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In this issue…

At first glance, APA’s Tacoma Research Center is quite unassuming. The beige, two-story structure along South 19th Street has changed little in the past forty-some years, but the research activities that happen inside have helped provide important technical information to the engineered wood industry since it opened in 1969. Here, APA staff conduct considerable wall sheathing studies along with research of LVL, I-joists, structural insulated panels and other engineered wood products. Jack Merry, APA’s retired communications director and former editor of the Engineered Wood Journal explores the myriad ways APA’s talented technicians are advancing the industry. His story begins on page 10.

This month’s Journal also features an interview with APA President Ed Elias. In our Q&A, he expands on some of the issues he discussed at APAs Annual Meeting in San Antonio last fall, such as expanding strategic alliances with industry partners; efforts to develop and maintain markets; and new opportunities realized resulting from trade missions into the international market. Elias’ interview starts on page 16.

Also in this issue you’ll find the results of the annual EWTA Business Outlook Survey, where members rate their past, current and future successes. The survey shows that members have been generally pleased, with 69 percent of responding members reporting improvement in their companies’ wood-related businesses in 2014. The future looks bright as well: seventy-three percent expect business to improve this year. Survey results are listed in the “Staying the Course” feature beginning on page 26.

In this issue of the Journal, we editorially recognize the Supplier Award winners, who were honored this past October at the APA Annual Meeting’s Chairman’s Dinner. Congratulations to our winners. See who they are on page 20.

Flip to the center of the magazine to find complete listings of EWTA’s member companies. If the section feels a bit thicker, there’s good reason: EWTA’s membership is the highest it has been in the association’s history. At press time, we had 102 members. Take some time to look through the directory – it’s a great networking piece, and something to keep handy throughout the year.

I hope you enjoy this issue of the Engineered Wood Journal!

Sheila Cain
scain@engineeredwood.org
Three Companies Join APA

The APA Board of Trustees has approved membership for three companies: Alamco Wood Products LLC, a glulam manufacturer located in Albert Lea, Minn.; South Everson Lumber Company (a division of Terminal Forest Products), a manufacturer of structural glulam posts located in Everson, Wash.; and Boozer Laminated Wood Products, a producer of high-strength southern yellow pine glulam located in Anniston, Ala.

The Alamco plant last operated as an APA member in 2007. Alamco is one of the oldest and longest operating glulam manufacturing facilities in North America. The company’s history dates back to 1938, when production started under Rilco Laminated Products Inc., in Blue Earth, Minn. In 1960, Rilco Laminated Products Inc., became a Weyerhaeuser subsidiary. Weyerhaeuser operated the Albert Lea plant until 1982, when ownership was assumed by 10 long-term employees and the facility was reopened as ALAMCO Wood Products Inc. In May 2009, the Bell Lumber & Pole Company successfully completed an acquisition of the Alamco facility, renaming it Alamco Wood Products LLC. Alamco is a manufacturer of structural glued laminated timber beams and arches for uses that include churches, schools, trusses, park shelters, bridges and utility poles.

Terminal Forest Products maintains a manufacturing facility located just south of the Canadian border. TFP is a forest products company that is recognized as an industry leader in the production and branding of premium Western Red Cedar products from trees grown on the west coast of British Columbia. TFP manufactures structural cedar glulam posts.

Boozer was founded in the mid 1930s by Elbert and Hinton Boozer and got its start in the production of bridge timbers for the U.S. government.

“We are pleased to welcome these glulam manufacturers to APA and look forward to bringing APA’s full range of services to their operations,” said APA President Ed Elias. “APA now represents more than 90 percent of North American glulam manufacturing capacity and brings a strong voice to this important segment of our engineered wood industry.”

