

News Release



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iLevel® NextPhase® Site Solutions Help Building Product Dealers Expand Services to Builders

Homebuilders face many challenges to turn a profit in the current housing market: higher labor costs, potentially rising interest rates, reduced land supply and softening buyer demand. While many costs are outside the control of builders, one way they can control expenses is through improved construction efficiency, especially in structural framing.

A home's structural frame accounts for one of the largest parts of construction costs, and more builders are looking for dealers with design tools, equipment and expertise to help them get the most for their framing dollar. iLevel by Weyerhaeuser introduces iLevel® NextPhase® Site Solutions, a range of products, proprietary software, and services that allow builders to walk into dealer locations with architectural plans and walk out with an integrated framing solution.

www.iLevel.com

iLevel NextPhase Site Solutions offer building material dealers and fabricators proprietary design and fabrication software tools that are compatible with industry-leading specialized saws, material handling, and component fabrication equipment. The services also include consultation on a dealer's equipment layout, installation plans and operations. NextPhase Site Solutions are based on three levels of services, all dependent on dealer customer requirements:

- **iLevel NextPhase - JobPack:** iLevel software and equipment are utilized to provide streamlined production of precision-cut floor materials, allowing the builder to reduce cycle time and waste while improving on-site safety. Dealers can import optimized design solutions directly into component fabrication equipment, then framing components are labeled, marked and arranged for delivery, ready to be assembled at the job site.
- **iLevel NextPhase - Components:** iLevel proprietary fabrication software is customized to integrate with equipment for fabricating panelized floor components. Having pre-assembled components reduces structural frame construction time and the need for skilled labor on the job site. Pre-built components also reduce job-site waste and the risk of material theft.
- **iLevel NextPhase - TurnKey:** Fully incorporated design, manufacturing, delivery and site assembly is enabled using specialized software, equipment and processes for a total integrated structure. iLevel NextPhase - TurnKey provides a whole house solution for optimal performance of all framing materials.

“Weyerhaeuser created the iLevel business as a way to work more closely with our customers to simplify home construction,” says Brian Greber, vice president of marketing and technology for iLevel. “Services under iLevel NextPhase Site Solutions deliver on that promise by enabling dealers to provide builders with more efficient and cost-effective structural framing. In the tightening housing market, better construction and operating practices are going to be critical for builder and dealer profitability.”

A 2006 study by the Harvard University Joint Center for Housing Studies identified four operating practices that builders are using to improve construction efficiency: 1) component preassembly, 2) supplier installation of materials, 3) better supply chain management and 4) greater coordination with subcontractors. Services offered under iLevel™ NextPhase™ are designed to provide dealer customers with just these tools, equipment and procedures to better support builders in implementing these operating practices.

About iLevel by Weyerhaeuser

iLevel is Weyerhaeuser's integrated residential framing business resulting in a seamless, unified solution for residential builders through dealers – offering a coordinated network of support for all structural framing materials. By combining Weyerhaeuser's high-quality products and services from well-known brands like Trus Joist and Structurwood, with its distribution and technology capabilities, iLevel efficiently supplies customers with all the necessary components for building the residential structural frame, and solving builder and customer needs around that frame.

About Weyerhaeuser

Weyerhaeuser Company, one of the world's largest forest products companies, was incorporated in 1900. In 2007, sales were \$16.3 billion. It has offices or operations in 13 countries, with customers worldwide. Weyerhaeuser is principally engaged in the growing and harvesting of timber; the manufacture, distribution and sale of forest products; and real estate construction, development and related activities. Additional information about Weyerhaeuser's businesses, products and practices is available at <http://www.weyerhaeuser.com>.

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