



TJ-PRO™ RATINGS FROM iLEVEL CAN HELP YOU
**PREDICT THE
FLOOR PERFORMANCE**
THAT WILL PLEASE YOUR CUSTOMERS AND LET YOU CONTROL COSTS.



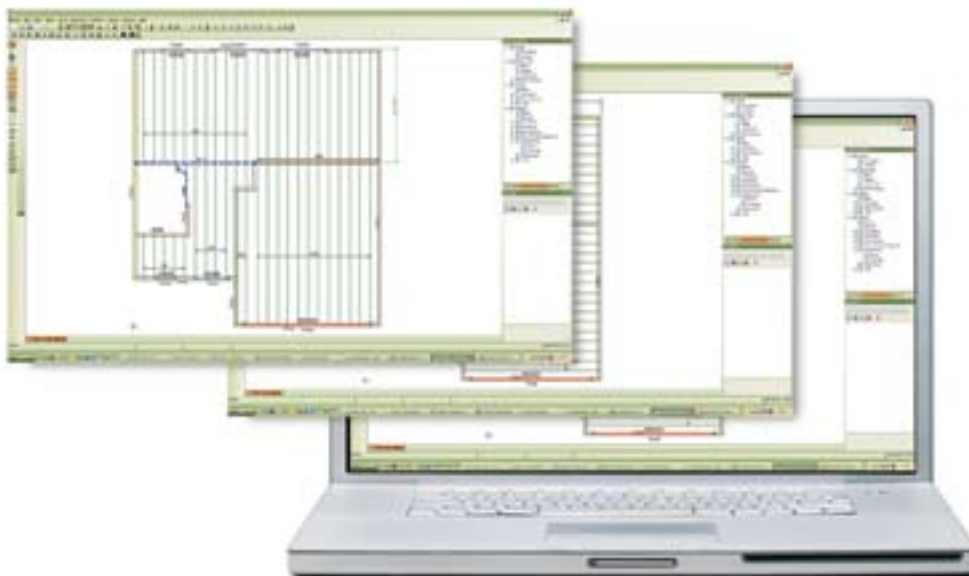
HAPPY CUSTOMERS AND FEWER CALLBACKS.

The time to ensure customer satisfaction, quality and cost is long before materials show up at your job site.

Building floors that are designed solely on live load deflection criteria doesn't cut it in the real world. So builders, engineers and dealers have had to use trial and error to figure out what works for each house. Then when you change floor plans, you have to start over. Not very efficient. You either waste money on materials and labor by overbuilding, or simply make your best guess, which can lead to expensive callbacks.

TJ-Pro™ Ratings factor in the human element in designing floors.

How a floor feels to a homebuyer has always been subjective. Yet making floor performance predictable is exactly what we at iLevel have done. We invested over 10 years of research into "real world" floor situations and tested hundreds of floors that were built to precise deflection characteristics. Then we had thousands of people walk on them. We captured their preferences, put the information into a computer model and analyzed the data. TJ-Pro™ Ratings are the result. Based on the number of people who preferred one floor to another, we assigned a performance number. Our proven software programs use this information to analyze your design and assign it a performance number that is typically between 25 and 65. The higher the number, the more likely a homebuyer will be happy.



Using TJ-Pro™ Ratings, your iLevel dealer can help you predict floor performance so you can confidently build to please your customers.



25 30 35 40 45 50 55 60 65

← **TJ-PRO™ RATINGS LET YOU CONTROL THE BALANCE BETWEEN A MORE COST EFFECTIVE FLOOR AND ONE WITH HIGHER CUSTOMER SATISFACTION** →

Our software considers installation methods, materials and customer expectations to put you in control of quality and cost.

With TJ-Pro™ Ratings it may be possible for you to build floors that will please your customers for less than you spend now. This is because we put you in control of the balance between cost and performance. You know your market, so you can decide whether to invest a bit more in the floor to reduce callbacks. For example, once you know that a TJ-Pro™ Rating of 45 works for your customers, you can simply design all of your plans with materials that will provide a 45 rating. It's that simple. Our software programs will let you vary TJI® joist series, depth, spacing, and span, as well as Structurwood® panel thickness and products. They also

allow you to use directly-applied ceilings, and choose whether or not perpendicular partitions occur within the span. Our software also factors in joist bearing conditions—even how the decking is applied.

Knowing the strength of every component helps take the guesswork out of building predictable floors.

Other building product manufacturers can't match our ability to consistently predict the performance of every part of a floor system. Since iLevel provides all the elements of a floor and we know what each of our components delivers, builders and homebuyers can get the best performing floor for their money.

iLEVEL BRINGS TOGETHER THE BRANDS AND THE PEOPLE YOU TRUST.



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iLevel brings together Trus Joist[®], Strukturwood[®] and Weyerhaeuser. The result is a large collection of proven building products, the means to distribute them efficiently, and some of the best technical support and software in the building industry.

We have more people in the field to help solve problems.

Let's face it. Stuff happens on a job site that no one can predict. A subcontractor cuts too big of a hole in a TJI[®] joist or a code official shuts you down. We promise to respond within 24 hours and, when necessary, be on-site to apply our experience and in-depth knowledge. Our Strategic Sales Representatives deal with these situations every day and will help you find a solution that will keep your projects moving.

The environmental benefit of building these efficient, predictable floors is more good news for you and the people who buy your homes.

More homeowners and builders are specifying environmentally friendly building materials for their homes. iLevel is helping meet this demand. We use the latest computer-aided cutting technology and two grading methods—machine-stress-rated lumber (MSR) and machine-evaluated lumber (MEL)—to deliver more high-quality lumber out of every tree. We've also invested more than four decades of research into developing proprietary technologies that take the natural strengths of wood and reconfigure them in ways that make the end product more consistent and predictable. This results in better performing materials that create less job site waste and make better use of resources. We're also part of Weyerhaeuser, which plants more than 100 million seedlings a year to ensure abundant wood supplies for future generations.