

Adding Southwest Style to Home Design

Created exclusively to complement the design styles of the southwest, Fypon's new Southwest Collection features 140 woodgrain products including faux beams, shutters, rafter tails, corbels and knee brackets. Homeowners can easily add the lightweight urethane pieces to the interiors and exteriors of their homes to add a rich, authentic southwestern appearance.

"Every piece in this collection has the look of wood and the performance of urethane," according to Tina Mealer, marketing manager with Fypon. "Southwest Collection pieces have been crafted with a deep woodgrain texture by wood masters. They are ideal to complement stucco finishes, add rustic texture and a bold, southwest feeling to any home."

All pieces come factory-primed in a neutral oatmeal color ready to be painted or stained. As with all Fypon products, items in the Southwest Collection have the Right Stuff --- they will not rot, warp, crack or peel. Each piece resists insect infestation and all forms of weather, making them perfect for the rugged southwest.

Southwest Collection – Product Selection

Products in Fypon's Southwest Collection are available in the following categories:

- **Shutters** – Five styles (three-board batten, four-board batten, two-plank, three-plank and diagonal v-groove) with realistic cedar woodgrain texture. Shutters are sold in pairs in standard window sizes and can be installed on a variety of exteriors including stucco brown coat, brick and vinyl.
- **Decorative Millwork** – Products include knee braces (in scroll, cove and straight styles), rafter tails in a bullnose style, corbels (in ogee, cove and bullnose styles) and L-shaped buried header mouldings. All pieces feature the realistic cedar woodgrain texture.
- **Faux Beams** – Available in the Mesa style (with a more subtle woodgrain texture) and the Tahoe style to replicate hand-hewn rustic beams. Each 20-foot length of beam is three-sided and open-ended allowing for flexibility in installation over existing structures.
- **Beam Straps** – Designed to simulate the look of authentic steel beam straps, Fypon's urethane beam straps come with realistic nuts and bolts molded into the strap's surface. Available in the Mesa style with a smooth appearance or the Tahoe style with a hammered, weathered appearance.

"These low-maintenance urethane products look like wood but do not have the problems inherent to wood," says Mealer. "There is no shrinking, swelling, splintering or rotting that will ever take place. The pieces come factory-primed and ready to be stained or

painted. And, since urethane is lightweight, it's easy for homeowners to install these pieces on their homes."

Fypon is the brand name leader in the synthetic millwork industry. Part of consumer products company Fortune Brands, Inc. (NYSE: FO), Fypon manufactures more than 6,000 low maintenance and moulded millwork products. Each piece is made of tough, high performance materials that resist splintering, decaying, insect infestation, water penetration and absorption, for long lasting beauty and performance. For additional information, call 1-800-446-3040 or visit the company's web site www.fypon.com.