

**PRIME**  
**POPLAR**

**Mouldings • Boards • Jambs**



For a custom look without the custom price, builders and remodelers prefer Prime Poplar®.

*“You have to consider fewer claims, product features, less shrink, increased turns and hardwood vs. softwood benefits. When you factor all those things in, you have to think about using Prime Poplar®.”*

*Jerry Wieseler, Millwork Buyer  
F.E. Wheaton & Co.*

*Decorator-ready architectural profiles give a custom look to any room.*

**Consistently moulded profiles**

- Architectural mouldings
- Standard mouldings
- Boards
- Jambs

**Poplar Hardwood Advantages**

- stable, high quality wood
- no pitch or resin
- dent resistant
- machines well
- abundant natural resources
- competitive, consistent pricing

**Quality Finger-Jointing**

- long lengths
- no telegraphing
- no joint separation

**Heavy, Uniform Primer Coat**

- sanded and buffed to a sheen
- minimizes grain raising
- finishes with one coat of quality paint
- huge labor savings

**Prime Poplar® eliminates callbacks**

*“With Prime Poplar®, Gen Oak has completely eliminated the callbacks typically associated with finger-jointed paint-primed product. Since we made the total conversion (to Prime Poplar) we’ve not had one callback on one finger-joint issue!”*

*Bob Kaper, Jr.  
Kaper’s Building Material, Inc.*



**Solid raw poplar**



**Finger-jointed paint-primed poplar**

*Poplar products so thoroughly primed, sanded and buffed, they could be mistaken for finish-painted.*