

Changing the Game

TruChoice™ Moulding from Arauco Offers Breakthrough Selection, Consistent Results, and Performance



Russ Jordan
Vice President
of Import Sales,
ARAUCO

Russ Jordan serves as the Vice President

of Import Sales for ARAUCO North America. Russ leads the North American business unit responsible for the sales and distribution of the product lines manufactured through ARAUCO's South American integrated operations. He has a vast amount of knowledge and experience in the millwork industry, gained through many years of working with major suppliers and users within the millwork industry.

For too long the moulding marketplace was like the Wild West. Builders, contractors, installers and finishers were often at the mercy of no-name mills where product consistency, quality and installed performance was a hit-and-miss proposition. Chatter, checking, raised grain, varying wood species, volcanoing, limited profile selection and other issues could frustrate, delay and even put a reputation at risk.

Today, TruChoice Moulding from ARAUCO changes all that.

With the care and quality you'd expect from a trusted world-class supplier, TruChoice Moulding offers contractors unmatched moulding selection, quality, style, value and performance.

Why is TruChoice Moulding the go-to product for more and more contractors? What makes TruChoice Moulding the right choice? Why should you consider it for your next project? Let Russ Jordan, Vice President of ARAUCO Import Sales, explain:

? Aren't millwork products a commodity? Why does specifying a brand for ultralight MDF moulding, solid moulding, finger-joint moulding, jambs & frames or edge-glued boards make a difference?

Not all moulding is the same. Many mills source their wood on the open market, which varies month-to-month. There's no certainty the moulding profile and species you buy today will be available for future projects. No contractor likes surprises at order time.

Our customers like the peace of mind of predictable product quality, performance and selection.

? How does TruChoice Moulding offer peace of mind?

It starts with our own FSC-certified forests of Radiata Pine, a species of wood ideally suited for moulding products. Radiata Pine is consistently straight, light in color and the basis for all TruChoice Moulding products. Our company owned-and-operated mills use state of the art manufacturing products. The TruChoice selection is unmatched for uniformity and quality. So much so, we stamp our name on the back of every piece.

? Really?

Absolutely, we want our customers to know that we stand behind our products.

? What else sets TruChoice Moulding apart?

TruChoice Ultralight MDF Moulding can be as much as 25 percent lighter than other moulding products while maintaining exceptional performance. Not only is it lighter, it also offers an industry leading double-coated primer ready for finishing.

Our TruChoice finger-joint and MDF moulding sets the standard for profile selection, versatility, and workability, thanks to a combination of advanced manufacturing technology and Radiata Pine fiber's superior construction characteristics.

? What should contractors know about Arauco, the company behind TruChoice Moulding?

Arauco is one of the world's largest vertically-integrated forestry companies, owning more than four million acres of FSC-certified, sustainably-managed forests. We have proudly served the North American market for nearly 20 years. We operate 9 manufacturing facilities and employ over 1,400 people throughout the U.S. and Canada.



TruCHOICE

The best choice for moulding

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