

# WoodTALKS™

## STUDIO

LIVE WEBINAR AND LUNCH & LEARN SEMINARS 2022-2023



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### Factory Pre-finishing of Exterior Building Materials, a Sustainable Practice

1 LEARNINGHOUR/ AIBC 1 CORE LU/ AIA 1 LU/ BC HOUSING 1 CPD INFORMAL

#### Description:

Cladding products start with the most natural, healthy, and sustainable resource available to the building trades – wood. That wood is then engineered, machined, and coated to create a full line of siding and trim products that deliver performance, stability, and beauty.

This session identifies causes for on-site exterior paint failure issues and how these factors can be eliminated through factory pre-finishing. Then examines the factory coating process for pre-finished exterior woodworks and substrate materials from an industry leader that supplies exterior cladding solutions across North America. Case studies of exterior building materials in multi-family, education, custom homes, resort/hospitality, production homes, and commercial developments will also be studied.

[This session will be presented by an industry professional from Woodtone.](#)

#### Learning Objectives:

1. Learn about factory coating process for pre-finished exterior building materials
2. Identify causes for on-site exterior paint failures and how to eliminate them through factory pre-finishing
3. Discover the durable wood and substrate exterior building material profiles available in North America and their applications
4. Learn about the sustainable resources and environmental practices applied in the factory pre-finishing process