLOCKING

The International Residential Code (IRC) contains provisions for wood floor framing (R502). It states that floors shall be designed and constructed in accordance with its provisions or in accordance with the National Design Specification (NDS) for Wood Construction (502.2). The IRC calls out a minimal blocking requirement of utility grade lumber (502.1.2). The NDS states that the use of horizontally oriented sawn lumber as a blocking material is unacceptable in an I-joist system. This is due to the shrinkage differentials between solid sawn lumber and engineered wood products.

The NDS recommends that the designer review the I-joist manufacturer's published installation guides. Louisiana-Pacific Corporation provides the following recommendations and requirements in regards to blocking that is being designed to support vertical loads.

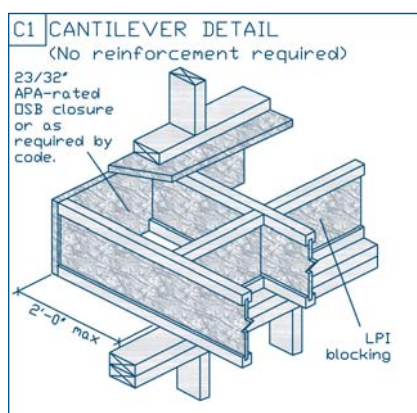
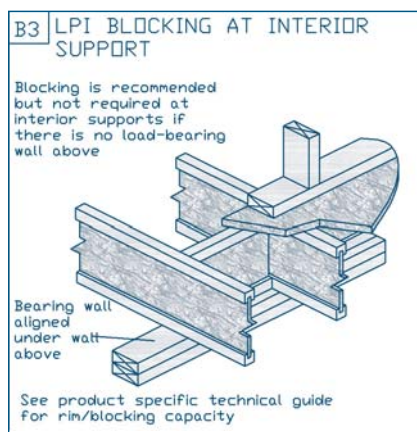
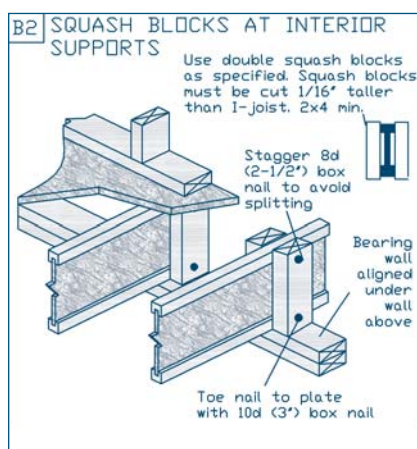
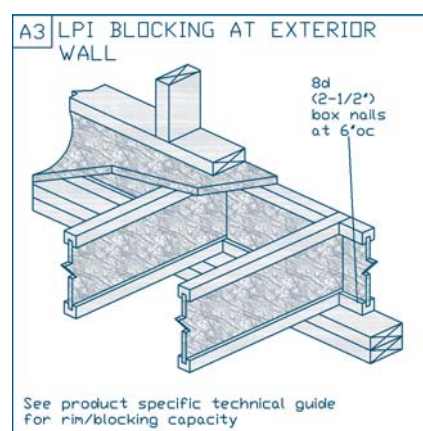
Install Blocking:

- At each end of the LP I-joists that are not otherwise laterally supported by a rim board or a rim joist (Detail A3).
- Between LP I-joists supporting load-bearing walls at interior supports (Detail B3). However, in non-shear wall conditions, it is possible that squash blocks can be used (Detail B2).
- Between LP I-joists at the support of a load or non-load bearing cantilever (Detail C1).

These recommendations and details are for typical conditions that are common in the field. Different and unique situations can arise resulting from lateral loads generated by wind or seismic conditions. The result is that some wind or seismic loads may require different or additional details and connections.

These are usually provided by the designer of record, and in some cases prescribed by the local building code. It is recommended to verify building code requirements for the suitability of all details. The final decision for acceptance rests with the authority having jurisdiction.