Two New Trustees Elected to APA Board

Jim Enright, president and CEO of Pacific Woodtech Corp. in Burlington, Wash.; and Adrian Blocker, senior vice president, Wood Products at Weyerhaeuser in Federal Way, Wash., have been elected to the APA Board of Trustees. Enright fills the board position vacated by Dave DeWitte, former CEO of Pacific Woodtech, who retired in February. Blocker fills the

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In Memoriam
Annette McNeal Clark
Annette McNeal Clark, 88, of Shubuta, Miss., passed away Feb. 18. For many years she was the president of Mississippi Laminators, an APA-member glulam manufacturer. She is survived by her son, Charles Clark; daughters, Elizabeth Henderson and Mary Douglas; a brother; nine grandchildren and four great grandchildren.

William Stimpson
William “Billy” Stimpson, 94, died January 17, 2015, in Mobile, Ala. Mr. Stimpson enjoyed a lifelong career in the lumber manufacturing/timber business, retiring from Gulf Lumber in 1992 as its board’s chairman. Throughout his career, Mr. Stimpson was very involved in industry trade associations, including the Alabama Forestry Association (president, 1967), Alabama Forestry Commission (1969-1985; chairman, 1972), Southern Forest Products Association (president, 1977) and the National Forest Products Association (president, 1982; chairman, 1983). He is survived by his daughter and three sons, 15 grandchildren and 24 great-grandchildren.

Rod Swanson
Rod Swanson, the co-founder of Oregon timber company Swanson Group Inc., died on Jan. 16 at the age of 91. Mr. Swanson, his brothers and others bought an existing mill in Glendale, Ore., in 1951 after returning from serving in World War II, naming it Superior Lumber Co. In the ensuing decades, the company grew through expansion and acquisitions into Swanson Group Inc., still headquartered in Glendale. Mr. Swanson is survived by his wife, six children, 17 grandchildren, and 14 great-grandchildren.

BJ Yeh Named Chairman of CSA A369
Dr. BJ Yeh, Director of Technical Services for APA, has been named chairman of the Canadian Standards Association (CSA) A369 Technical Committee on Wood-Based Panels, which is responsible for four national consensus standards on plywood and OSB in Canada: CSA O121 Canadian Douglas Fir Plywood, CSA O151 Canadian Softwood Plywood, CSA O153 Poplar Plywood, and CSA O325 Construction Sheathing.

APA is a sponsor of CSA standards on wood structural panels and structural glued laminated timber (CSA O122 and O177, which are under the jurisdiction of CSA A370 Technical Committee on Solid and Engineered Wood Products). Yeh is a voting member on CSA O86 Engineering Design in Wood, chair of ASTM D07.02 Committee on Lumber and Engineered Wood Products, secretariat of seven American National Standards under American National Standards Institute (ANSI), and convener of ISO Technical Committee TC165 Working Group 2 on Structural Glued Laminated Elements.
With an 80 percent share of today's single-family wall sheathing market, the wood structural panel industry has good reason to be both optimistic and guarded. There is still plenty of potential market share to gain — more than half a billion square feet (3/8" basis). But there is also lots of volume potentially to lose—approximately 2.2 billion feet.

This opportunity and risk equation helps explain both the historical and current priority for significant wall sheathing research and development efforts at APA – The Engineered Wood Association’s Tacoma Research Center.

Opened in 1969, the 42,000-sq-ft facility houses a multi-talented APA Technical Services Division staff and wide array of product and systems testing equipment that together provide the capability for both leading-edge market-driven research and comprehensive APA member services delivery. (APA also operates a testing laboratory in Atlanta, Ga.)

Wall sheathing research commands considerable attention today, noted APA Technical Services Division Director Borjen (BJ) Yeh, because of the concerted efforts of competing products, particularly those of the foam plastic insulation sheathing industry, to amend the International Energy Conservation Code (IECC) in ways that threaten engineered wood market share. Those threats require ongoing development of technical data in support of existing and innovative new wood wall construction systems, Yeh said.

There is also significant need for credible test and engineering data in support of wood wall systems in high wind and seismic zones, Yeh added, as well as for research as a basis for durable wood wall construction recommendations.

Current and recent test programs in support of the panel wall sheathing market include:

• Force transfer around openings, for the purpose of identifying a rational design methodology that can closely predict the lateral force distribution around door and window openings in shear walls under seismic and wind loads.

