



## Lyptus information:

- The Atlantic Rain Forest in Brazil has been substantially reduced in size due to shifts in land use. The plantations where Lyptus is grown were all established on land that had already been deforested. No native forests have been converted to Lyptus.

- Lyptus forests are 11 times more productive than species in colder climates where “traditional” hardwoods are grown.

- Managed forests such as those used for Lyptus produce 30 times the volume of lumber than that grown in unmanaged forests.

- Forestry reserves necessary to the ecosystem have been increased as a supplement to creating Lyptus plantations. More than a quarter of total land is set aside for reserves, and waterways and steep slopes have been replanted to indigenous species to act as a natural buffer between plantations and native forests.

- Original species native to the area over 100 years ago have been reintroduced into this ecosystem. Plantations and additional reserves planted have revitalized vegetation and animal biodiversity.

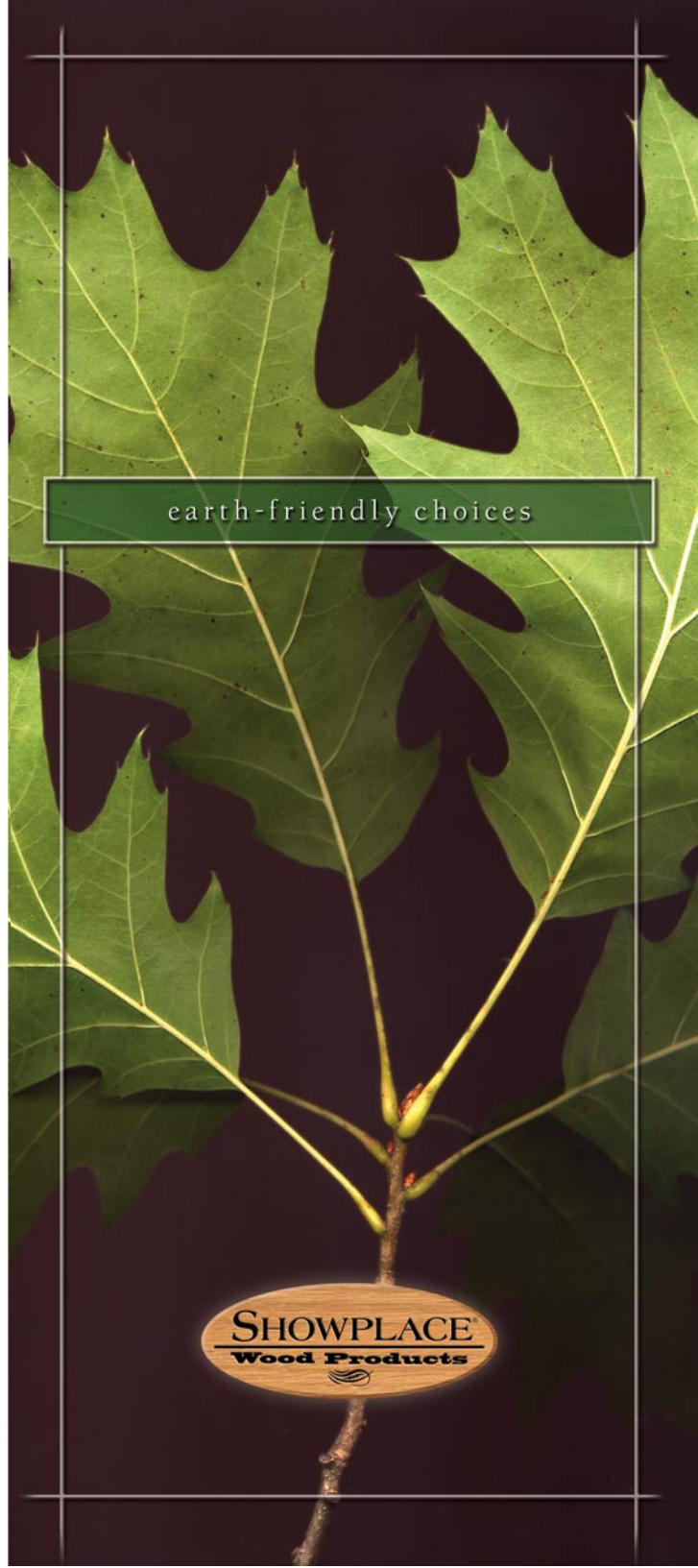
- Many birds facing extinction depend on the resources of native forests. Increasing native forests is having a positive effect on these fragile and irreplaceable species.

- Aracruz is committed to the preservation of native forests, the rejuvenation of threatened species, and responsible efficiencies to help support world demand for wood products in managed environments.

Lyptus® is a registered trademark of Aracruz Wood Products, and is distributed by Weyerhaeuser.



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Harrisburg, South Dakota



earth-friendly choices





*Not long ago, making the eco-friendly choice meant compromises. Settling for something that was less than you wanted, or paying more than you should. Fortunately, those days are fading into memory. Today, there are many ways to make environmentally-responsible lifestyle and product choices. Choices that don't force you to accept inherent limitations. Showplace is committed to being one of those earth-friendly, win-win choices.*

### Stewardship

The Kitchen Cabinet Manufacturers Association (KCMA) is the premier industry organization in the home cabinetry category. In an effort to provide a uniform yardstick for environmental performance, KCMA created its Environmental Stewardship Program (ESP). Showplace was among the first in the nation to attain ESP certification from KCMA.

