

# **GENICS INC.**

An **ATCO** Company

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## **Genics Unveils Safe Wood Protection Product for Consumers**

Patented Non-Toxic Technology Used Continent-Wide To Preserve Utility Poles

EDMONTON, Alberta – Genics Inc., an ATCO company, has been awarded federal regulatory approval, in Canada and the U.S., to sell a consumer version of its unique, environmentally safe wood preservation product, used by utility companies across North America to significantly extend the life of power poles.

The company announced today its non-toxic, patented *Genics Post Guard* will be launched in western Canada this month. The product will have special appeal to the home handy men, home handyman service companies, renovation and construction companies, as well as farms and related businesses who use wood that is exposed to the elements or is in contact with soil.

Genics, the North American leader in developing environmentally progressive wood protection products, said the sale of *Post Guard* has been approved by the Pest Management Regulatory Authority, a joint body of Health Canada, Agriculture Canada, and Environment Canada.

“Painted and pressure-treated lumber, widely used for decks, fences and playgrounds, contains chemicals that may cause health and environmental concern if they leach into the ground,” said Paul Blaha, President, Genics Inc. “*Post Guard* is totally safe, ends the danger of health risk and actually creates an environmental gain.”

*Genics Post Guard* is a smaller version of *CobraRod*, the breakthrough product that extends the life of utility poles while eliminating total need for widely applied potentially toxic preservatives. *CobraRod* has saved utilities across North America tens of millions of dollars in maintenance and replacement costs.

*Post Guard* can now be used anywhere wood is open to the elements or touches the ground and can be used with existing posts to extend their life.

For consumer use, Genics decreased the size of the industrial *CobraRod* to fit the needs of fence, deck, and gazebo builders. The two-inch rods, made of copper and boron, are fully inserted into wood posts and beams just above ground level. The procedure protects all wood from the inside out, compared to pressure treated products that only soak the exterior surfaces in chemicals.

“The use of *Genics Post Guard* in, for example, garden landscape timbers and vine-support posts, will over time release micro-nutrients into the soil. These micro-nutrients are essential for healthy plant development and growth, while extending the life of the wood up to eight years with each treatment,” added Mr. Blaha.

After launching in western Canada in several home hardware type stores this month, Genics expects to extend distribution to the U.S. Pacific Northwest with rollout to more regions in 2003.

Genics Inc., headquartered near Edmonton, Alberta and part of the ATCO Group of companies, develops manufactures and markets a complete array of innovative wood preservatives for the utility, commercial and residential markets. Additional information about Genics can be found at [www.genicsinc.com](http://www.genicsinc.com)

ATCO Group is an Alberta based corporation with a worldwide organization of companies engaged in Utilities, Power Generation, Technologies, Industrials, Logistics and Energy Services.

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