• Portal frame walls, to address the demand for structurally efficient narrow wall segments adjacent to wall openings through both prescriptive bracing wall and engineered shear wall solutions with and without hold-down devices.

• Hygrothermal performance of foam over wood structural panel sheathing, designed to evaluate the performance of wood structural panel and foam...
plastic insulation in wall applications in accordance with the structural and energy conservation requirements of U.S. building codes.

- **Narrow wall bracing**, which gives builders the architectural flexibility of 16-inch-wide narrow wall segments, the structural integrity of code-approved bracing, and the ease of site-built construction.

- **Simplified wall bracing**, to streamline the relevant provisions in the International Residential Code (IRC) in order to make them easier to understand and apply, thereby facilitating greater use of wood structural panels.

- **Wood structural panels as a nail base for claddings**, to strengthen the value proposition of wood structural panel wall sheathing by demonstrating its superior capabilities as a stand-alone nail base for exterior wall claddings.

- **Advanced framing method** utilizing 2x6 wall framing that is aligned with roof and floor members in conjunction with wood structural panel sheathing as a means to preserve the existing high market share of plywood and OSB wall sheathing while meeting increasingly stringent energy code conservation requirements.

**Research in Action**

The results of the technical staff’s wall sheathing research are frequently used by the Coalition for Fair Energy Codes (CFEC), a nonprofit alliance of the wood products and allied industries established to help assure that wood products are not unfairly disadvantaged in energy codes and standards, particularly at the state level. Organized under the leadership of APA, CFEC supports technically credible and cost-effective energy conservation; the use of the best available building science and technical data in support of the code development process; and construction industry options, alternatives and trade-offs for meeting conservation targets.

While the wall sheathing market represents a significant share of the technical staff’s research activities, numerous other product and systems research projects also are under way at any given time. Among those at present, for example, are:

- **Glulam in-grade testing**, a multi-year project to develop a full-scale performance database — based on predominant wood species and product from multiple manufacturing facilities — for confirmation of critical glulam design values.

- **Laminated veneer lumber (LVL) hole testing**, to determine appropriate LVL beam design values under various hole size and location scenarios.

- **I-joist diaphragm testing**, to evaluate the performance of light-frame wood diaphragms utilizing wood I-joists and wood structural panel floor sheathing, and covering various diaphragm configurations and cases stipulated in the building code.

- **Structural insulated panel (SIP) creep performance study**, to better understand the long-term performance of SIP panels in service.

Aside from a 5,000-sq-ft addition in 2006 to accommodate installation of full-scale house and diaphragm performance test equipment, APA’s Research Center appears little changed on the outside from its original shape and look. Inside, however, a steady evolution of technology takes place in keeping with the ongoing introduction of new products, applications, market needs and regulatory requirements.

When the facility was dedicated 45 years ago, for example, the facility’s entire...
focus was on softwood plywood grades and uses. Today, as the test program examples noted above suggest, research, development and testing encompass a much wider array of APA member manufacturer products, including oriented strand board, glulam timber, wood I-joists and structural composite lumber. Test equipment and methodologies have changed accordingly. (See the sidebar story on previous page for a list of current laboratory test equipment.)

Serving the Members

Another primary function of the Research Center staff is delivery of product-related member services, which number in the hundreds each year. These include, for example, new product qualifications, proprietary product testing and quarterly product verification tests.

One such member service is the issuance of APA Product Reports, which document that an APA member company’s product conforms to building codes and the provisions of national, international or recognized industry standards. The reports help speed the introduction of member products to the marketplace by alleviating the process for lengthy and expensive code evaluation reports. Some 80 APA Product Reports have been issued and maintained to date, including fire-rated assembly reports based on a recent APA scope expansion under ISO/IEC 17065 certification body accreditation.

With the success of Product Reports, APA technical staff subsequently developed a series of APA Systems Reports, which facilitate the use of engineered wood systems that may not be referenced in building codes but that can be used for compliance with code provisions. The staff also produces on behalf of its members Green Verification Reports, which verify to design professionals and building officials that an APA member product is eligible for points under recognized national green building standards.

