

# NEWS RELEASE

## **Home Wrap Displays Support for the Tigers Boone County Lumber Product Proclaims, "Beat Kansas!"**

Columbia, MO – Boone County Lumber has taken the Missouri-Kansas rivalry to another level – by wrapping an entire apartment complex with "Go Tigers, Beat Kansas!"

The apartment complex, under construction by local developer Phil Prather, is located just south of Jimmy Johns by Corporate Lake. The home wrap is an effort by Boone County Lumber and area builders to show community support for Mizzou.

"The wrap covers an entire house or building for about a week or two during the building process, before the exterior finish such as siding is installed," said Tim Espy, sales manager for Boone County Lumber. "We figured it was a perfect canvas to show some 'big' support for the Tigers."

The home wrap is a vapor barrier that covers the wooden frame of a structure while it is being constructed. It is made to allow water vapor to escape from the structure, but not allow it in, and is typically white with some manufacturer's logos on it. However, informal conversations between Boone County Lumber vice-president Brad Eiffert and their home wrap manufacturer, PrimeSource, developed into some serious conversation about displaying a message on the product.

"We've long been supporters of Mizzou athletics, and we wanted to make our support a bit more apparent in the community," said Eiffert. "Plus, the product gives our builders a chance to do the same. It's really been very well received."

Community support for the MU Tigers basketball team will certainly be visible on Sunday, when Missouri's men's basketball team takes on the Jayhawks at the Hearnest Center.

Boone County Lumber is located at 1100 Rogers Street in Columbia, and has been supplying building materials to contractors and customers across mid-Missouri for nearly 40 years.