

Wood-Vitality™

gives

Fresher-Treated™ Wood

Press Release

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The modern and environmentally friendly replacement for Pressure-Treated wood.

There has long been a need for something that would keep wood from going away, especially outdoors. Rain and warmth promote the growth of the rot-fungi and molds that eat wood, and many kinds of insects (particularly termites) have evolved to eat only wood or its cellulose. Even insects that don't live on a diet of wood use it for a home, boring holes and laying their eggs inside. So, Preservatives were developed and used to treat wood.

The chemicals that stop, kill or prevent Small Life from eating the wood, or preserve or protect the wood, are all highly regulated by State and Federal agencies. It costs millions of dollars for a company to merely have permission to manufacture a preservative, fungicide or insecticide. That is mainly because those substances are also harmful to people and mammals.

There has long been a need for something environmentally friendly, that would help wood resist attack by Small Life, and could be produced by a small, innovative company and easily brought to market.

That need has now been met with Wood Vitality.

The result is Fresher-Treated™ wood, containing the environmentally friendly substance Zinc Borate. This treatment does not corrode steel or galvanized fasteners. The resulting wood is neither acid nor alkaline, but nearly neutral.

Zinc borate is a very well-known, almost insoluble material that is safe for humans and does not interfere with any later wood-treatment or staining or finishing product. Rot fungi, mold and insects don't like it. Not at all. It is essentially harmless to us humans and our pets.

It is true that zinc borate has been known for decades. What no one has ever found a commercially practical way to do, is to impregnate a solid piece of dimensional lumber, or a log, with it. Recently, the American Scientist Steve Smith developed a way to put zinc borate inside the wood, and is now in the process of commercializing the technology.

A patent is pending. The new technology fits very well with the business activities of log home manufacturers, but it can be used by the homeowner or contractor for treating interior and exterior wood, whether or not it will be painted.

Wood Vitality contains no copper, chromium, lead, mercury or other toxic heavy metals, neither any organic pesticides. Fresher-Treated wood may be burned or otherwise disposed-of without environmental hazard.

It is a zero-VOC, solvent-free, odor-free non-hazardous environmentally friendly product, not harmful to people or mammals and about as Green as you can get for something made from chemicals. But, what-the-heck; much of food is made from chemicals, and here we are. Today, Green is important to us all.

If you need to treat already-installed wood with an environmentally friendly material that won't cause electrolytic corrosion of steel or galvanized fasteners, there is no equal to Wood Vitality in giving you Fresher-Treated wood.

Now, in this challenging economic climate, protecting your living-space and health has a renewed importance. Fresher-Treated wood can now be yours with Wood Vitality, available on-line at www.fresher-treated.com. The painting contractor, property manager, builder or remodeler now has an extra edge, and right now that's even more important for them. At only pennies a square foot, it's very inexpensive, and that's important, too.

For more information, contact Steve Smith at 800-234-0330
or visit www.fresher-treated.com.