

PACIFIC COAST FOAM'S NEW LYKEWOOD AND LYKESTONE FINISHES PROVIDE COST-SAVINGS, FLEXIBILITY AND DURABILITY FOR COMMERCIAL, RESIDENTIAL PROJECTS

SAN DIEGO — June 21, 2001 — Pacific Coast Foam (PCF), the largest supplier of expanded polystyrene (EPS) foam architectural shapes and accents in San Diego, has added two new series — "LykeWood" and "LykeStone" — to its expanding architectural product line for commercial and residential projects.

Approached by the building community to save on material and labor costs of wood beams in commercial and residential projects, PCF's newly developed "LykeWood" Series is a simulated wood graining over hard-shell coated foam shapes.

According to Scott Buckley, PCF's vice president of sales and marketing, LykeWood is comprised of wood graining for interior and exterior applications in a variety of textures — smooth, light and heavy graining. "It is so authentic you can't even tell it from real wood," said Buckley. "It's an ideal flexible finish because you can leave it natural, paint it or stain it to fit into any decor style."

With today's tight budgets in remodeling and new construction, the need to offset the high cost of real wood beams and installation fees have just become a reality, said Buckley.

Instead of real wood beams being tied into the wall and ceiling structure, the faux timber is adhesively applied to the ceiling in the finish stage. Designers and architects alike are getting creative in their designs due to the versatile computer cutting capabilities employed by PCF when making beams.

Shea Homes Southern California is currently replacing real wood with LykeWood grained 2-by-6-inch molding around outside windows due to water intrusion because of expanding and contracting wood. The Executive Collection in Roland Heights near Los Angeles was experiencing window leaks due to the failed caulking combined with the contracting and shrinking of exterior real wood trim around windows and doors.

Scott Lawson, finish superintendent for Shea Homes Southern California's Customer Service Warranty Department, said he researched various products to replace the faulty wood trim at the Executive Collection, and selected PCF's LykeWood.

"The LykeWood product was the ideal choice for our homes," Lawson said. "It was very easy for our plastering company to apply the LykeWood around each homes' doors and windows and it's impossible for the product to leak, because no nails are used in the installation."

LykeWood Series has become a popular finish throughout San Diego and Southern California. Robert Hydrie Architects recently specified PCF interior faux beams for Monarch Communities' Estancia project in La Costa. KB Homes have placed interior beams and shutters made from LykeWood inside and outside its new homes at Traviata in Scripps Ranch. And Cornerstone Communities' new Terrazza in Torrey Del Mar features interior faux timber, corbels and crown moldings as well as exterior wall caps, spires, columns and shutters — all made from LykeWood.

Due to the foam beam's light weight and PCF's quick fabrication time compared to alternative custom products, builders can install the foam-coated beams at a fast pace.

Rollie Heckathorn, general manager of Star Valley Contractors of Alpine recently installed faux wood beams made from PCF's LykeWood product for the remodel for the Aqua Al Dulce restaurant in downtown San Diego. "The product is great and it looks terrific. We were particularly impressed by its simplicity and its light weight is unbelievable," Heckathorn said.

Another new product that is creating interest among the Southern California building community is Pacific Coast Foam's LykeStone Series. It looks and feels like real stone and has the "cold" feeling of cement.

"The durability factor 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 offered by Pacific Coast Foam."

Pacific Coast Foam recently completed the custom eve molding, including soffets and crown details, for a \$5.5 million custom home in Rancho Santa Fe built by Doug Mulvey Custom Homes. "The product really enhanced the look of the home, the accents are really superb," Mulvey said. "PCF also provided crown moldings, fireplace surrounds, ceiling medallions and niche surrounds for the home's interior."

Pacific Coast Foam and PCF/Inside are 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 Pacific Coast Foam website at www.pcfoam.com. For more information on Pacific Coast Foam's LykeWood and LykeStone Series, call (858) 455-1274 or toll-free at 888-511-FOAM (3626). Visit the Pacific Coast Foam website at www.pcfoam.com.

