

# QUARTERCUT

SEPTEMBER 2008 ISSUE 07  
www.premierforest.co.uk

PREMIER FOREST PRODUCTS'  
QUARTERLY UPDATE FROM ALL CORNERS  
OF THE TIMBER WORLD

**“WE’VE HEAVILY  
INVESTED IN  
GREENTREE OVER  
THE LAST FEW  
YEARS, BECAUSE  
AS A COMPANY  
WE RECOGNISE  
THE IMPORTANCE  
OF RESPONSIBLE  
ENVIRONMENTAL  
PRACTICES.”**

**Terry Edgell, Director**

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Premier Forest Products Limited imports and distributes a diverse collection of timber and timber-based sheet materials for UK consumption. The company's wide range of products includes Greentree, Brazilian, Far Eastern and Chinese plywood, Russian softwood, hardwood plywood, MDF, chipboard, fibreboard, machined softwood goods and carcassing timber, all stored and received at warehouses within Premier's Newport Docks Head Office and the Birmingham site. Premier believes that timber is one of the earth's most important resources – protecting our natural environment and providing a renewable source of materials. We are committed to responsible stewardship of the forest biome by promoting the sustainable trade in timber and timber products from well-managed forests.

  
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# FOREWORD

**BEYOND CE MARKING: TRADA TECHNOLOGY COMMERCIAL MANAGER MARK SALT DISCUSSES A NEW CERTIFICATION SCHEME FOR PLYWOOD.**

Plywood is one of the basic commodities of the construction market, a strength and a weakness. Especially in the current market, buyers must be wary of being seduced by cheap prices and products pretending to be what they are not.

There have recently been concerns about large shipments of supposedly structural grade plywood arriving in the UK, bearing a false CE mark. Bona fide manufacturers have suffered a loss of confidence in their CE marked product as a result.

It is important to understand, however, that the CE mark itself is not a quality mark. It is simply a manufacturer's declaration that a product is fit for purpose and meets the requirements of a European Technical Specification, in the case of structural plywood EN13986 Wood based panels for use in construction.

TRADA Technology will provide the testing and consultancy support for a third-party certification Q-Mark scheme launched by our sister company BM TRADA Certification, an internationally recognised quality mark which goes beyond CE marking. Inherent in the Q-Mark scheme are assessments of the initial type testing (ITT) and on-going production testing of the manufactured plywood. These are in addition to an audited Factory Production Control system, aimed at ensuring consistency in manufacture and high quality end product.

While structural plywood must meet Attestation of Conformity (AoC) Level 2+ within the CE marking process, the Q-Mark assessment is approached as for a higher AoC Level 1+ product. Also, all boards must be individually marked, which BM TRADA believe is another safeguard for buyers.

The Q-Mark scheme for structural plywood was launched in China in May 2008 and the scheme is available to manufacturers through BM TRADA's network of representatives worldwide. BM TRADA is already in discussion with leading plywood mills in China and other plywood producing countries and we anticipate that the first Q-marked plywood will enter Europe by the end of the year.

For more information email: [msalt@trada.co.uk](mailto:msalt@trada.co.uk)



PREMIER'S BIRMINGHAM OFFICE CELEBRATED THEIR THIRD BIRTHDAY THIS AUGUST. TO SEE HOW THEY HAVE GROWN AND DEVELOPED OVER THE LAST THREE YEARS, TURN TO THE INTERVIEW WITH BIRMINGHAM DIRECTOR CHRIS WILD ON PAGE 4!

