

## NEWS RELEASE

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### **Selling Points for OSB Retailers**

By now, most buyers should know that oriented strand board (OSB) is a proven product with three-fourths of the North American residential market. While price performance has been a large factor behind the popularity of OSB, retailers will need to emphasize the high value of OSB to further spur sales.

Why?

Because buyers are expecting the same level of pricing for OSB panels but are always looking for improvements in value and performance to justify future purchases. The bulk of their orders may be in so-called commodity sheathing for wall, roof and floor applications, but builders and consumers are always looking for additional developments and qualities that can attest to the increasing value of OSB that may also encourage them to purchase value-added specialty OSB products. The following points should always be included in a sales situation:

#### **OSB matches structural performance standards**

Inch for inch, OSB matches the structural performance standards of plywood outlined by all major model code agencies in the United States and Canada.

(more)

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### **Engineered for strength, flexibility and design**

OSB is made from strands of trees that are oriented in longitudinal and latitudinal directions on mats that are compressed together with water-resistant adhesives for structural strength. OSB has considerable bending strength that comes from uninterrupted fiber, long interwoven strands and layered strands. The orientation of strands and resin for bonding can be manipulated to achieve flexibility, rigidity and lightness for different applications.

### **Advantages in size variation and board consistency**

OSB is not limited to 4-by-8 panels. Wider dimensions, from 8-by-12 to 8-by-24, in half a dozen thicknesses for multiple spans, are available. Both sides of the board can be used. OSB's manufacturing process also yields consistent panels free of knots, splits and voids, making them easy to saw, drill, nail, plane and sand.

### **Not just for sheathing**

OSB's applications are not limited to sheathing. Specialty products for floor applications, such as I-joists, and for walls, such as structural insulated panels, employ OSB and have gained wide acceptance in the residential market.

### **An environmentally conducive panel**

Made from fast-growing, small-diameter trees that can be harvested from tree plantations, OSB does not require logging of old-growth timber. Manufactured from a renewable resource, it also virtually uses all parts of a log, making it an extremely economic and environmentally conducive product.

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**For additional information about OSB, contact the Structural Board Association at (416) 730-9090, fax (416) 730-9013 or e-mail [info@osbguide.com](mailto:info@osbguide.com). The SBA Web site ([www.osbguide.com](http://www.osbguide.com)) is another excellent resource.**

