



STRONGCORE™
CLADDING

SO MUCH MORE THAN A GARDEN BUILDING



SHED-U-CATION

DEALER TRAINING



Your Support Team for Success

The LP® StrongCore™ team is always looking for ways to help drive traffic to your locations and increase sales. With members in the field across the region, we look for opportunities to provide one-on-one support that makes a meaningful difference to your business.

The following Shed-U-Cation booklet will give you an advantage when explaining the features and benefits of LP® StrongCore™ products to your customers. If you have any questions, please contact your LP StrongCore UK Representative Paul Worsley (Paul.Worsley@lpcorp.com).

PIONEERS IN INNOVATION



Louisiana-Pacific Corporation, one of the world's largest producers of oriented strand board (OSB) panels, was founded in 1973. It's a company that has pioneered innovations like the treated engineered wood used in LP® StrongCore™ Cladding.



LP® StrongCore™ Cladding is Treated to the Core

Every LP® StrongCore™ product is treated to help resist damage from harsh environments, fungal decay, and rot.

Four Components of Protection



Waxes

Special water-resistant waxes coat each strand of wood for enhanced durability in rainy, humid environments

Resin-Saturated Overlay

Resin-saturated overlay helps resist moisture intrusion while providing a durable base for quality paint adhesion and beauty



Borates

Effectively resists damage from fungal decay and rot for decades, helping to preserve the integrity of LP StrongCore cladding. Borates have been used safely for decades in common household items such as paper, carpet, and paint

Advanced Binders

Provide strength to help resist impact damage from everyday airborne debris such as sticks and golf balls





Tested to the Extreme in Hilo, Hawaii Since 1996

LP® StrongCore™ products have proven their toughness after being subjected to the harsh tropical environment.

Intense Humidity

170" Annual Rainfall

High Formosan Termite Population

Ideal Conditions For Fungal Decay



INNOVATIVE PRODUCTS YOU CAN STAND BEHIND



LP® StrongCore™ Treated Engineered Wood vs. the Competition

	LP® StrongCore™	Commodity OSB	Untreated pine
Premium Grade Resin Used	Yes	No	No
Primed Face of Product	Yes	No	No
Moisture Resistant	Yes	Somewhat	No
Rot Resistant	Yes	No	No
Edge Primed	Yes	No	No



QUALITY YOU CAN SEE INSIDE AND OUT

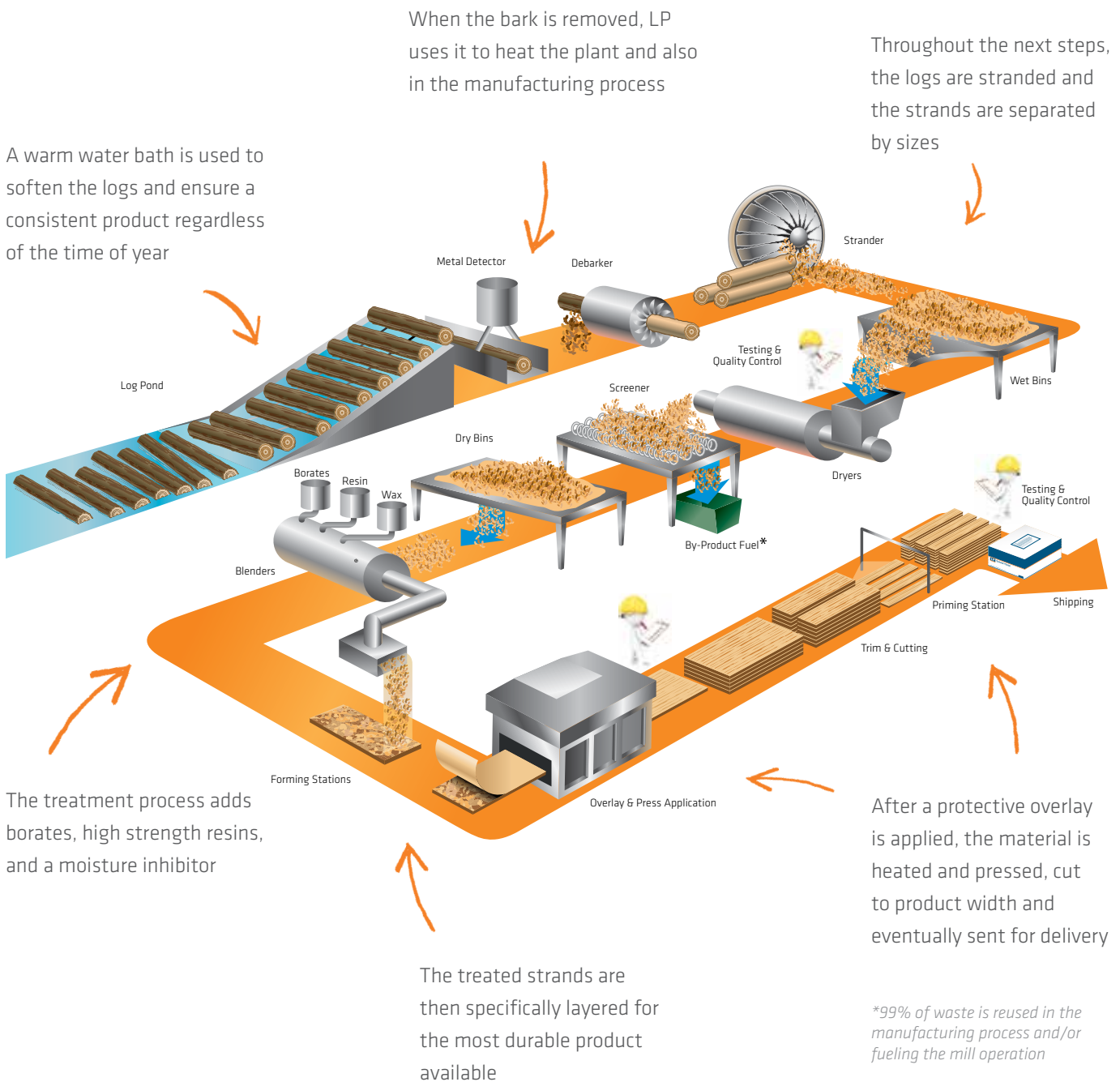
Give Your Customers More with Innovative LP Products

