

## **Perennial Wood, Real Wood to Endure, Brings Longevity and Authenticity to Outdoor Applications**

Eastman

**ORLANDO, Feb. 8, 2012**The next generation of wood for outdoor applications, Perennial Wood™, was introduced to the building and construction trade industry today at the International Builders Show. Made possible through TruLast™ Technology, a proprietary process from Eastman, Perennial Wood is real wood made to endure, that's been modified to resist changes from moisture, such as shrinking, swelling and movement, for decades. As the first building product manufactured and marketed by Eastman, Perennial Wood leverages the company's extensive 80-year history in acetylation.

Eastman is proud to bring Perennial Wood to the residential construction and remodeling market, said Greg W. Nelson, senior vice president and chief technology officer at Eastman. We are no stranger to the industry, as 13 percent of Eastman's 2010 revenues were derived from sales of materials, chemicals and polymers to building and construction manufacturers. Perennial Wood is Eastman's latest advancement for that market and one that is founded on years of research and application of our employees' technical expertise and insight into technology and scientific processes.

TruLast Technology modifies the wood, providing a physical barrier throughout that's warranted to protect against rot, decay and movement for 25 years. It is three times more stable than unmodified wood, resulting in less shrinking and swelling that cause cracking, cupping and warping without sacrificing the beauty of real wood.

Perennial Wood is well-suited for outdoor applications where the authenticity of real wood is desired without the damaging effects of the elements, said Deborah Baum Crain, director of innovation projects for Perennial Wood. With Perennial Wood, homeowners don't have to compromise the beauty of real wood for longevity. The potential applications for Perennial Wood are extensive.

### **TruLast Technology**

TruLast Technology permanently transforms the wood's cellular structure throughout by using heat, pressure and an organic compound to replace the water-loving (hydrophilic) groups in the wood's cells with water-hating (hydrophobic) groups. The resulting Perennial Wood remains straighter, smoother and harder, while maintaining the wood's natural appearance.

### **Sustainability**

The ability of Perennial Wood to endure is just one of its sustainable qualities.

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Because it lasts longer than most unmodified wood, some hardwoods and select composites, it needs to be replaced less often, resulting in less material disposal over the long term. TruLast Technology leaves no toxic substances within the wood, delivering peace of mind about the efficacy of the product. Perennial Wood is harvested, processed and finished in the United States, eliminating the need for shipping wood from offshore sources, lessening the environmental impact.

### **Applications**

The first commercially marketed product line is Perennial Wood decking, available in New England at approximately 100 Lowes stores, and select lumberyards and specialty deck dealers. To find a location, visit [PerennialWood.com](http://PerennialWood.com). Eastman also offers Perennial Wood to other manufacturers for use in their products including outdoor furniture and windows and doors, and is exploring additional interior and exterior applications. For updates on new market introductions and new applications, visit [PerennialWood.com](http://PerennialWood.com). Manufacturing inquiries can be directed to [info@PerennialWood.com](mailto:info@PerennialWood.com) [1].

[SOURCE](#) [2]

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### **Links:**

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