



product showcase

Family-Owned Business Works With Customers to Increase Yield

Working with hardwood logging and lumber companies to conserve and enhance the value of North American hardwoods has been the primary focus of U•C Coatings Corporation. The wood protection products formulated by U•C Coatings have been an integral part of the industry for over 30 years. "My father, Gerard "Red" Murray, started this company in



Gerard "Red" Murray

1971 and we strive to carry on his legacy and build upon what he created," said U•C Coatings owner and CEO Norm Murray. A Georgia Tech chemical engineer, Red Murray worked for two years, 1978-1980, to develop the original ANCHORSEAL®.

ANCHORSEAL®, the high-quality end coating for green logs and lumber, is a specially formulated wax emulsion that protects valuable hardwood logs and lumber from checking and degrade by controlling the end grain moisture loss of the log or board during processing and drying. Used by small family operations and large companies alike, ANCHORSEAL® prevents up to 90% or more of ANCHORSEAL® prevents up to 90% or more of end checking

end checking. Hundreds of millions of board feet of lumber have been conserved, around the world, by the users of ANCHORSEAL®.



President Tom Johel and CEO Norm Murray

Norm and President Tom Johel put a strong team together. "The company teamwork shows," said Mr. Johel. "Many employees have been a part of U•C Coatings for 10-20 years. Plant Manager Mike D'Auria recently celebrated 25 years with the company. From the office staff, to research to production to sales, everyone gives the utmost to deliver the best products and service to our customers."

U•C Coatings has worked hard to understand their customers' needs. "Our products spend a lot of time being tested in the field," said Norm Murray, "and we

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UC Coatings' Production and Warehouse areas

work with our customers individually to solve any problems they have regarding usage or application of our coatings. Choosing the right formulation and application technique are important to getting the desired results. By listening to our customers, we hope to continue to meet and exceed their expectations."

The results are backed by solid research. Studies done with ANCHORSEAL® at the University of Wisconsin, and at Virginia Tech have shown how properly protecting valuable hardwood logs and lumber gives the users greater yield and a reduction of degrade, meaning more usable wood is produced from each tree harvested.

One of the other important aspects of ANCHORSEAL® is that it is an essentially non-toxic, non-hazardous water-based wax emulsion. With the increasing emphasis in the industry on "green" practices, it's good to know that ANCHORSEAL® usage upholds a safe, "green" philosophy.

And U•C Coatings doesn't just rest on its history. Innovation brings new products to meet customers' changing needs. ANCHORSEAL 2®, the next generation of ANCHORSEAL®, was developed from renewable, natural ingredients and less petroleum-based raw

material, making it an even greener and more economical choice for customers.

End coatings are not the only protection available for logs & lumber at U•C Coatings Corporation. Shade-Dri®, a mesh shade cloth, protects wood against sun, wind, dirt and rain. This reusable mesh fabric, always made-to-order, can be

used for air-drying sheds, to create lumber storage structures such as t-sheds and Frugalman's sheds, or can even be draped over logs.

The benefits are many. The Shade-Dri® patented mesh fabric design allows controlled airflow for drying and the barrier protection of UV-resistant polypropylene. Available in two mesh sizes giving 55% shade or 80% shade, Shade-Dri® helps reduce checking as well as blue stain. Logs stored under Shade-Dri® can have air temperatures 10 degrees or more cooler surrounding the logs, as moisture from the logs evaporates and cools the air. Many users find it can lengthen their log storage time with minimal degrade. Other customers notice the benefits during transport. Covering green or dried lumber with Shade-Dri® during transport reduces wind damage. Using ANCHORSEAL® in conjunction with Shade-Dri® maximizes the results the customers receive.

What does the future hold at U•C Coatings? Norm Murray remarked, "Certainly the economy has kept everyone on their toes, but, along with the hardwood industry, we're in this together. We our doing everything in our power to provide the essential products that bring benefit to our customers in order to continue growth and to be the kind of company my Dad would be proud of." ▲

