

# Exterior trim makes a difference in home sales

Composite trim offers beauty of wood and durability of other products

(HIT) - Whether you are buying a new home or are selling your existing one, first impressions are everything. And nothing makes a worse initial impression than exterior trim that is cracked, rotted, peeling or falling apart.

Wood, one of the traditional trim materials, may look fine when first installed, but it can split and swell, and is prone to knots and defects. Other materials, like polyvinyl chloride and fiber cement trim have performance limitations, may pose installation challenges and may not be kind on your pocketbook.

Today, homeowners and re-modelers are turning to advanced building materials to get long-term performance from their exterior trim. Locally, and nationwide, many homeowners have found MiraTEC Treated Exterior Composite Trim offers the ideal combination of the beauty of wood and the durability of an engineered product. It provides the perfect accent to any exterior cladding a house may have: vinyl, fiber cement, brick, OSB, stone, stucco, wood or hardboard.

With a clear, wood grain texture on one side and contemporary smooth finish on the other, MiraTEC

trim is ideal for any home style. From new home construction to remodeling and repair projects, MiraTEC is used for roofline fascia, soffits, window and door trim, corner trim, dentil, gables, column wraps, trim along porches and other non-structural applications.

## Green building benefits

There is a strong demand for green building products. Many homeowners want to know the environmental impact of products used to build or remodel their homes, such as formaldehyde emission levels and wood sources.

At very high levels, formaldehyde is considered toxic and is an irritant to the eyes and mucus membranes. MiraTEC trim has no added urea formaldehyde. This is certified by Scientific Certification Systems, an international third-party certification organization. Emission levels of formaldehyde from MiraTEC trim are equivalent to trace levels found in the environment. Wood composite products that do not contain urea resins, such as MiraTEC trim, are recognized in the building products industry as meeting the strictest formaldehyde emission levels and can contribute toward one Leadership in Energy and Environmental Design credit under Indoor Environmental Quality 4.4.

No old growth wood is used to manufacture

MiraTEC trim. Instead it is made from wood that is of no commercial timber value and is the byproduct of other operations. It also comes from within a 200-mile radius of CMI's Towanda, Pa., production facility. MiraTEC trim is primed with a mildew-resistant low VOC primer, which is among the most environmentally preferable of all paint products available.

## Low maintenance

Because of its durability and low maintenance requirements, home builders across the country use MiraTEC trim in a variety of applications.

Dick Collier of R.E. Collier, Inc., a builder in Richmond, Va., uses MiraTEC trim for a variety of projects, including residential town homes and low-rise multifamily buildings. He has found it to be an excellent complement to fiber cement siding applications.

"Prior to MiraTEC, we primarily used wood products, including cedar and pine, but we've found that MiraTEC is better than wood," he said.

If you're looking to add curb appeal or are remodeling your home, look for MiraTEC at most local building material suppliers.

For more information about MiraTEC, call (800) 255-0785 or visit <http://www.miratectrim.com>.

