

**Meticulous custom  
builder sold on  
Finished Elegance<sup>®</sup>  
interior trim...**



*The scratch-resistant finish is made possible by Eastman Cerfis™ technology, which provides the ability to precisely coat a variety of millwork products for superior aesthetics, performance and consistency.*

## ...for beauty, convenience, and savings

Mark Carrier, like most high-end, custom home builders, can't cut corners. His clients expect the highest quality craftsmanship and scrutinize every detail.

Carrier employed the same standards he uses on clients' homes when he built his new 5,000-square-foot home—in part because his wife, Sarah, shares his clients' high expectations and because he knew the home would serve as a personal showcase of his work.

In light of the scrutiny paid to his work, Mark carefully chooses products for his homes based on appearance, durability and quality. He also considers consistency and how easily the products install. After all, products that install quickly ultimately save him money in labor and interest payments.

The Carriers used Finished Elegance® for the window and door trim, baseboards, crown moulding and chair rails throughout their five-bedroom home in Eastern Tennessee. Mark was sold after installing it around the first window; and according to Sarah, using Finished Elegance® against their wood window frames and floors "really enhances the wood" and creates a "sharp, crisp edge." The 14' ceilings in the living room added a degree of complexity to the finish carpentry work.

It was the time savings and simplified installation process that attracted Mark to Finished Elegance® interior moulding from Woodgrain Millwork. He says that "in the business of construction, time is money. And when you borrow from the bank, you're paying interest." If he can shave days or even weeks off a project, he can literally save thousands of dollars.



*Cerfis technology also increases the dimensional stability of the wood substrate, minimizing waste due to warped or twisted boards. Less wasted product equals greater material-cost savings.*

"With Finished Elegance®, you can go into a home and get the finish trim done in a day," Mark said. "There's no painter involved. That was a big selling point for me. Painters can be hard to find and very expensive, and can sometimes hold up a project weeks on end. With Finished Elegance® trim, we didn't have to wait for the painter." Finished Elegance® went up and the scaffolds came down—without worrying about finish paint getting on the carpet or window frames.

For Sarah, the durability of the finish and the fact that it doesn't mar, even when the central vacuum hose drags across it periodically, was one of the main selling points for choosing Finished Elegance®. "The surface on Finished Elegance® does not ding up," she said. "Maintenance and cleaning have been very, very simple. Just go over it once with a damp rag and you're done. Things don't stick to it, not even around cooking surfaces." It also contains no VOCs and eliminates residual odor typical with trim paint.

Finished Elegance® is a durable interior trim product line made with Eastman Cerfis™ technology. It has a silky smooth, white, finished surface that needs no painting prior to or after installation—simply cut, install, and caulk and you're done.



Now that the home is finished, Sarah is enamored with the durability and consistency of the Finished Elegance® white surface and how it enhances the contrasting finish of the wood window frames, cabinetry and floors.

Mark is also pleased with the outcome of the home, which surpasses his standards for quality and elegance, and rightfully represents his reputation for craftsmanship. Finished Elegance® proved to be easy to install, allowed Mark to eliminate the need for a trim painter, and ultimately shaved days off of his project. If you ask Mark, he'll tell you that "truly there is money to be saved in this product."



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