

## **North Cal Wood Products Launches OnlineLumberStore.com; Company Aims To Become Internet's Leading Full-Service, Online Lumber Store**

UKIAH, CA, June 7, 2012 -- North Cal Wood Products (North Cal), the nation's leading reclaimed and recycled wood products company, is pleased to announce that the company has launched its new online lumber store (OnlineLumberStore.com). The launch comes as the company prepares to roll out a national marketing campaign to inform and educate consumers on the advantages to shopping online for its lumber products.

Tony Fernandez, director of sales and operations, said the 28-employee firm decided to beef up its online offering in order to serve its nationwide and worldwide clients in the most seamless manner possible. To support the effort, North Cal Wood plans to establish several distribution centers across the country. "It's an online world and we have to be able to serve customers on their terms," said Fernandez. "In many cases that means being able to provide full service online."

OnlineLumberStore.com allows homeowners, contractors, and other clients to browse through their wood options online, select their preferences, place their orders, and have their selections shipped directly to them – all without having to pick up the phone or send a fax.

"The idea is for the independent contractor that's out in Wisconsin on the job site, trying to find studs, framing, siding, or flooring to get online on his laptop or smart phone, check out our inventory, read a product review, and place an order," said Fernandez. "With just a few clicks he can get it shipped directly to the job site."

Looking ahead, Fernandez anticipates a time when a good portion of North Cal Wood Products' customers fire up their computers and place orders online. "The online store isn't a big business right now, but it's growing and customers are responding very favorably to it," Fernandez said. "We expect the business to grow further this year as we roll out our marketing campaign."

### **About North Cal Wood Products**

North Cal is an integrated reclaimed wood products company catering to high-end commercial and residential clients. Our products include solid hardwood flooring, siding, decking, lumber, and custom beams, slabs and millwork.

We reclaim the woods that we sell. Our unique ability to manage chain of custody from material sourcing to product delivery distinguishes North Cal from other leading competitors.

Our specialty woods include reclaimed redwood, douglas fir, and western red cedar. In addition, we offer a variety of domestic and tropical hardwoods, as well as various other domestic reclaimed woods. Founded in 1986, North Cal is based in Ukiah, California.

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