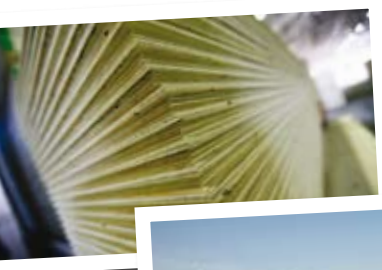
## PREMIERNEWS

# MAJOR WAREHOUSE SIGNING SECURES PREMIER'S EXPANSION PLANS

**PREMIER FOREST PRODUCTS HAS SECURED ITS FUTURE AT NEWPORT DOCKS WITH THE RECENT SIGNING OF A 20-YEAR LEASE ON OVER 73,000 SQUARE FOOT OF ADDITIONAL SPACE, IN ORDER TO ACCOMMODATE ITS AMBITIOUS PLANS FOR EXPANSION.**

The new warehouse space, which will be leased from Associated British Ports, is based adjacent to the company's headquarters in Newport Docks. Premier has spent over £200,000 updating the new site, modernising the office space and improving older parts of the building.

The new site is located next to a railway line, allowing Premier to receive immediate delivery of goods by rail. This means that



Premier now has the capacity to maximise three modes of distribution, bringing loads into the UK via road, sea and rail.

Nigel Williams, Director at Premier, said:

"The last year has been crucial to us in terms of Premier's expansion, we have exceeded our targets and are well on the way towards our ultimate goal of becoming the UK's largest timber importer and distributor. The new warehouse space will allow us to focus on increasing our bulk orders of quality products, allowing us to offer a better delivery service for all our customers. Premier will be even more focused than ever over the next year on progressing our product offering and developing the business."





# NO SECOND CHANCES. JOIN THE PREMIER LEAGUE.

**AT PREMIER, WE UNDERSTAND THAT TIMBER TRADE NEEDS TO PROTECT THE ENVIRONMENT - TODAY, NOT TOMORROW. THAT'S WHY WE ALWAYS LOOK OUT FOR SUPPLIERS WITH THE GREENEST CREDENTIALS.**



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**“MDF never stops to find new uses and it has such a green carbon foot print, which is great for us as a company that likes to enhance its Green credentials.”**

**CHRIS WILD**



# TALK ON THE WILD SIDE



**CONGRATULATIONS ON MAKING IT TO YOUR THIRD YEAR. HOW HAS THE BIRMINGHAM OFFICE CHANGED SINCE AUGUST 2005?**

Our turnover has grown from £6million, to £9m to £17m last year, which we are very pleased with, especially as trading conditions in the timber industry are generally quite difficult at the moment. As well as recruiting new staff in the sales and operations areas of the team, we have also introduced new delivery routes - for example, we now go twice weekly as far as Cumbria and Newcastle Upon Tyne.

**IT'S A TOUGH TIME TO BE IN THE TIMBER INDUSTRY AT THE MOMENT. HOW ARE YOU COPING?**

Currently, the industry is really just about making money to cover costs, rather than chasing turnover (credit control for obvious reasons certainly rules the roost right now). Premier is growing steadily at the moment and we hope to keep this momentum until the market is back on its feet - then we'll be ready to take on the world.

**WHAT ARE YOUR BEST SELLING PRODUCTS AT THE MOMENT - AND WHAT WOULD YOU RECOMMEND TO YOUR CUSTOMERS?**

MDF never stops finding new uses and it has such a green carbon foot print, which is great for us as a company that likes to broadcast its Green credentials. Birch is also on the up and can be sourced much closer to home than tropical products.

**WHAT ARE YOUR AMBITIONS FOR PREMIER'S BIRMINGHAM OFFICE?**

In the near future, we are looking to bring in extended operational hours - and maybe achieve our first £2m sales month in 2009! As a company, Premier's aim is to achieve a turnover of £100m within the next five years, and the success and growth of the Birmingham office will play a key role in this.

**ARE YOU OPTIMISTIC ABOUT THE FUTURE OF THE INDUSTRY?**

The best will survive this international mess the banks have got us into... Wood is not going away!