Designed to encourage industry policies and practices that benefit both the environment and the well-being of society, ESP provides companies with tangible ways to support sustainability. Companies qualify for official ESP certification by accumulating 80 out of 105 possible points according to the following breakdown:



- Air Quality ..... 30
- Product Resource Management ..... 30
- Process Resource Management ..... 30
- Environmental Stewardship ..... 15
- Community Relations ..... 10

To retain ESP certification, these standards are reviewed annually.

Full details on this certification program are available at [KCMA.org](http://KCMA.org). Showplace also gives preferential consideration to wood suppliers who have proven to be good environmental stewards.

### Abundant resources

Some people think we're "running out of trees", but nothing could be further from the truth. Consider these facts about the American forest products industry from the Abundant Forests Alliance:

- The forest products industry plants more than 1.7 million trees - every day!
- There are 10 million more acres of forests in the U.S. today than 15 years ago.
- The U.S. forest inventory has increased by 39 percent since 1952, despite nearly doubling our population!

Showplace supports these efforts of the forest products industry. Learn more at [AbundantForests.org](http://AbundantForests.org).

### Newness and tradition

One of the reasons Showplace is so green is that it is so young. Founded in 1999, its manufacturing facilities, equipment and practices are up to date, and reflect the most current science and thinking. Environmental stewardship is something that was simply built into the brand from the beginning. Just as a new car will pollute less than an old car, a young brand will usually be greener than an older manufacturer.

Yet Showplace is also a creation of America's heartland. Here on the South Dakota prairie, we live close to the land, and always have. We have a tradition of stewardship – the inherent understanding that if you treat the land right, it will take care of you. If you abuse it, all will suffer. We don't need any mission statement or regulatory policy to tell us that. *It's our heritage and our birthright; a Dakota tradition that we value and honor.*





See more eco-friendly Lyptus creations at [ShowplaceWood.com](http://ShowplaceWood.com), or ask your Showplace dealer for a copy of our Gallery of Homes booklet.



Showplace Lyptus is a renewable hardwood that is eco-friendly and uniquely beautiful.



*There's a new earth-friendly hardwood choice available to today's homebuilder or remodeler. It's a wood that is carefully managed for environmental impact and sustainability. It's fast-growing, and plantation grown. Yet this new wood choice has the hardness of maple, the grain of mahogany, and the warmth of cherry. Best of all, it's offered by Showplace, with all the creativity, flexibility and value the Showplace name implies.*

This new choice is Lyptus, and it's perfect for today's progressive, eco-conscious homeowner. Grown on sustainably-managed plantations in South America, Lyptus is a naturally-occurring hybrid of eucalyptus. It is harvested in as little as 15 years (not 50 or 70 years) and does not deplete old-growth forests. Lyptus strikes an important balance between human demands and environmental concerns.

### Rain forest success

As we all know, far too much of our planet's rain forests have disappeared. Much of that is because land has been clear-cut for valuable native woods or for farming. But today, in Brazil, more and more of that deforested land is being reclaimed as Aracruz Lyptus plantations. Under close supervision by the Brazilian government, Lyptus is grown in interspersed, mosaic plantations that alternate plots with stands of reintroduced indigenous forest. These reserves are specially maintained to preserve the balance of the region's ecosystem.

Lyptus is a very fast-growing hardwood. It matures in as little as 15 years, whereas northern hardwoods require 50 to 100 years before harvest. This fast rate of growth makes Lyptus eleven times more productive than traditional hardwoods. Because of this, Lyptus is uniquely suited for managed, sustainable plantation growth.

Through its partnership with Weyerhaeuser, Showplace brings this important new wood species to you in a wide array of styles and finishes. Lyptus® is a registered trademark of Aracruz Wood

Products, and is distributed by Weyerhaeuser, an industry leader with a proven record of stewardship and commitment to communities around the world.

### So what is Lyptus?

*It's durable...* Unlike most other fast-growing woods, Lyptus is a true high-grade hardwood. This means your cabinetry will have the lasting toughness and dent resistance that only hardwood can provide.

*It's beautiful...* Most people consider the look of Lyptus to be very close to that of fine mahogany. It has a naturally deep, warm coloration that can vary over a significant range. Lyptus grain patterns are also lovely and variable, ranging from straight, fine patterns, to burls and swirls, to faint tiger striping. This subtle variability gives Lyptus great character, and guarantees that your creation will be totally unique. Showplace offers Lyptus in a wide range of door styles that will complement almost any decor theme. With a flexible palette of finishes open to you, personal expression is guaranteed.

*It's Showplace...* The most important thing you need to know about Lyptus is that it is available from Showplace...and that says a lot. It means that a vast and versatile catalog of designs and options is open to you, all at a great value. It means freedom to modify and customize your creation, at a budget-friendly cost. It means a comprehensive selection of convenience accessories, and an almost endless array of stylish touches and embellishments that can make your cabinetry a unique personal expression.

Talk to your Showplace dealer to learn more, and spend some time on [ShowplaceWood.com](http://ShowplaceWood.com). You can learn a lot there. *And we're confident that the more you know about cabinetry, the more you'll appreciate Showplace cabinetry.*

