

NEWS RELEASE

SEE YOUR SIDING CHOICES

Boone County Lumber's New Interactive Siding Chooser

Columbia, MO – Boone County Lumber can now show homeowners and builders exactly what different types of siding and colors will look like on their home before it's even built. The new Interactive Siding Chooser, at www.boonecountylumber.com, is the only known resource of its kind in the country.

The Interactive Siding Chooser allows users to manipulate a photo of a real home. They can see the differences between several options, including fiber cement and vinyl siding, a wide-range of siding colors, and colors for trim, soffit and fascia.

"Builders used to tell people to drive around town and look at different colors and options," says Brad Eiffert of Boone County Lumber. "The Interactive Siding Chooser, will let them direct people to the website to choose the perfect siding and color combination for the exterior of their home."

Users have the option of selecting between fiber cement and vinyl siding, the color of the siding, the color of trim, soffit and fascia, and if trim should be included around the window. They can even save different color combinations if there are a few they may be considering. The advantage to builders is that the user can either print their selections, along with a photo of them, or they can submit their selections directly to Boone County Lumber.

The Interactive Siding Chooser also shows users what products are in stock at Boone County Lumber, and other non-stock options. In-stock selections can even be delivered to the home the same day in most cases.

Boone County Lumber was founded in Columbia, Missouri, in 1965. It has grown to more than 30 employees, and supplies building materials to contractors and customers throughout Boone County and surrounding areas. It is located at 1100 Rogers Street, in Columbia, Missouri.

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