

DULUTH TIMBER COMPANY

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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“Extreme Home” premiere to reveal built-in stories of Duluth Timber’s antique wood

The season premiere of ‘Extreme Makeover: Home Edition’ highlights a new, greener storyline, including storied wood reclaimed from a popcorn plant and marine barracks by Duluth Timber Company. The special two-hour episode of the Huber Family in Wisconsin airs at 7 pm (central) Sunday, September 27 on ABC.

Duluth Timber’s reclaimed Douglas fir appears in the home’s open-tread stairway and, stained black, forms the post-and-beam entry. Common in early 20th century buildings, this Douglas fir was salvaged from a Jolly Time® popcorn warehouse in Sioux City, Iowa. That should add some pep to the Huber family’s steps!

“When the goal is to create a not-so-big house with a modest impact on the site and the world, then using reclaimed wood fits right in,” says Peter Krieger, Duluth Timber’s general manager. “The project uses alternative energy and a small square-footage, too. We’re happy to see a show like Extreme Makeover introducing green home design to a larger audience.”

Reclaimed wood was selected for its history and character, as well as its stability and sensible re-use of resources. Reclaimed Western red cedar will appear in exposed garden elements. This cedar came from deconstructing troop barracks at the Marine Corps Air Station, in El Toro, CA. Now the Huber’s have some built-in heroic elements to go along with Mr. Huber’s work as a firefighter.

Duluth Timber Company has reclaimed wood from industrial structures throughout North America for 30 years. All its wood is certified as “recycled-100%” by the Forest Stewardship Council (FSC), assuring customers and architects of the products’ authenticity.

The Emmy award winning reality program "Extreme Makeover: Home Edition," now entering its 7th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

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Founded in 1985 by Max Taubert
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