COMMON BLOCKING DETAILS:



The details shown here are based upon information provided by the 2001 edition of the National Design Specification for Wood Construction 2001 (www.awc.org) and the 2003 International Residential Code (www.iccsafe.org).

For further information on LP's Engineered Wood Products, contact your local LP Engineered Wood Products distributor or visit our web site at www.lpcorp.com.

NEW EWP FACILITY...
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supply the lumber for the I-joists and LP will supply the OSB. Abitibi-Consolidated has the local manufacturing expertise while LP has the marketing capabilities."

Rogers said the new facility will feature a brand new high-speed, state-of-the-art I-joist assembly line. "St. Prime will have the hottest, fastest, high-tech I-joist line around," he said.

"This partnership is a good example of how complementary our products and competencies are," said Patch

LP EWP BEGINS NATIONAL AD CAMPAIGN

After a several year hiatus, LP's Engineered Wood Products division is again advertising in national trade publications. A new full-page ad highlighting the benefits of LP Engineered Wood Products will run throughout 2005. The advertising program is meant to improve awareness and selection of LP EWP, especially among large builders. Publications selected to reach that audience include *Builder*, *Big Builder*, *Professional Builder*, *El Nuevo Constructor*, *Executive Home Builder* and several regional and local building publications.

"The new ad reinforces LP's value proposition of product quality and great



This full-page color ad, scheduled to run in national trade publications this year, highlights LP's product quality and customer support.

customer support," said Ken Forbes, Brand Manager for LP EWP.

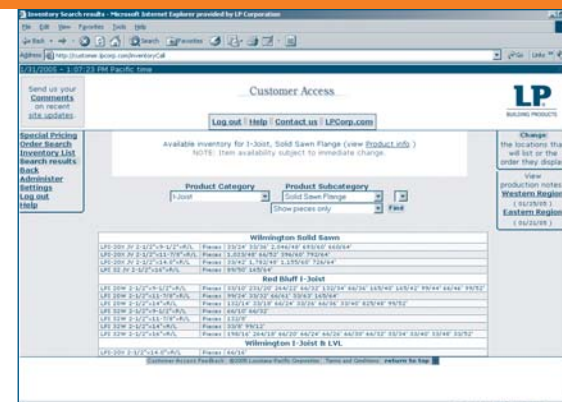
Forbes added that the LP Engineered Wood Products division will continue its cooperative advertising program in which distributors and dealers run an LP EWP ad in local publications with their company's name, logo and contact

information. These ads, which feature different products and messages, are available in black-and-white or color in a variety of ad sizes. The ads can be easily customized and sent as digital files to local publications. For more information on the cooperative ad program, contact your local EWP District Sales Manager.

E-COMMERCE SITE ALLOWS CUSTOMERS TO ACCESS CRITICAL INFORMATION 24 HOURS A DAY

Did you know you can do business with LP 24 hours a day, seven days a week? LP's Customer Access E-commerce site provides up-to-the-minute information in one easy place. You can check on the status and details of your LP orders and invoices, get estimated freight rates from most LP locations, look up available inventory of Engineered Wood Products, print invoices and order acknowledgments, and check out weekly production schedules.

The Customer Access E-Commerce site was introduced in 2000 to help customers get answers to their questions quickly and accurately, any time of the



LP's Customer Access E-commerce site provides up-to-the-minute information in one easy place.

day or night. "Though it won't replace one-on-one contact with an LP customer service representative, it is an alternative resource for customers when time is of the essence and a call back won't do," said Steve Howard, Programmer Analyst II for the E-commerce site.

Most customers who use the site see it as quick access to information they need the most, like order confirmations and shipping status, without further explanation from a representative. Both EWP and OSB product lines provide on-line product and price specials as well. And, of course, the site is completely secure and requires a customer login.

To use the E-commerce site, simply visit www.lpcorp.com, click "Contact Us" and request an ID. You can also contact your LP or customer support representative directly and ask to apply. Upon completion of a registration form, you'll be sent an ID and a password with instructions on how to access the site.