LP® StrongCore™ treated engineered wood products feature innovations that help your garden buildings last longer and offer additional benefits. With innovations like LP StrongCore CladdingI with SmartFinish™ for a tough, attractive appearance, LP StrongCore products give your customers quality they can see inside and out.

How LP StrongCore Cladding is Made

Treated Engineered Wood Strand

LP incorporates continuous quality control and testing measures during the manufacturing process.





REDEFINING THE LOOK OF PANEL



Featured: LP® StrongCore™ Cladding

LP® StrongCore™ Cladding

LP® StrongCore™ Cladding offers the durability and beauty you would expect from LP. It's a smart choice when you want a garden building or summer house that will last.

- Treated engineered wood technology for long-lasting performance in tough climates
- Treated for protection against rot and decay
- Excellent resistance to warping, splitting and checking
- Free of knots, patches and face voids
- Offers superior impact resistance
- Desirable upgrade from untreated plywood

Exterior



Interior



A photograph of various tools hanging on a wooden wall made of vertical studs and horizontal rails. The tools include a red-handled rake, a shovel, a pair of red-handled pliers, a pair of red-handled shears, and a coiled orange extension cord. The text "UPGRADE YOUR SPACE" is overlaid in large, white, bold, sans-serif capital letters.

UPGRADE YOUR SPACE



Featured: LP® StrongCore™ Cladding with SmartFinish™

LP® StrongCore™ Cladding with SmartFinish®

We know homeowners want the inside of their garden office or summer house to look just as nice as the outside. That's why we designed LP StrongCore Cladding with SmartFinish*, a tough overlay that gives the inside walls a premium appearance. You'll get a panel that looks neater and features all of the benefits of LP StrongCore cladding.

- Uniquely designed for use in outdoor structures
- Innovative SmartFinish adds a tough, attractive appearance
- Offers a premium appearance on the inside
- Treated engineered wood technology for long-lasting performance in tough climates
- Treated for protection against rot and decay

Exterior



Interior



*LP StrongCore Cladding with SmartFinish for non-residential use only.

Marketing Support and Merchandising

LP is committed to helping builders and dealers who sell garden buildings built with LP products to grow their business. We provide in-depth marketing and merchandising assistance to help you attract customers and close more sales.

LP® StrongCore™ Support Includes:

- Cooperative demand creation campaigns
- Engaging point-of-sale merchandising material

Local Marketing that Targets Your Customers' Concerns

- Support keeps the message relevant to your customers' questions
- Creates differentiation by emphasizing that many LP products are not OSB

Connecting with Customers

- LP StrongCore point-of-sale items highlight key features inside and out
- Provide useful information to customers who say they are just looking
- Support events to help increase sales
- Offered to dealers free of charge



LP® StrongCore™ products are exclusively distributed in the UK by Hawthorn Timber.

To purchase LP Strongcore, contact your UK LP StrongCore representative Paul Worsley (Paul.Worsley@LPCorp.com).

To learn more about LP StrongCore products, view galleries, and get advice, visit [LPStrongCore.com](https://www.LPStrongCore.com).



Insist on LP® StrongCore™ Building Products

Premium Appearance | Beautiful Wood Texture | Impact Resistance
Toughness In Harsh Weather | Resistant to Rot and Decay

LPStrongCore.com



For non-residential use only.

The images in this sample are for illustrative purposes only.

Please refer regularly to LPStrongCore.com for correct and up-to-date product application instructions.

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