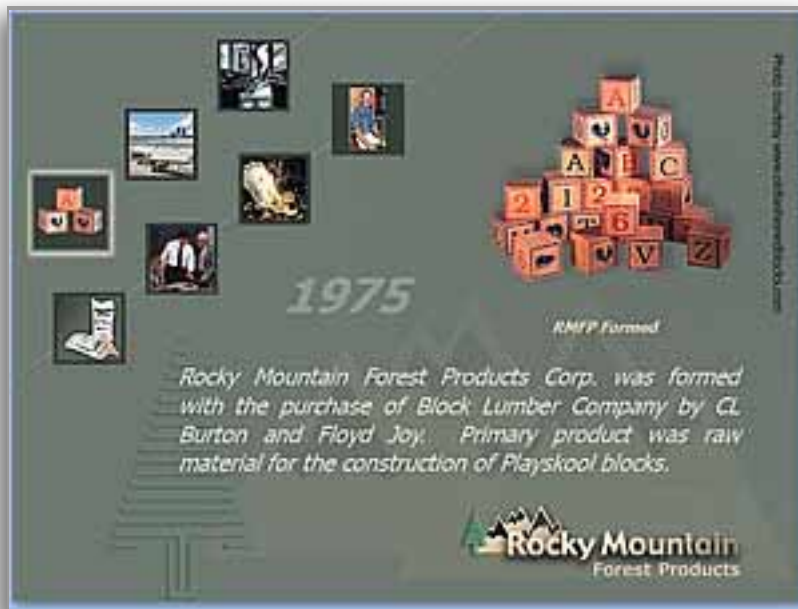





YELLOW BARON GRAPHICS LLC  
*Design that Sells.*

Client: Rocky Mountain Forest Products  
Project: Powerpoint Presentation  
Business Timeline  
Product Photography  
Web Site Design

Powerpoint presentation slides one through eight (below) show the business growth of Rocky Mountain Forest Products from 1975 through 2001. This company's strong branding was built using consistent, colorful graphics across multi-media.







## 1985

*RMFP moves to Pulte building*

*Move to Pulte building in west Laramie. Previously located in the Ice Plant north of Laramie, the Pulte Homes closure made the current building available. With a total of 125,000 square feet, plus loading and office space this building has served Rocky Mountain well.*



## 1986

*First Diehl moulder purchased from Teva Moulding*

*A by-product of the fence/lay line were 8' foot clears. Rocky Mountain sold those clears to Teva Moulding as moulder stock. The purchase of the first moulder allowed Rocky Mountain to utilize those clears for their own benefit.*

*As the moulder was loaded in Albuquerque, the Teva people attached a sign saying "insert wood here" on the moulder. Today, Rocky Mountain and Teva together lead the small pattern market and are fierce competitors.*


*Laramie's location on Interstate 80 put Rocky Mountain in line between the raw material producing regions (northern California and the Cascades) and the moulding consuming regions (the East Coast). Today the primary raw material suppliers are from New Zealand and Chile, using the port of Oakland still allows for some efficiency in shipping.*





## 1990

*Installed Pellet Mill*

*The manufacture of mouldings produces shavings and sawdust as a by-product. Prior to installing the pellet mill, Rocky Mountain sold its dust and shavings to Big Horn Lumber who in turn bagged the shavings for bedding and dumped the dust. Today, Rocky Mountain purchases the trim ends from Big Horn Lumber as raw material for the pellet operation.*







**1991**

*Assets of Westpac purchased*



*Leveraging the plant and inventory at Laramie, the principals of Rocky Mountain purchased the assets of Westpac Industries in Clifton, Texas and formed what is known today as Clifton Moulding Corp. Clifton Moulding Corp. manufactures large pattern fingerjoint mouldings, the effective complement to Rocky Mountain's product line. All relationships between the two companies were liquidated in 1995.*

**1993**

*The Spotted Owl*

*The spotted owl issue in the Northwest effectively shut down volume production of Ponderosa pine as raw material. The premium quality and high utilization of material inherent in small solid mouldings allows Rocky Mountain to avoid the rush to alternative species. With time the remanufacturing techniques at New Zealand and Chilean mills evolve to the ability to produce the quality of material required by a mill like Rocky Mountain. Today 80% of the raw material used at Rocky Mountain is Radiata Pine from New Zealand and Chile.*

**1995**

*Charles Shawver*

*Chuck Shawver purchases Rocky Mountain Forest Products Corp. from CL Burton.*