Numerous means are employed in collaboration with APAs Market Communications and Field Services Divisions to disseminate the results of APA research and laboratory testing to builders, architects, designers, engineers, industrial fabricators, code officials, regulatory agencies and other key audiences. These include:

- **Product and application literature** — a library of some 500 titles available as PDF downloads and in some cases in hard copy form. The APA publications library encompasses product guides, design and construction guides, product standards, case studies, technical notes, research reports, industrial user guides, international language titles, and the aforementioned product, system and green verification reports.

- **Websites**, including separate URLs for:
  - ApaCAD.org, a resource for building designers and construction professionals in search of computer aided design (CAD) details for wood frame construction.

APA full-scale bending test equipment tests glulam, I-joist, and structural composite lumber.
• WoodUniversity.org, an online training program for engineered wood product users and specifiers.
• apawood.org/walls, a comprehensive site on wood structural panel wall systems for architects, designers, engineers, builders, code officials and others.
• PerformancePanels.com, devoted exclusively to structural wood panels in industrial market applications.
• BuildABetterHome.org, dedicated to improving the design and construction of moisture-resistant building envelopes.
• apawood.org/i-joist, a site providing wood I-joist design and construction recommendations.
• apawood.org/glulam, devoted to glulam beam design and construction applications.
• Product Support Help Desk, a highly trained two-person call center that provides answers to thousands of inquiries each year from users, specifiers, dealers, code officials and others.
• Field seminars and webinars, covering residential and nonresidential construction market applications, particularly code-related issues and design/construction solutions.

Representing the Industry
Still another key function of APA’s Research Center technical staff is to advance and maintain recognition of member products in product and performance standards and in building codes around the world. APA, by virtue of its technical capabilities, serves as the sponsor of the U.S. Product Standard PS 1 for Structural Plywood, the consensus softwood plywood standard, and Voluntary Product Standard PS 2, the U.S. harmonized performance standard for wood structural panels developed under the U.S.-Canada Free Trade Agreement. In addition, the Association in the 1990s developed a voluntary performance standard (PRI-400) for wood I-joists.

APA also is accredited by the American National Standards Institute (ANSI) as a standards developer and in that capacity has published or is currently working on seven ANSI national consensus standards for glued laminated timber, adhesives, engineered wood siding, cross-laminated timber, engineered wood rim boards and performance rated structural insulated panel (SIP) walls.

Technical staff each year participates in the activities of numerous building code, standards, material testing and engineering design committees. APA engineers and support staff, for example, work closely with the International Code Council Evaluation Service (ICC-ES) to publish Joint Evaluation Reports for APA member products, chair and serve on several ASTM International, Canadian Standards Association (CSA) and ISO engineered wood product committees, provide technical support and testify on behalf of member manufacturer products at building code hearings, and collaborate with allied organizations and industries in the development of research and design data supporting the acceptance of engineered wood products by regulatory agencies and in the marketplace.
Quality Certification: The Other Side of the Research Center Story
The APA Research Center also houses the Tacoma headquarters’ Quality Services Division (QSD) staff, which together with quality auditors around the continent are responsible for maintaining the Association’s industry-leading quality certification program. That program today encompasses a growing number of member manufacturer facilities operating under certification procedures, such as the APA Quality Management System (QMS), designed to place greater emphasis on mill quality control programs as opposed to primary reliance on testing and inspection of the finished product.

This approach, which is based on key elements of International Standards Organization (ISO) 9001 and employed successfully in numerous other industries, provides clients greater flexibility in designing and conducting a quality assurance program tailored to their specific needs, including opportunities for incorporating proprietary quality initiatives. It offers the potential to lower the cost of the quality function itself and, most importantly, provides a more effective means to assure that the product in the marketplace performs to consumer expectations. QSD staff members also are trained and available to assist interested member mills in implementing QMS principles in their manufacturing operations.

