

Press Release



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Keith Wiethe Joins Clear Lake Lumber Industry pro focuses on launch of Clear Lake Living

SPARTANSBURG, PA., December 20, 2007 – Clear Lake Lumber has announced the appointment of Keith Wiethe as Director of Sales and Marketing. He brings an impressive 14 years of flooring industry experience to the Clear Lake Lumber team.

“My experience in working with Keith in the past demonstrates that he is a visionary who can guide our team and strengthen our relationships directly with independent flooring dealers,” said Mike Johnsen, Clear Lake Lumber Vice President.

Wiethe will call upon his previous experience in launching a new brand, having been one of the key players in the launch of the Formica Flooring brand. He notes, that Clear Lake Lumber’s ability to manufacture a premium quality product coupled with a state of the art logistics and IT system that will deliver products direct to the independent retailer is a strategy designed for success.

“At the end of the day, the relationship between manufacturers and their retailers is all about commitment,” said Wiethe. “Clear Lake Lumber has invested heavily in manufacturing and more recently building its new consumer brand, as well as creating a logistics system second to none and providing the marketing tools that retailers need to sell Clear Lake Living flooring.”

Clear Lake Lumber is a family owned mill with 150 employees manufacturing both high quality lumber and value-added flooring in its state of the art facilities. Located strategically in Spartansburg, PA near the highest quality raw material base in the United States, Clear Lake Lumber is one of the founding members of the Sustainable Forestry Initiative (SFI). The company has always and will continue to promote sustainable forestry management principles. For more information on Clear Lake Lumber, visit www.clearlakelumber.com or call (800) 237-1191.

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