

RESIDENTIAL, CUSTOM HOME BUILDERS EMBRACING NEW GENERATION OF LYKEWOOD AND LYKESTONE PRODUCTS FROM SAN DIEGO'S PCF GROUP

New Series of Foam Products Are So Authentic They Fool Mother Nature

SAN DIEGO — September 26, 2005 — Wood and stone details and accents have always been desirable aesthetic features of homes. Today, residential and custom homebuilders are discovering that there are faux products available that offer homes a custom handcrafted look at less cost while achieving a lifetime of durability. With the PCF Group's third generation of Lykewood and Lykestone products, homebuilders now have a complete line of faux wood and stone products for just about every application.

Scott Buckley, PCF Group's general manager and vice president of business development said the building community approached the company nearly four years ago to develop foam products that would save on material and labor costs in residential and commercial projects. To meet the challenge PCF developed its innovative "Lykewood" and "Lykestone" series.

Today, the new Lykewood Series III, which is comprised of simulated wood graining over hard-shell coated foam shapes, has been vastly improved with ability to emulate a variety of wood styles and colors. Today, Lykewood III can be used for such residential products and accents as faux beams, corbels, rafter tails, trim, headers and even faux railroad ties for mantels and spoked wagon wheels for ceilings, among many others. To improve its authenticity, Lykewood's handcrafted wood graining is available in a variety of textures — smooth, sandblasted raised grain and heavy graining. Available styles in the timber look are standard grain, rustic and weathered rustic which produces an aged look reminiscent of old generation timber. The PCF Group also offers southwest style Vegas and Peeler Logs, which are ideal for adobe-styled homes, particular in the southwest.

"Our new generation of Lykewood products can simply fool Mother Nature," said Buckley. "With a variety of styles, designers can provide us with a size and specification for these faux wood products and we have the application, both from the look and the size, to fit their designs perfectly. They can specify a particular stain color and we can match it perfectly. We have also evolved into the offering custom styles/texture and color matching for special projects."

Buckley also said that the installation advantages of Lykewood are significant over real wood. Instead of real wood beams, shutters or accents being tied into the wall and ceiling structure, the Lykewood is adhesively applied to the surface in the finish stage. The product has allowed designers and architects to become more creative in their designs due to the versatile computer foam cutting capabilities employed by PCF when manufacturing the Lykewood faux timber beams. PCF can manufacture a product to the exact size, shape, color and texture to fit the builder's application. In addition, the new Lykewood Series recently passed the stringent national room corner fire test, earning the UL-1715 and UBC26-3 designations for fire safety.

Buckley said as more and more home builders adopt green building practices, the demand PCF's Lykewood product line will increase. He said, for example, that the National Association of Home Builders (NAHB) has designed a voluntary program to move environmentally friendly home building concepts further into the mainstream marketplace. By developing the set of voluntary national guidelines, NAHB intends to help facilitate the adoption of green home building practices and the formation of additional local programs in the parts of the country not currently served by programs.

Today, PCF is providing Lykewood products to a variety of Southern California residential homebuilders, including Pardee Homes, KB Homes, McMillin Communities, Cornerstone, Centex Homes, Shea Homes and Standard Pacific. In addition, custom homebuilders like Steve Powell, president of Woodcrest Homes, have used Lykewood because of the flexibility, ease of installation and the authentic look. The builder recently completed a 3,200-square-foot home in San Diego Country Estates that featured Lykewood timbers in their great room, a Lykewood beaming pattern in the kitchen as well as exterior faux wood shutters.

“We have been very pleased with PCF’s Lykewood products. Recently, we specified large timbers to fit a home, because it’s rather difficult to find real wood timbers of this size without having to pay a fortune, that’s if you can find them,” Powell said. “In addition, installation of the timbers was very easy, touch up is convenient and it’s relatively simple to do modifications around the faux beams to accommodate fire sprinklers, heavy lighting fixtures and ceiling fans. With Lykewood timbers, we have the flexibility to spec any size and any dimension, and have them delivered as a finished product.”

According to Buckley, PCF’s new Lykestone Series product has evolved significantly from only a smooth concrete look and feel when it was introduced four years ago. “We had the foam painted with a smooth pre-cast look and feel, and later on we used a stucco coating. Today, we have a full line of Lykestone products, including the Limestone Series that incorporates real ‘crushed’ limestone making it ideal for columns, fireplaces, and arch and eave details. Vyntage Stone, which comes in five standard colors, making it a great choice for projects that want the look of ‘old world’ stone.”

"The durability factor of Lykestone is unmatched when the 100 percent synthetic acrylic-colored coating is applied to the hard-shell coated foam shape," Buckley said. "Fireplace mantels and surrounds, columns and moldings for exterior and interior take on new authentic stone looks," he said. "Finishes such as granite, limestone, sandstone and textured colored concrete are a few of the 'olde world' applied Lykestone coatings now offered to our clients."

PCF recently provided Lykestone for two remodeling projects in Coronado handled by Osso Miller Pacific. “The Lykestone products were a severely cost-effective solution to actual stone products,” said Steve Barbusca, project manager for Osso Miller Pacific. “In both of our Coronado remodeling projects we were able to intermix the Lykestone product with actual pre-cast products with considerable cost savings. The Lykestone worked very well in elevated areas on both homes, where there would have been significant weight issues in using actual pre-cast product.”

The PCF Group is located at 8585 Miramar Place, San Diego 92121. The telephone number is (858) 455-1274 or the company can be reached toll-free at 888-511-FOAM (3626). Visit the PCF Group website at www.pcfgroup.com.

