LP Building Solutions Unveils New Naturals Collection™ in LP® SmartSide® ExpertFinish® Portfolio

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New palette combines the beauty of natural wood tones with the advanced durability of engineered wood siding

NASHVILLE, Tenn.--(BUSINESS WIRE)--Apr. 9, 2025-- LP Building Solutions (LP), a leading manufacturer of high-performance building products, today announced the launch of its Naturals Collection™—a new line of nature-inspired colors within the LP® SmartSide® ExpertFinish® Trim & Siding portfolio.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250409341707/en/



LP® SmartSide® ExpertFinish® Naturals in Saffron Cedar

Unveiled at the 2025 NAHB International Builders' Show ®, the Naturals Collection offers six versatile prefinished colors designed to capture the look of stained wood, available in both cedar and brushed smooth finishes. This marks the first specialized color palette introduced since the ExpertFinish® product line launched in 2020.

"The new Naturals Collection reflects our continued commitment to style, performance, and innovation," said LP President Jason Ringblom. "These new colors not only complement our core 16-color palette but also meet the growing demand for wood-inspired tones—without compromising on durability or ease of installation."

The new Naturals palette includes Bonsai Black, Weathered Walnut, Aged Amber, Saffron Cedar, Smoky Slate, and Washed White.

Each prefinished option is engineered for durability and backed by LP's industry-leading 5/15/50-year limited warranty, giving builders and homeowners added peace of mind.

The Naturals Collection will be available through LP's extensive network of contractors and dealers across North America throughout 2025.

With this expansion, LP reinforces its role as an industry leader in resilient, contemporary siding solutions—offering a combination of beauty, strength, and lasting performance.

To explore LP® SmartSide® ExpertFinish® Trim & Siding, visit LPCorp.com.

About LP Building Solutions
As a leader in high-performance building solutions, Louisiana-Pacific Corporation (LP Building Solutions, NYSE: LPX) manufactures engineered wood products that meet the demands of builders, remodelers and homeowners worldwide. LP's extensive portfolio of innovative and dependable products includes Siding Solutions (LP® SmartSide® Trim & Siding, LP® SmartSide® ExpertFinish® Trim & Siding, LP BuilderSeries® Lap Siding and LP® Outdoor Building Solutions®), LP® Structural Solutions (LP® TechShield® Radiant Barrier, LP WeatherLogic® Air & Water Barrier, LP Legacy® Premium Sub-Flooring, LP® FlameBlock® Fire-Rated Sheathing, LP NovaCore® Thermal Insulated Sheathing and LP® TopNotch® 350 Durable Sub-Flooring) and oriented strand board (OSB). In addition to product solutions, LP provides industry-leading customer service and warranties. Since its founding in 1972, LP has been Building a Better World™ by helping customers construct beautiful, durable homes while shareholders build lasting value. Headquartered in Nashville, Tennessee, LP operates 22 plants across the U.S., Canada, Chile and Brazil. For more information, visit LPCorp.com.

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