



**Faster**  
Stronger

S  
T  
R  
A  
I  
G  
H  
T  
E  
R



Weyerhaeuser

*The future is growing™*

Dear Seedling Customer:

“Faster, Straighter, Stronger...” these are tree qualities you can count on when you buy Premium Seedlings from Weyerhaeuser. Our leading loblolly pine tree improvement program is bringing significant value to the marketplace. As our customers, you are important beneficiaries of this genetic value.

Our continued commitment to unequalled quality and product improvement also extends to our hardwood seedlings and our containerized longleaf seedlings, some of which were recognized as “best in class” in national competitions. We were honored, but hardly surprised.

After all, our dedication to the concept of superior quality and service has been the bedrock of Weyerhaeuser’s philosophy since we began growing seedlings over 30 years ago.

When you choose Weyerhaeuser Premium Seedlings, you’re choosing more than just the best seedlings on the market today – you’re choosing a company that views its customers as partners and is candid and straightforward in every business transaction. You’re choosing a company whose goal it is to understand your needs as well as you do – a company that views its customers’ needs as equal to its own.

We look forward to serving you.

Weyerhaeuser’s Southern Regeneration Team



To Our Customers



## Weyerhaeuser Premium Seedlings Grow...Faster, Straighter, Stronger

Weyerhaeuser seedlings are called Premium Seedling for a very good reason. They grow faster, straighter, stronger.

For more than 100 years, Weyerhaeuser Company has been perfecting the art of growing and managing forests. We manage over 40 million acres of timber and plant nearly 135 million of our own seedlings each year. We know that one of the most important decisions private landowners make to maximize their forestry investment is the selection of the right seedlings for their land. Weyerhaeuser has been the preeminent seedling supplier in the US for almost 30 years.

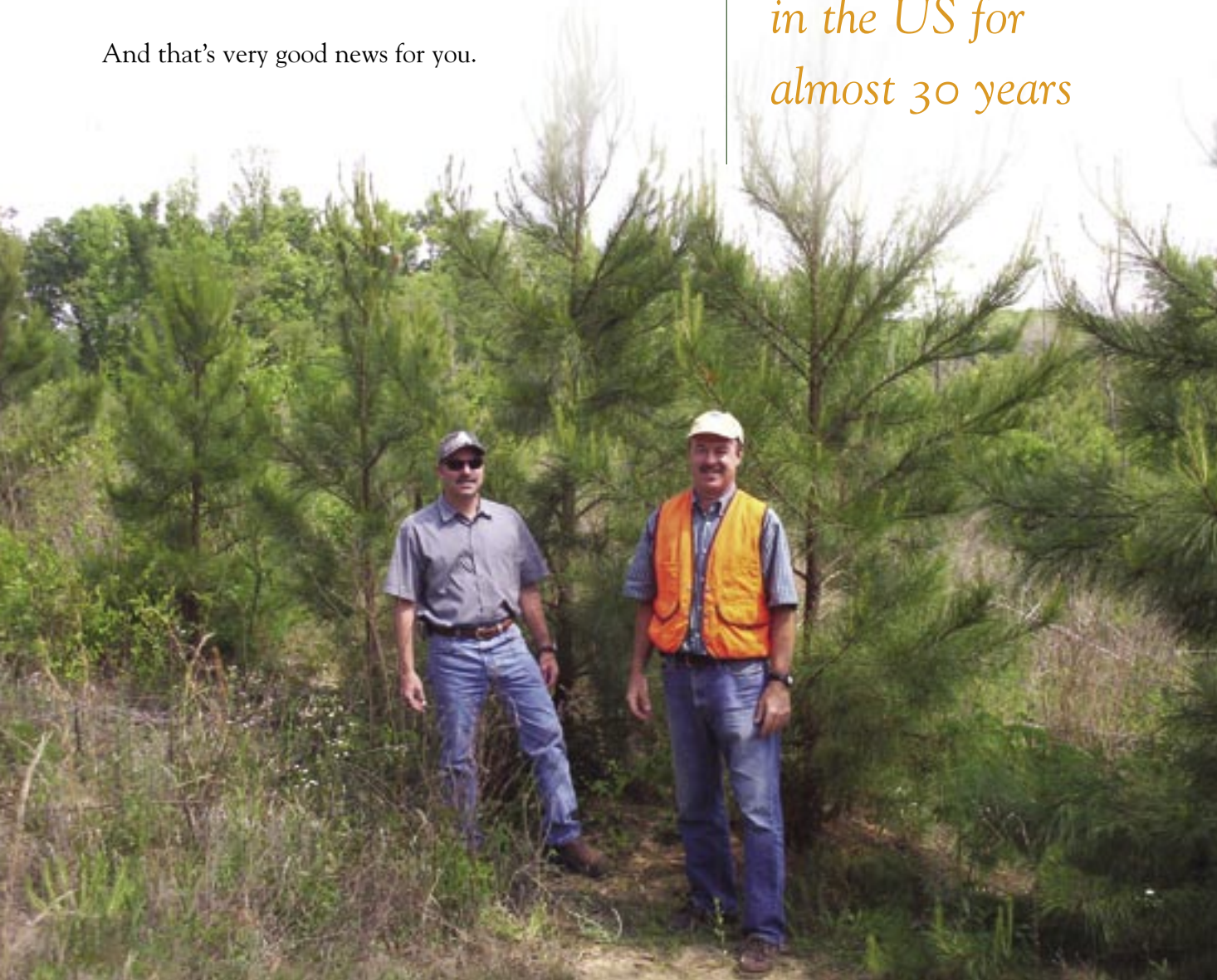
We were pioneers in the development of genetically improved seedlings with the selection of superior pine trees almost 50 years ago – and our breeding and testing programs, among the most extensive in the industry, is driving further gains today. Weyerhaeuser geneticists, pathologists, biochemists and other research scientists are world-renowned leaders in the field. While great strides have been made in all areas of forest research and nursery operations, we believe we have just scratched the surface of what can be achieved in the future. The Weyerhaeuser Premium Seedlings of tomorrow will grow even faster, straighter, and stronger.