*Chris Wild is the Director of Premier's Birmingham office and can be contacted on 0121 331 4010*

**PREMIER NEWS**

# PREMIER BOOSTS ITS ENVIRONMENTAL CREDENTIALS WITH THE RETURN OF GREENTREE

**PREMIER FOREST PRODUCTS IS PREPARING TO BUCK THE CURRENT UK MARKET TRENDS BY BRINGING IN A BULK ORDER OF ITS HIGHLY POPULAR BRANDED PLYWOOD, GREENTREE.**

Premier first introduced the FSC certified Greentree plywood to the UK market in October 2006, after a year of research and development. The product quickly became one of Premier's fastest selling brands, due to industry demand for a cost effective and sustainable plywood product.

Due to the products' popularity, Premier has now renegotiated its contract with the South American mill, enabling the company to bring in further large quantities of the product into the UK - along with a substantial quantity of marine-grade Greentree plywood, a high performance product for use in more external applications. This summer, Premier has released an exclusive volume of these products into the UK market, guaranteeing volume for the loyal following of customers who have been impressed with the high quality, sustainable product.

Terry Edgell, Director at Premier, said:

"With the approach to the 2012 Olympics, legal and sustainable timber is more in demand than ever before and Premier aims to maximise the business opportunities that the games will generate by ensuring a sufficient

volume of fully certified material, such as Greentree plywood, is available for purchase. We've heavily invested in Greentree over the last few years, not only because we know its what our customers want and need, but also because as a company we recognise the importance of responsible environmental practices.

"Greentree is a popular and value-for-money product, and it is one that is unique to Premier. With market conditions looking rather unfavourable at the moment, we are

looking to maximise the potential of our most popular and best performing products. Greentree plywood is an extremely well put together flat panel, with thicker outer veneers than most and has a multitude of possible end use applications – in fact, we may even provide free samples for those with particularly good ideas!"

Premier has also introduced Greentree MDF to the range of products, which is a collaboration with Premier's trading partner and Spanish producer Finsa.

Terry Edgell commented:

"As an MDF, Greentree it is one of the most competitive brands currently in the market and can be utilised in the most demanding of applications due to the quality of the product."

Greentree plywood is currently available in thicknesses 6mm – 25mm, 2440 x 1220 in silver, BB/CC and marine grades. Greentree MDF is available in 9mm – 25mm in 2440 x 1220 and 3050 x 1220 in both standard and moisture resistant qualities.



## PREMIER EXCELS IN RESPONSIBLE PURCHASING

**PREMIER PRIDES ITSELF ON ITS ENVIRONMENTAL CREDENTIALS, AND AS SUCH IS A PARTICIPANT IN THE TIMBER TRADE FEDERATION'S RESPONSIBLE PURCHASING POLICY (RPP), WHICH AIMS TO MINIMISE THE RISK OF BRINGING ILLEGALLY SOURCED TIMBER PRODUCTS INTO THE SUPPLY CHAIN.**

This year, Premier - which is already at the forefront of the RPP drive, being one of the first companies to sign up - saw further remarkable achievements in its latest audit results:

- FSC and PEFC purchases have increased by 134%
- Certified and low risk purchases have increased from 38% to 69%
- High-risk purchases have dropped from 50% to 24%
- Going forward into 2008/9, reducing high-risk purchases is a priority for Premier.

Nigel Williams, Director at Premier, said: "We are very pleased with our first set

of results, in addition to showing our commitment to certified products, they clearly demonstrate the efforts we have been making towards fully eliminating high risk purchases. This is yet another measure of Premier's commitment to the highest possible standards of environmental and socially responsible trading.

We make every effort to ensure that our customers are not only receiving high quality products, but also those with the best environmental credentials."





# NEED A SPEEDY DELIVERY? JOIN THE PREMIER LEAGUE

**WE UNDERSTAND THERE ARE PENALTIES WHEN DELIVERIES ARE MISSED.  
AT PREMIER, WE DON'T DICTATE DELIVERY TIMES - YOU DO.**



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**CAPTION COMPETITION**

What do you think is going through Director Nigel Williams' head as he takes part in Premier's recent charity abseil?

Please email your captions, together with your postal address, to [lauren@mgbpr.com](mailto:lauren@mgbpr.com). All entries will receive a branded jenga game.



