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**Novik Partners with Falls City Lumber, Co., To Distribute NovikShake™ and NovikStone™**

QUEBEC CITY, QC (May 2016) – Novik®, a premier manufacturer of shakes, stones and accessory products that replicate the natural beauty and texture of wood and stone materials, has signed a distribution agreement with Falls City Lumber, Co., of Louisville, KY, with a supporting location in Sharonville, OH. Falls City Lumber will supply the full line of Novik products, including NovikShake™ and NovikStone™ to dealers in Kentucky, Ohio, Indiana and parts of West Virginia.

“We are very pleased to partner with Falls City Lumber, a company with the perfect mix of products that complement Novik product lines,” said Ralph Bruno, President, Novik Sales Corp. “This is an exciting distribution milestone for Novik, as NovikShake and NovikStone extend to a strong region for the brand.”

A full service lumber distributor since 1985, Falls City Lumber provides dealers with a wide range of building products, including fiber cement siding, wood and composite decking and Versatex trim—all perfect complements to NovikShake and NovikStone, according to Bruno.

“Novik products provide great options for our dealers,” said, Bill Kronauer, VP and General Manager, Falls City Lumber, Co. “With luxurious looks and lower maintenance Novik is right in line with the trend toward a mixed material look on homes, with siding, shake and stone—Novik presents a great opportunity to blend these different textures and colors.”

NovikStone™ and NovikShake™ with StainNatural™ technology, are poised to define completely new categories in the building products industry. NovikStone is a rich, natural looking stone product that replicates the elegance of stone but installs faster and easier than stone or stone veneers. Impervious to moisture and therefore perfect for ground contact, it is available in many different styles. NovikShake’s line of StainNatural products, in six rich colors, are the first in the industry to offer a true wood stain on a polymer shake, that installs quickly and easily. To learn more, visit [www.novik.com](http://www.novik.com).

Falls City Lumber currently supplies building materials to retail lumber yards. To learn more about them, visit [www.fallscitylumber.com](http://www.fallscitylumber.com)

**About Novik**

Novik® is a premier manufacturer of NovikShake™, NovikStone™ and accents that replicate the natural beauty and texture of wood and stone materials. At the forefront of technology, Novik offers attainable luxury that is attractive and easy to install. Novik products are a perfect fit for builders, contractors, facility managers and consumers who take pride in the aesthetic appearance of their home or building. For more information, visit [www.novik.com](http://www.novik.com).

## **About Falls City Lumber Co.**

Falls City Lumber is a full service specialty wholesale lumber company providing quality products from quality suppliers since 1985. We pride ourselves on our incomparable ability to offer quality lumber and specialty products at a very competitive price. Falls City Lumber's corporate office and warehouse facility is located in Louisville, Kentucky. An additional sales office and supporting distribution yard is located Sharonville, Ohio. Visit [www.fallscitylumber.com](http://www.fallscitylumber.com)