

News, products & information

# inroads

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## ● PINK WOOD?

**WHY WOULD A COMPANY PRODUCE pink wood?** Well, for Pacific Homes of British Columbia and PinkWood of Alberta, there's plenty of good reasons, and they showed them off recently during the assembly of BC's first "pink" cottage in Sooke, BC.

The "pink" comes from PinkWood Ltd., an I-joist and coating manufacturer based in Calgary, Alberta. The company produces a non-toxic, low VOC, mold-, moisture-, rot- and fire-resistant pink coating called PinkShield, which they factory-coat on I-joists, sheathing and lumber. The company also sells the coating to painting contractors and do-it-yourselfers.

Wood coated with PinkShield is said to take twice as long to burn as uncoated wood, meaning should a fire occur, it will spread more slowly and allow time for people to get out. PinkShield also has human health benefits because it prevents harmful mold and

moisture buildup.

The reason the company went with a pink coloured coating was to support the Canadian Breast Cancer Foundation. A portion of all PinkWood's sales are donated to the foundation with more than \$25,000 donated in 2011 alone. So far, PinkWood homes have been built in Alberta, Saskatchewan and Manitoba.

The Sooke home was pre-fabricated at the Pacific Homes facility in Cobble Hill, BC, where every wood component was coated with PinkShield, including all the framing, trusses and wall panels. Pre-fabrication allows homes to be built under cover in a controlled environment. The process protects the materials and speeds up construction once on site.

Pacific Homes began in 1969 as a truss manufacturer, Pacific Truss, and then in 1982 the family-owned business started another company, Pacific Homes, to build pre-fab custom home and cottage packages. In the

1990's the company developed their exclusive Pacific SmartWall system, which was used in the Sooke home. This pre-insulated wall panel system helps reduce framing time and has an average R-value of R-13, a 27 percent increase over standard conventional walls, making it significantly more energy efficient.

One of PinkWood's fans is Mike Holmes, from the TV show *Holmes on Homes*. "PinkWood helps protect a home's structure against moisture and mold," Holmes said. "It also helps reduce the spread of flames in case of fire. That's smart. As a builder, it makes sense to use PinkWood."

For more information on Pacific Homes/Truss, visit [www.pacific-homes.com](http://www.pacific-homes.com). For more information on PinkWood Engineered Wood Products, or to find out where PinkShield can be purchased, phone 403-279-3700 or visit [www.pinkwood.ca](http://www.pinkwood.ca).