



Arch Wood Protection, Inc.
5660 New Northside Dr., Suite 1100
Atlanta, Georgia 30328
Tel: 678-627-2000

Contact: Huck DeVenzio

Good Housekeeping Seal Extended for Wolmanized® Wood

The well-known consumer symbol, the Good Housekeeping Seal, has been extended to include a broader range of Wolmanized® wood products. Since August 1, 2005, the Seal has applied to certain types of Wolmanized® Residential Outdoor® wood. Now the Seal covers all forms of this brand.

Wolmanized® Residential Outdoor® wood is intended for use in decks, gazebos, walkways, landscaping and other exposed projects. It is real wood, protected with a preservative made of recycled copper and a carbon-based fungicide. The licensor of the brand, Arch Wood Protection, Inc., offers a lifetime limited warranty (seen at www.WolmanizedWood.com) against termite damage and fungal decay.

Few other building materials are covered by the assurance of the Good Housekeeping Seal.

Only products that have been evaluated and accepted by the Good Housekeeping Research Institute are eligible to earn the Seal. According to research, 95 percent of consumers are aware of the Good Housekeeping Seal and it is one of the top-ranked consumer emblems in terms of influence (Source: Fairfield Research, Summer 2009).

Less known is the limited warranty that goes with it. Patricia Haegele, senior vice president and publisher of Good Housekeeping, said, "Beyond the policies of manufacturers and retailers, consumers are reassured that they will get the product performance that they expect from the product, that it will perform as advertised or Good Housekeeping will right the situation." Should a product with the Seal be found defective within two years of purchase, consumers are promised replacement or refund by Good Housekeeping.