



*When it comes to product, quality, service and ambition, panel and board importer and distributor Premier Forest Products Ltd is in a league of its own*

# premier league

The last few months have been quite eventful for Premier Forest Products, independent timber importers and distributors. Not only has the company won the prestigious Ernst and Young Entrepreneur of the Year award for its business products and services, it has also opened a new multi-million pound warehouse at Nexus Point, in Holford, Birmingham. But this is nothing compared to what the company has planned for the future. Now 12 years old the company is emerging as a major industry player in the supply of panel products and intends to build on its solid base to branch out into underdeveloped markets. The company is so ambitious that it intends to increase its turnover to £80 million by 2010.

Established in 1993 by Premier Forest Products' three directors – Terry Edgell,

Dilwyn Howells and Nigel Williams, the company was set up after recognising a need for an independent timber importer and distributor in Wales.

Since then the company has grown considerably. In just 12 years it has achieved a turnover of £30million. Premier recently opened a new warehouse in Birmingham, which saw the formation of a new trading team headed by Chris Wild, who has 30 years' industry experience. Premier is also planning to open another warehouse before the end of the financial year. Both new developments will allow the company to expand its business into new regions.

According to Premier, it differs from other timber distributors because of its holistic approach to client needs. The company strives to be the best solutions



*Above: Terry Edgell, Dilwyn Howells and Nigel Williams are presented with the award for the South's most inspirational and dynamic entrepreneurs at the Ernst and Young Entrepreneur of the Year Awards.*

**Right:** Premier Forest Products prides itself on its extensive range of products, which includes chipboard, real wood veneered panels, hardwood, plywood, doors/doorblanks, orientated strand board, fibreboard, MDF, melamine-faced chipboard and worktops.

**Below:** Premier's Birmingham operational facility is now fully functional, with the warehouse stocked full of the company's extensive range of panel products, and the team ready to take sales calls and enquiries.



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**Below:** Premier has re-designed its website, which is more interactive and inclusive. Potential clients can now find out all they need to know about Premier, with a dedicated contact email address that allows for ad hoc queries to be answered quickly by Premier's knowledgeable and helpful staff.



provider in the timber industry, aiming to achieve this by matching client requirements with supplier solutions or tailoring solutions to meet an individual client's needs. Therefore if a furniture maker is fed up with not being able to source to suit requirements, Premier will take it upon themselves to find the solution. For example, in 2003 the company was given the task of finding lightweight, environmentally friendly and commercially viable plywood. As no supplier as currently providing a panel that fulfilled all the criteria, Premier met with nine suppliers in China in order to develop such a product. This resulted in the innovative PremPLY range being added to Premier's product portfolio.

The company prides itself on its extensive range of products and the company imports from Brazil, the Far East and China. Products include chipboard, real wood veneered panels, hardwood, plywood, doors/door blanks, orientated strand board, fibreboard, MDF, melamine faced chipboard and worktops. This list

is not exhaustive. Premier continues to develop new solutions to meet its customers' needs and is able to supply a wide range of timber and timber-based products to all types of business such as shop fitters, furniture and caravan manufacturers. Premier Forest Products holds chain of custody certification for FSC and PEFC certified products and the company is a member of The Timber Trade Federation.

With the recent addition of the Birmingham warehouse (Premier already has other facilities in Andover and Newport) the company is well placed to deliver large or small orders to clients right across the UK. This combined with Premier's future strategy and vision gives the company a solid base for future growth and endless opportunities to branch out into other markets to increase its market penetration in the UK.

For more information about the range of panels and boards from Premier Forest Products call 01633 254422 or visit Premier's recently relaunched website at [www.premierforest.co.uk](http://www.premierforest.co.uk)