



SkyBlend™

PARTICLEBOARD

PRODUCT BULLETIN

SKYBLEND SALES ARE SKYROCKETING

The first year of SkyBlend sales has been one wild ride. From our standing start roll out of the fabulous new product to where we are today represents a growth pace 20% over some very aggressive projections. Sales of SkyBlend are coming from all over North America and we are pleased to report a high percentage of include SkyBlend as the core for Roseburg Melamine and Hardwood Plywood. Roseburg has made a strong commitment to SkyBlend and we are proud to partner with North America's best and most respected distributors in this effort.

WE'VE ONLY JUST BEGUN

While we are off to a good start, we've only just begun the campaign, and it is more critical than ever to continue our commitment to step up our efforts and establish SkyBlend as the preferred "environmentally friendly" board in the market.

A HYBRID LIKE YOU'VE NEVER SEEN BEFORE

That's the slogan of our new marketing campaign. We call SkyBlend "Another Environmentally Friendly Product from Roseburg" because we believe our existing Roseburg Pine and Roseburg UltraBlend Particleboard are pretty darn "environmentally friendly" in their own right. SkyBlend was developed as a "Hybrid" to meet the demand for a segment of the market requiring specific sustainable and environmental attributes, including 100% pre-consumer recycled fiber content and verified formaldehyde emission rating of .01 PPM or less. You will see the "Hybrid" theme carried through a variety of effective media.



PRINT ADS

A new series of SkyBlend "Hybrid" ads debut in the August issue of FDM Magazine, the IWF Show Directory, Canadian Architecture and as inserts in Award Magazine.

TRADE SHOWS

IWF 2006 Atlanta, GA August 23-26, 2006 Booth #2500
SkyBlend is featured as the backdrop in a large portion of our booth.



Woodwork Institute Annual Fall Trade Show Placentia, CA
September 20, 2006

West Coast Green Building Trade Show San Francisco, CA
Sept. 28-30, 2006 Booth #315 "The world's largest residentially-focused green building show"

Greenbuild 2006 Expo Denver, CO November 14-17,
2006 Booth #344

"USGBC's Greenbuild International Conference & Expo is the premiere green building conference in the nation."

DIRECT MAIL

This fall, Roseburg and participating SkyBlend distribution partners, will launch our biggest direct mail campaign yet. Direct mailings will target, Architects, Specifiers and Fabricators in each local market directing inquiries and business back to the individual distributors.

SKYBLEND DISTRIBUTOR PARTICIPATION

Some of our most successful marketing efforts have come from pro-active distributor participation. Roseburg has joined forces with individual distributors to participate with table-top displays at local CSI, AWI and WI Chapter meetings and Trade Shows in addition to a wide variety of presentations to architectural firms and groups. We invite all our distributor partners to contact your Roseburg Territory Sales Manager to discuss what we might do as a team to keep the ball rolling toward our goal to make SkyBlend the preferred "environmentally friendly" board in North America.



ROSEBURG

FOREST PRODUCTS

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