And that's very good news for you.

*Weyerhaeuser has  
been the preeminent  
seedling supplier  
in the US for  
almost 30 years*

40 million acres

135 million seedlings



## Weyerhaeuser Premium Seedlings Get You From Planting To Profits Faster

**Straighter, Stronger, Healthier**



### **Straightness**

The inherent straightness of Weyerhaeuser Premium Seedlings increases the value of your future sawlogs.

*Weyerhaeuser sets the standard in the seedling industry*



### **Year One Growth**

Weyerhaeuser Premium Seedlings will improve your first year growth and survival.



### **Disease Resistance**

Years of genetic research help your Weyerhaeuser Premium Seedlings resist disease. The result is healthy, thriving forests.

### **Volume**

You can count on higher per-acre volumes with Weyerhaeuser Premium Seedlings.

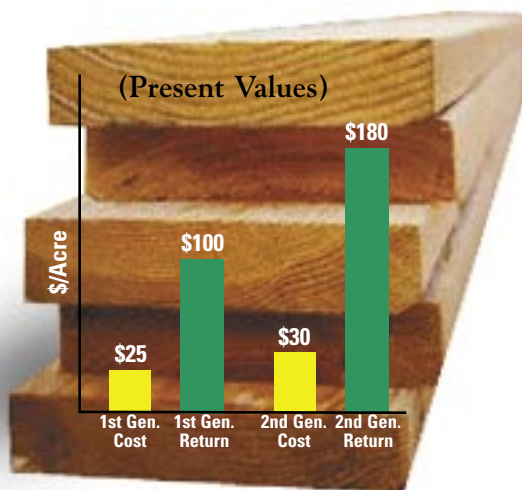


## "Faster, Straighter, Stronger" Means More Money In Your Pocket – Sooner. Bank On It.

Nowhere is the old adage "time is money" any more evident than in the life of a productive forest. Recent years have seen a revolution in terms of genetic improvement and the development of cost-effective herbicides and fertilizers designed to grow today's forests faster and better. The end result has been increased financial returns for landowners, and that means college educations, retirement funds and dreams of all kinds fulfilled.

**Weyerhaeuser Company Is One Of  
The World's Largest Producers Of  
Softwood Lumber. It's In Our Genes.**

**Comparison of Costs and Returns from Planting Genetically Improved Seedlings versus Unimproved Seedlings**



The yellow bars show the approximate cost of first and second generation seedlings at 605 trees per acre. The green bars represent the present value of genetic improvement over unimproved stands. While actual returns will vary depending on the level of genetic improvement, intensity of management, timber prices and site quality, the financial return from genetically improved seedlings is significant and represents one of the best returns available to the forest investor.

*Faster Growth*  
**bigger profits**

Premium Seedlings  
Get There  
**Faster**



## Unequaled Customer Service

At Weyerhaeuser's Southern Regeneration Group, Customer Service means not cutting corners. Not on quality, not on value, not on personal service. Good Customer Service means thinking about you and your needs throughout the entire purchasing experience—not only from first contact to seedling delivery but well beyond...through establishment and growth of your new forest. We'll keep you informed of any new developments that might impact you, and we'll answer your questions candidly and quickly.

Over time, we hope you get to know us not just as a seedling supplier, but as partners and friends who understand your objectives. If we share in your goals, we'll earn your trust.

When you do business with Weyerhaeuser's seedling professionals, you're assured of these five important facts:

- *Our seedlings have a proven track record of superior survival*
- *Our genetically improved seed yields superior value gains at harvest*
- *When you compare returns on investment, our first and second generation seedlings are a great buy*
- *Our on-time delivery record is the best in the business*

We think that growing forests with our partners is a noble undertaking. We promise to give you our best effort – every customer, every time, every day!



**Southern Regeneration**

---

800.344.0399 VA/NC

800.634.8975 FL/GA/SC

800.635.0162 AL/MS/TN

800.221.4898 AR/LA/OK/TX