



# Peace Valley OSB

The Power of the Peace

July 27, 2005

## PEACE VALLEY OSB

**Fort St. John, BC** - Canfor-LP OSB Limited Partnership today announced that the new name of its Fort St. John OSB mill is **Peace Valley OSB**. The announcement caps an extensive six month process that involved people in the community and staff at the new mill. The company also unveiled its new logo, a stylized version of the Peace River flowing through the Peace River valley. As well, the company has adopted the tagline "**The Power of the Peace**" to go along with its new name and logo.

Peace Valley OSB General Manager, Chris Baby, stated "Today marks a special day for Fort St. John and everyone involved in helping build and operate the world's largest oriented strand board mill. We were looking for an identity that said a lot about this magnificent region, its people, its resources and its future and we believe that **Peace Valley OSB** does that. We're excited about our new logo that depicts the Peace River flowing through the Peace River Valley. This historic river was a major transportation route for First Nations people for thousands of years. The river then became a major trading route for fur traders. The Peace River has always been at the heart of agriculture and in recent years energy and sustainable forestry development in the region. **Peace Valley OSB** plans to build on the rich history and abundant forestry resources and use the "**Power of the Peace**" to move the new mill forward from the construction phase to the operational phase in October."

Canfor-LP OSB launched the "Help Us Name Our Mill" contest in January. A panel of seven judges reviewed the nearly 100 entries in March and identified 10 finalist entries in three categories. The 10 finalists were announced in late April. A brand and corporate identification company took the 10 finalist concepts and produced several versions of new names and logos in April and May. Work continued on a few versions in June and with the help of Canfor-LP OSB staff and others a final name, logo, tagline and colours were chosen earlier this month. **Peace Valley OSB** is owned by Canfor-LP OSB Limited Partnership. Canfor-LP OSB is a 50-50 partnership between Canfor and Louisiana-Pacific (Canada).

***For further information contact:***

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