

News Release



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iLevel® Performance Home Educates Builders and Dealers on Real-World Solutions to Structural Framing Needs and Challenges

Project Web Site Demonstrates Framing Using the Latest Products and Technologies

REEDLEY, Calif. – As homebuilders face increased pressure to reduce construction costs, meet green building goals, and still provide high quality, many are focusing on the structural frame as a key area for improvement. To assist them in meeting their goals, iLevel by Weyerhaeuser is building a real-life home that demonstrates the latest advances in residential structural framing. The iLevel® Performance Home – a typical mid-level home design – uses advanced structural framing products, as well as innovative design and construction techniques. The goal is to help builders and building material dealers improve profitability by matching specific solutions to challenges commonly faced in residential frame building.

Providing builders and dealers with a convenient and simple-to-use way to learn about framing solutions, the Performance Home Web site (www.ilevelhome.com) will offer blog updates, a time-lapse camera, photography, podcasts and instructional videos. The site is designed to provide practical information for enhancing business practices, from making purchasing decisions for minimized waste to learning how new framing products are installed.

Specific structural framing problems and solutions the home is designed to address include:

- **Ready-to-Install Framing:** To speed construction, reduce framing errors and wasted materials, and decrease jobsite labor, the home uses precision-end trimmed (PET) and

labeled structural floor members. An iLevel dealer will supply the materials using iLevel NextPhase® Site Solutions - a comprehensive package of structural building products, services, software, and fabrication equipment that enable pre-cut and manufactured framing materials and components.

- **Wall Bracing:** Highlighting simple to install solutions to meeting code requirements for resisting lateral loads from earthquakes and high winds, the home incorporates the new iLevel® Shear Brace. The product is a pre-manufactured wood panel with proprietary steel connectors that provides a narrow, high quality solution that can also be used in multi-story applications.
- **Straight and Even Walls:** Helping builders avoid the time, costs and hassle of call-backs resulting from drywall cracks and nail pops, engineered wood products (EWPs) are being used in key framing zones, including the kitchen and walls over 10 feet high. TimberStrand® laminated strand lumber (LSL) studs and headers were selected for their strength, straightness and consistency.
- **Accessibility for Pipes and Ductwork:** Structural framing for floors typically creates narrow, hard-to-reach spaces for pipes, wires and conduits, which increases time and difficulty for the trades. OpenZone™ framing in the home combines open-configuration TJO® joists with TJI® joists to balance material costs while providing accessibility (TJO joists have openings greater than 75 percent of the joist depth).
- **Smooth Floors:** To avoid potential product loss and damage in the event of rain, Structurwood Edge Gold® panels are being used due to their ability to resist edge swell, and to install flat and remain flat after the home is completed.
- **Reduced Energy Use:** For homeowners looking to build green, a top consideration is reduced energy usage and costs. The structural framing can play a role, utilizing radiant barrier sheathing (RBS) that reflects up to 97% of the sun's radiant energy. Structurwood® RBS in the home will help lower attic temperatures and the subsequent transfer of heat to living spaces, thereby reducing energy usage for cooling.

“With the down housing market, we are more interested than ever in supporting builders and dealers with quality and cost-effective framing solutions,” explains Brian Greber, vice president of marketing and technology for iLevel by Weyerhaeuser. “The iLevel Performance Home shows how builders can build faster and reduce callbacks – all with an eye toward creating satisfied homeowners.”

Built by Generation Homes of Fresno, the iLevel Performance home is a 3,600-square foot residence in Reedley, California. To learn more about iLevel products, services and technologies, visit www.iLevel.com or call 1-888-iLevel8 (1-888-453-8358).

NOTE TO EDITORS AND REPORTERS: To schedule an on-site tour during framing construction April 28 – May 12, please contact Troy Brown at ilevelpr@brandner.com or 253-661-7333. Virtual online tours will also be available – contact us for more details.

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>.