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# DesignCenter is innovative step in home projects

**T**HE WEYERHAEUSER DesignCenter, a highly innovative home improvement tool for the building products industry, which brings a new standard of consumer design flexibility, building confidence and budget control to home improvement projects, is beginning to show up in area home centers.

Installed in participating home centers and lumber yards, the Weyerhaeuser DesignCenter is an interactive computer-based design system.

It allows store personnel to help consumers quickly, easily and enjoyably create three-dimensional designs for home improvement projects.

"The DesignCenter technology simplifies this process and lets consumers visually bring their design ideas to life."

WHEN THE deck design is selected by the consumer, the design center will provide a three-dimensional, color rendering; construction details; materials list and materials cost. The entire process takes just minutes.

Consumers can then buy all of the materials on their list, plus receive a Weyerhaeuser DesignCenter "How to Build a Deck" brochure, which provides the step-by-step construction details.

Weyerhaeuser consumer research shows the families of the '90s will be more home oriented, increasingly involved in do-it-yourself projects, and eager to exhibit greater control of the project design function.

Consumers or professional contractors do not need any prior computer knowledge as they work side-by-side with a trained store salesperson, who helps them find the right design for their custom project.

Area stores that have the service so far include Birmingham Lumber, 777 S. Eton Road; Haggerty Lumber, 2055 Haggerty Road, Walled Lake; and Handy Andy/Forest City, 13507 Middlebelt Road, Livonia.

THE FIRST DesignCenter module, or software capability, to be introduced allows do-it-yourselfers to explore easily various deck configurations that detail shapes, railings and stairs on the DesignCenter video screen.

Designs can be rotated and looked at from any angle, including the top, the side, underneath or a three-quarter view.

"We've found that as consumers attempt to translate their ideas into shape, confusion and frustration can often result," said Bill Blankenship, Weyerhaeuser vice president of sales and distribution.

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The Weyerhaeuser DesignCenter features computer hardware and software, a video screen, operating controls and a four-color printer. With the aid of a track ball and a Weyerhaeuser-trained sales representative, consumers input information and watch their home improvement ideas take shape.