

# THE highwood® POST

NATURE'S CLOSEST RIVAL

HIGHWOOD-USA, LLC

WWW.HIGHWOOD-USA.COM

QUARTER 1, 2010

Our mission is to exceed customers' expectations with innovative products and exceptional service.

## Welcome to the Highwood Post

As a member of the Highwood community we welcome you to this, our first newsletter of 2010. Distributed by email on a quarterly basis, we hope that you will enjoy catching up with the latest news and developments out of Tamaqua, PA.

As we continue to grow and evolve, it is sometimes hard to keep you informed of everything that we are doing to deliver the very best in product and service to you. This will be the perfect forum to keep you in the loop. From plant updates to product developments and beyond, we will cover a

broad range of issues. We welcome your input into the content of this distribution and so, if there is anything that you would like to see covered in a future edition, just let us know.

Please also note that we fully respect your privacy and will never share your email address. We are committed to only delivering Highwood USA news and updates that we believe will be relevant and of interest to you. If for any reason you do not wish to receive the newsletter, simply reply to the email with the message "Remove from distribution" and we will gladly honor your request.

## Highwood Launches Premium Fence Profiles



highwood® synthetic lumber, with its combination of rich colors/authentic wood look and ultra low maintenance — offers real benefits when used in outdoor applications. If you are an existing customer of ours, then you will already appreciate this. Building further on the success of our material in outdoor applications, we have developed a range of fence-specific profiles that are now available to specialist dealers across the country. These profiles are pre-cut and easily installed, allowing dealers to promote



the most common privacy/lattice-top style fences in highwood® material. When combined with our full line of dimensional lumber, this delivers the ability to create endless fence styles.

Standard colors are Redwood, Teak and Mahogany — and a further 9 custom colors are available for larger projects/commercial jobs. Highwood is dedicated to the expansion of our technology into new outdoor living

*(continued)*

## NEWSFLASH

The new and improved Highwood-USA website will go live in late April. Be sure to check us out at [www.highwood-usa.com](http://www.highwood-usa.com)

# Investing in Quality

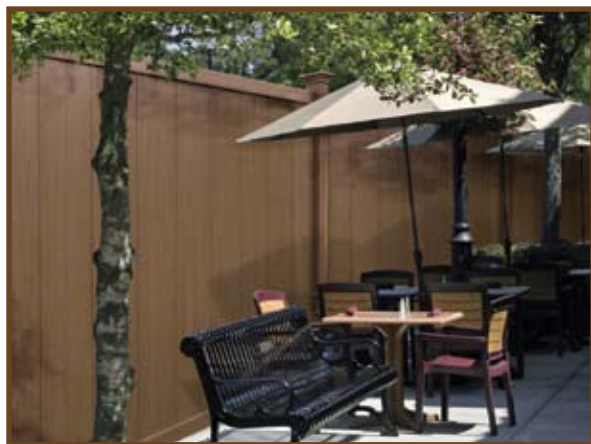
We have worked hard over the past few years to analyze our production steps and maximize efficiencies and accuracy...with the objectives of delivering zero defects and getting product right first time. We think that we have provided consistency in our products and backed them up with the highest levels of service. However, we seek continuous improvements in both products and service levels in the future and we have made investments in Quality systems that will help us ensure that your business can rely on us as a vendor.

In November 2009, we added Stephenie Curvey to the team as Quality Manager.



Stephanie Curvey, Quality Manager

With strong experience in QC systems and controls, she is already drilling down into our products/processes. Furthermore, we have invested significantly in creating an on site lab that will enable us to test and monitor our products fully. While we have always carried out in-line and post production QC – for the first time we will have a dedicated laboratory that is equipped to take us forward. Whether this is testing of raw materials, mid-production tolerance of profiles, or even end-use performance for a given application – we will be able to make these checks internally and efficiently in a controlled environment.



*(premium fence profiles continued)*

segments and we hope that increasing consumer awareness and demand for natural beauty AND true low maintenance will fuel this diversification.

In July of last year, we added Craig Smith to our team as Director of Sales & Marketing. Craig is based out of his home office in Waukesha, WI and, with experience in the North American fence market, has focused his initial efforts on bringing this new product to market.

## 2010 Increased Plant Capacity and Dedicated R&D Investment

Further investment has been made as 2009 drew to a close. As part of our commitment to ensuring timely delivery of your orders, we have invested in state-of-the-art capital equipment and expanded our manufacturing capacity by 25%. As we enter the 2010 season we wanted to ensure that our growth does not come at a price to you, our valued customer. Whatever it takes to continue to earn your business and to ensure that you see us as a valued part of the supply chain – we will do.

With this new capacity, we hope to be well positioned to meet your needs. Not only

has investment been made in capacity for existing production, but we have also dedicated capacity (and new cutting edge technology) to the advancement of our products through R&D. Headed by Ognian Kamenov our Technical Director, we will encourage blue-sky thinking throughout our team. Highwood is built on entrepreneurial spirit and a can do attitude. As a reader of this newsletter, you too belong to the Highwood community and we encourage you to share your ideas with us... think big and talk to us about your product ideas/suggestions. By working together, we can achieve anything.



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