

# WHO WE ARE



**Second generation timber farmer Danny Heatherly started BarkClad over 20 years ago in Western North Carolina – the heart of the Appalachian Mountains.**

Danny and Nylenda Heatherly are NC natives and both were born in Haywood County where their roots run deep in the Appalachian mountains. They are the owners of BarkClad a small business that produces a product so intriguing that everyone that sees it is astonished. Danny comes from a legacy in the timber industry in Western North Carolina. He has seen the logging industry here in the mountains change over the years. Danny grew up on a farm where he learned to make a living from the surrounding mountains. Danny learned from the time he was a boy the value and name of every tree in the forest by its leaf, twig or bark. About 18 years ago he started peeling the bark off of the trees to be dry kiln and used for siding. By repurposing the bark from trees that are already being cut for use in the furniture and plywood industries, BarkClad is able to minimize the environmental impact and create a beautiful natural siding product that will last for years.

The idea of Bark Siding has dated back to the ancient Indians and in the early 1900's the famous American Chestnut, which is now virtually extinct, was used to clad homes and buildings. Some of these buildings are still clad with chestnut bark. Several years later a man named Bud Phillips found that the tulip poplar was an excellent choice for home bark siding. Today the idea of Bark siding is a revolution and can be found in all 50 states, Canada and other countries. Bark siding is the newest look in home building in over 30 years.

Danny, Nylenda and their 3 children have worked in the family business harvesting bark and marketing it for 18 years. Every May thru August the family works on site, in the woods and at the Barkclad location procuring the bark for the years supply. The supply is limited due to the limited time to harvest the bark while the sap is up in the trees. Danny and Nylenda decided that if bark siding could be made synthetically then everyone could have the chance to clad their home or project with bark. So in 2008 they were awarded a US patent on engineered bark siding and began research and development of what they now call SmartBark. Smartbark is now offered in 3 species of trees including bringing back the look of the historical American Chestnut.

The story with the Heatherly's is the true "American Entrepreneur" where integrity and values are the core of the business model. This family has seen the pages of a book that tell the story of hard work, and raising a family, to believe in America as a place of opportunity.

[www.barkclad.com](http://www.barkclad.com)

# PRESS RELEASE



**CANTON, NC – BarkClad**, a leader in the bark siding industry, has released two new varieties of its eco-friendly **SmartBark** engineered bark siding.

Now available in Historic American Chestnut and Walnut finishes, **SmartBark** provides the distinct look of natural bark with the added benefit of being maintenance free. The newest varieties join **BarkClad**'s original engineered bark siding, which mimics Poplar.

With a 30-year limited warranty, all **SmartBark** products are an affordable and sustainable solution for homeowners who want the rustic look of natural bark. This product is conducive in all environments, (north, south, east, west, cold, hot, humid) and has a great look also.

"We're giving builders, architects and homeowners some great new siding options with our American Chestnut, Poplar, and Walnut engineered barks. We have chosen 3 of the most desired bark designs from our customers," said Danny Heatherly, Owner of **BarkClad**. "It's exciting to be adding to our line a growing variety of barks, some of which are no longer naturally available. American Chestnut was common years ago but a blight killed all the giant chestnut trees. We were fortunate to have access to an original Chestnut panel from the High Hampton Inn in Cashiers NC. The Inn still has some original Chestnut Siding and they also have used our SmartBark Chestnut for a new addition."

Versatile and easy to install, **SmartBark** comes in a variety of shake sizes and colors, and can be used on exterior and interior surfaces, as full or partial house siding, on porches, dormers, decks and facades, or as accents inside the home. It is made of a special poly-blend that is resistant to weather and rot.

The estimated cost of installed **SmartBark** is approximately \$2 per square foot less than natural bark siding. And with an Rvalue of 4.7 per inch, the engineered siding contributes to homeowners' annual energy savings. We have customers that are reporting a savings of 25% a month in electric.

**SmartBark** is the newest product for **BarkClad**, a bark and building supply company founded in 1999 in the western North Carolina mountains by second-generation timber farmer Danny Heatherly. For more than 15 years, **BarkClad** has been providing the highest-quality natural bark products in the U.S. and Canada and exceptional customer service.

For more information on **SmartBark** and the other **BarkClad** products, visit [www.barkclad.com](http://www.barkclad.com).

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