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**FOR IMMEDIATE RELEASE**

**CMI IBS BOOTH W1371**

## **Exterior Trim Helps Builders Stand Out**

*MiraTEC Trim Specified for National TV Reality Show*

**ORLANDO, Fla. – February 13, 2008** – As builders and remodelers try to stand out from the competition in this tumultuous housing market, installing eye-catching exterior trim that is durable, low maintenance and environmentally friendly is appealing to homeowners everywhere. On display at the 2008 International Builders' Show, CMI's [MiraTEC® Treated Exterior Composite Trim](#) features a clear, wood grain texture on one side and a contemporary, smooth finish on the other.

With its exclusive combination of moisture, rot and termite resistance and 30-year warranty, MiraTEC helps professionals differentiate themselves among today's homebuyers from coast to coast and in all climates.

MiraTEC offers a myriad of design possibilities for a wide range of non-structural exterior trim applications in residential communities, multi-family housing units and light commercial projects.

Decorative trim, gables, dentil trim, corner posts, porch trim, roofline fascia, and window and door trim are among the many architectural components and ornamental woodwork that can be created with MiraTEC. As an engineered wood composite trim, MiraTEC serves as a functional, economical alternative to PVC, fiber cement, wood and OSB.

Builders like the fact that MiraTEC looks and handles like wood, and is easy to machine, rout, cut and nail. It also has no knots or voids like wood, so it eliminates waste, creating higher yields. As such, [home builders nationwide](#) increasingly recognize the quality and long-term value of MiraTEC.

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## **Product Comparisons**

From design versatility to physical performance, MiraTEC offers [advantages](#) unmatched by PVC and fiber cement trim. MiraTEC has the durability and long-term performance benefits of PVC, yet costs half as much. Plus, unlike PVC trim, MiraTEC accepts paint beautifully and is not prone to thermal expansion.

Compared to fiber cement trim, MiraTEC is available in longer boards (16' vs. 10' or 12') and installs with standard tools. Plus, most fiber cement costs about 1/3 more than MiraTEC, is harder to cut and nail, and it absorbs over five times more water than MiraTEC (based on ASTM 24-hour soak test).

Environmentally, MiraTEC has [“green” benefits](#) that far exceed those of PVC and fiber cement. No old growth timber is harvested to make MiraTEC, and the wood source comes from a variety of sources, all within a 200-mile radius of CMI's manufacturing facility in Towanda, Pa.

MiraTEC is made from whole tree logs and field chips. Whole tree logs have no commercial timber value and are detrimental to the overall vitality of the forest. Field chips are the residuals from field chipping operations of tree tops and scrap wood. Left unused this wood would simply rot or be sent to landfills. Instead, it is broken down into fibers, and then exposed to intense heat and pressure as they are converted into engineered wood products.

Additionally, MiraTEC is backed by a 30-year warranty that covers hail damage, delamination, termite damage, decomposition due to fungal growth, splitting and cracking, and buckling. The leading fiber cement trim is warranted for only 10 years. In fact, no hardboard, fiber cement or OSB trim product available offers this level of protection.

## **Manufacturing Advantage**

MiraTEC is produced using CMI's patented and proprietary TEC<sup>™</sup> manufacturing process. This sealed press, steam-injected method creates a trim board that is one solid piece. During manufacturing, wood fibers and other ingredients are bonded under heat and pressure, combined with phenolic resins for moisture resistance. Plus, MiraTEC is treated with zinc borate, an EPA-registered wood preservative, for added protection against rot and termite damage.

MiraTEC is available in 16'-long boards, 4/4 (3/4") and 5/4 (1") thicknesses, and a variety of widths from 2" to 16", making it the broadest trim product line in the industry. Factory-primed on four sides with a mildew-resistant primer, trim boards can be machined to create striking, elegant and creative designs that add curb appeal and distinctive style to any home or building.

### **Viewed by Millions -- Literally**

MiraTEC trim has garnered national attention as the primary exterior trim product specified for three construction projects on two episodes of ABC-TV's popular reality series *Extreme Makeover: Home Edition*. In 2006, CMI and Weyerhaeuser donated nearly 400 pieces of MiraTEC to help build a new dream home for a family of five in eastern Sioux Falls, S.D. For the 2007 season premiere held in Kalihi, Oahu, more than 900 pieces of MiraTEC were donated on behalf of a woman who, as a former single mother on welfare, dedicated much her life (and her own home) to supporting the native Hawaiian community. MiraTEC was installed on a 3,500-square-foot, plantation-style home as well as a new 4,500-square-foot community center – the largest structure built in the show's history at that time. More than 14 million estimated viewers watch the show weekly.

### **About CMI**

[CMI](#) is the Chicago-based manufacturer and marketer of [CraftMaster® Interior Doors](#); MiraTEC Treated Exterior Composite Trim; and [Extira® Treated Exterior Panel](#). Since 1968, the company's state-of-the-art manufacturing facility in Towanda, Pa., has produced high-quality building products for the commercial, industrial and residential markets. Today, CMI operates door-manufacturing facilities in Christiansburg, Va., Ozark, Ala., and Garland, Texas. Also, many CMI distributors offer MiraTEC Prefinished Trim, which is ready for installation to save builders and architects time and money. Availability varies by region throughout the U.S. For additional information, call the CMI Help Desk at 1-800-255-0785, e-mail [info@cmicompany.com](mailto:info@cmicompany.com) or visit [www.cmicompany.com](http://www.cmicompany.com).

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