

THE highwood® POST

NATURE'S CLOSEST RIVAL

HIGHWOOD-USA, LLC

www.HIGHWOOD-USA.COM

QUARTER III 2010

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

Highwood Breaks Ground on Solar Panel Project



As part of our continued commitment to environmental responsibility, Highwood will break ground this month on a solar panel field that will provide energy to power our offices. The project will take 6-8 weeks to complete and will involve the installation of some 430 state-of-the-art solar panels that can generate 100kW of energy.

Our President, JQ comments, *"Being 'Green' is simply good business. Highwood will continue to seek ways to be more efficient in its operations and to reduce its impact on the environment through projects such as this solar power system."*

Enhanced Surface/Textured Appearance

We never stand still at Highwood and our ongoing R&D efforts have yielded a new and improved embossed surface that we are introducing on some products in 2011. The new enhanced surface offers deeper textures and provides a finish that retains all of the natural beauty of wood-grain that *highwood*® products are known for. In addition to a more realistic wood look, the new process reduces gloss by 40% and increases scuff/scratch resistance twofold.



The finish has been used on the component pieces of our Adirondack Furniture Collection which is AVAILABLE NOW.
(Please contact us for more details.)

The Chicago International Casual Furniture Show

2010 was our first time exhibiting at the Chicago "Casual" show. The world's primary gathering place for the casual furniture market was busy and proved to be the ideal opportunity for us to present our Adirondack furniture collection. While the Adirondack chair and its associated accessories are not new, our unique material certainly is something different and it was good to get reaction to our products as people walked closer and realized – wow, this isn't wood!

Highwood's material lends itself perfectly to the outdoor furniture arena. The furniture collection offers our spa customers an opportunity to provide a full suite of matching outdoor living products to their customer base.



Service Commitment for 2011 Rolled Out

Highwood has been dedicated to serving the spa industry in North America since 2003, and continues its commitment with new programs to better serve customers in 2011 and beyond. Many of you have already heard from our Customer Care team about any changes to your service package for 2011. Each one of our spa customers will receive Highwood's "Customer Service Commitment" before the end of November. This letter outlines each of the services offered, including responsive order acknowledgment, a guaranteed 3 week lead time, and assistance with freight among others.

We are here to serve you — our customer. Please contact us with any suggestions on how we can improve our product and service. We strive to be the first choice in premium synthetic products for the spa industry and work to exceed your expectations of us as a supplier.



Highwood USA, LLC.
87 Tide Road
Tamaqua, PA 18252
PHONE: 570-668-6113
FAX: 484-2140182
www.highwood-usa.com