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The Uniqueness of LifeTime Lumber

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Summer 2010

LifeTime is not like anything else in the market for decks, docks, equestrian fencing, privacy fencing or pergolas. So, the story is well worth hearing.

For the last few decades all of us have been interested in products that claim to be replacements for wood. There are lots of engineered wood substitutes that claim to solve the problems associated with wood, namely rot, termites, mold and fire. The one thing that all of these replacement products have in common is that they contain wood or other organic materials like rice hulls, polyethylene, polypropylene or PVC, all materials that may or may not stand up to the test of time.

In fact, the very concept of improving on wood by making a product that contains 50 percent wood seems somewhat illogical.

These wood replacement materials pretty much without exception are an improvement for a short period of time. However, eventually Mother Nature comes into play and attacks the wood component of the product and failure ensues.

The polyethylene/polypropylene plastics are low level plastics that act as a binder and, for a while, encases and protects the wood. However, they are simply not capable of being a long lasting deterrent to degradation of the product. Polyethylene/polypropylene plastics are also quite sensitive to heat and will soften and sag in even moderate temperatures. Therefore, creep becomes an issue.

Unfortunately, these wood replacement products also bring some additional issues for homeowners to deal with. Among these are cracking and splitting, fade, delaminating, expansion/contraction and water absorption. The market has endured several iterations of "new and improved" with these products. However each new version is unveiled with great expectations and yet fails to reach the expected performance level; real improvements are elusive at best and one is left with the idea that it is better to go back to the drawing board on most of these products. That's what we have done at LifeTime Lumber.

The first and most important thing to know about LifeTime is that it contains NONE of the materials that others use to make wood replacement products. LifeTime is composed of mineral ash and polyurethanes. By the very nature of these components, any chemist can assure you that LifeTime will not suffer from the problems cited in the above paragraph.



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And it makes good common sense as well. Mineral ash is inorganic. Mother Nature does not attack inorganic materials. So, it's easy to understand why rot, termites, mold and fire are not issues with LifeTime.

Further, mineral ash is strong silica like material that adds strength to LifeTime. Mineral ash is also used in concrete and cement-based wall boards.

The urethanes used to bond together LifeTime Lumber are a polymer family that has a broad range of both strength and flexibility. Urethanes can be anything from the foamed pillow you lay your head on at night to a wear resistant part on a space shuttle. If one compared the attributes added to LifeTime by the urethanes to the attributes added to other wood replacements by polyethylene polypropylenes. On a molecular level this is analogous to comparing a woven mat of support structure to the support structure afforded by a single strand of string. It is the same kind of structure used in other types of space-age composite material such as Kevlar strands.

This is why while the boards look and feel amazing similar to what's in the market, there's no comparison in the performance. This difference is why LifeTime can claim very minimal expansion/contraction and water absorption. It also will not split or crack--even if one were to apply an entire row of screws 1/4" from the edge of a board.

The conclusion from this is that LifeTime has all these great attributes simply because it is made from materials that have the same attributes. It's as simple as that. No other manufacturer can make the same claim.

The qualities of these materials of construction give LifeTime the ability to perform well in the broad range of application mentioned in the first paragraph of this letter. All of these products are available with only a small number of SKU's so it's easy to stock and easy to sell.