**PRODUCT OF THE QUARTER**

**SPRUCING UP PLYWOOD**

**PREMIER'S WISA-SPRUCE SETS AN OLYMPIC STANDARD FOR STRUCTURAL GRADE PLYWOODS.**

WISA-Spruce plywood was launched in the UK market in the late 1990's, has since gone from strength to strength, to become the leading brand of structural grade plywood specified in construction.

With its state of the art, high tech production, every panel of WISA-Spruce is produced to exacting technical standards, which guarantee the customer consistent high quality every time they purchase.

WISA-spruce structural properties are listed in the all-important Structural Design Standard BS 5268 Part 2, which enables structural engineers to incorporate WISA-Spruce into their designs and specifications.

WISA-Spruce is used in construction applications such as floors, walls and roofs, and has been used in the construction of the Commonwealth Games stadium in Manchester and most recently incorporated in the roof structure of the impressive Emirates Stadium at Arsenal Football Club. This track record for stadium construction will contribute to its incorporation into the construction for the 2012 Olympic Games.

UPM Plywood in Finland produces WISA-Spruce, from sustainable, PEFC certified forests. Premier stocks an extensive range of WISA-Spruce Plywood:

- WISA-Spruce grade 3/3 and 2/3 is available square edge in a standard size 2440 x 1220 and a thickness range 9,12,15,18,21,24mm.
- WISA-Sprucefloor grade 2/3 TG flooring panels are available TG2 and TG4 edges in sizes 2400/2440 x 1220/1200 in thicknesses 15,18,21,22 and 24mm



- WISA-Sprucefloor grade 2/3 TG4 is also produced in size 2400 x 600 in 18 and 22mm thicknesses, specifically for the housebuilder.

Other sizes and thicknesses can be produced. Contact Premier on **01633 254422** for further information.

**COMPANY PROFILE**

**Paul Norris**  
**Manager**  
**Birmingham Office**



**Favourite film?**  
**Shawshank Redemption**

**Who do I most admire?**  
**Mum & Dad**

**If I won the lottery:**  
**Buy Chris Wild a coffee machine**

**If I were stranded, the one thing I would wish to have would be:**  
**England Rugby World Cup winners 2003 DVD**

**Worst day at premier?**  
**Hearing "Big account going bust"**

**Best working day at Premier?**  
**Every day**

**Achievement I'm most proud of?**  
**Moving to Premier, after 30 years with one company**

**Three words to describe me?**  
**Tall, slim and handsome**

**Three words other people use?**  
**Cannot repeat**

**Motto?**  
**Pride in what you do**

\*Unfortunately Paul wasn't available for the photoshoot, so Simon Cowell kindly stepped in.

**PREMIER REACHES NEW HEIGHTS FOR CHARITY**

**MEMBERS OF PREMIER FOREST PRODUCTS' WALES AND SOUTH WEST TEAM TOOK PART IN A SPONSORED ABSEIL THIS SUMMER IN SUPPORT OF LOCAL CHARITY, TRUST PA, WHICH SPECIALISES IN HELPING SPINALLY INJURED PEOPLE.**

Nigel Williams, Dilwyn Howells, Joe Walker, Sarah Jenkins and Alison Jones took the leap off the Newport Transporter Bridge in order to raise over £700 for Trust PA. Joe Walker said: "We've had a great time today, standing at the top of the bridge was certainly nerve racking and there were more than a few pre-jump jitters! It's fantastic for all of us to be able to say we completed the challenge, and the fact that the abseil was in aid of such a good cause makes it even more of a worthwhile achievement."





# GOING FOR GOLD? JOIN THE PREMIER LEAGUE.

LIKE EVERY SUCCESSFUL OPERATION, WE UNDERSTAND THE IMPORTANCE OF CUSTOMER SERVICE. THAT'S WHY, AT PREMIER, THE CUSTOMER COMES 1ST EVERY TIME - YOUR WOOD, YOUR WAY.



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