QSD also maintains recognition of APA as a quality inspection and certification agency by accreditation bodies around the world – a key factor in APA’s reputation as a leading global forest products industry quality certification and technical organization. These recognitions include:

- International Accreditation Service (IAS)
- Standards Council of Canada (SCC)
- HUD
- City of Los Angeles
- State of Florida
- Japan (under the Registered Overseas Certification Body)
- Dancert, for inspections for certification in Europe
- BM TRADA, for inspections for certification in Europe
- SAI Global, for inspections for Australia and New Zealand

The division each year typically conducts between 2,000 and 2,500 individual member mill audits to help assure compliance with domestic and international quality certification requirements.
**Long-term Partnerships**

While the APA Research Center’s capabilities are state of the art, APA over the years has sought to leverage its industry leadership by entering into strategic partnerships with numerous other industry organizations, educational institutions and government agencies with technical assets and/or expertise. These have included the USDA Forest Products Laboratory, FPInnovations in Canada, American Wood Council, WoodWorks, Washington State University, Clemson University, University of Florida, Southern Forest Products Association, Structural Insulated Panel Association, University of British Columbia, Canadian Wood Council, Natural Resources Canada, Coalition for Advanced Wood Structures, Composite Panel Association, and Institute for Business and Home Safety, among others.

APA technical (and quality services) staff also have a long and productive research relationship with members of the Engineered Wood Technology Association (EWTA), APA’s related nonprofit industry supplier organization whose members include manufacturers and suppliers of processing machinery, chemicals and adhesives, materials handling equipment, measurement and labeling equipment, safety products, and consulting services, among others. Over the past 15 years, EWTA – whose headquarters are in the Research Center building – has contributed more than $150,000 to APA research efforts, resulting in new standards, processes and products benefitting the industry.

As esoteric as the Research Center’s activities may seem sometimes to the layman, Yeh is quick to point out that all activities must pass a simple test: they must be linked to carefully evaluated market needs and opportunities, and serve as a credible technical foundation for the Association’s market support and development mandate.

Given the tremendous growth of engineered wood product demand over the last half century, the APA Research Center appears to be more than passing the test.

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*Jack Merry is retired APA industry communications director. He can be reached at jfmerrycomm@gmail.com.*

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At APA – The Engineered Wood Association’s Annual Meeting in San Antonio, Texas, in November, APA President Ed Elias spoke to the General Session attendees about the association’s recent activities and plans it has for the future. The Engineered Wood Journal recently caught up with Elias and asked him to share more about APA’s partnerships, market segment focuses and trade missions. Here’s what he had to say.

**Engineered Wood Journal:** You mentioned that APA has been working with several associations — including EWTA — on a number of issues. Which associations have you been partnering with, and what’s emerging?

**APA President Ed Elias:** Expanding strategic alliances are one pathway for the future success of this industry, but only if these partnerships support and leverage the goals of this association more effectively than alternative approaches. APA has sought to identify partners who provide complementary strengths, common underlying culture, strong commitment and offer financial stability. During 2015, several new initiatives are being implemented by APA in this regard.

For example, members of APA, the Engineered Wood Technology Association (EWTA), the American Wood Council (AWC) and the Composite Panel Association (CPA) share the common goal of reducing the risk for product challenges in the market place, often from regulatory constraints. These organizations have a much stronger collective voice when topics such as product labeling for formaldehyde and other VOCs are being debated at state and national levels. We are able to coordinate the messaging and testimony during public hearings and provide cost efficiencies when lobbying or supporting testing is required. In 2015, EWTA, the USFS Forest Products Laboratory (FPL) and APA are collaborating on quantifying selected benchmark VOC emission levels from structural wood-based panels and engineered wood products, as manufactured in North America.

APA, AWC and the Canadian Wood Council (CWC) also share the common goal of providing complete building solutions and improving the engineered value of our members’ products versus the non-wood competition. Future expansion of the building codes in North America to recognize wood frame construction opportunities beyond four stories is one example. This goal includes not only coordination through the building code process but also the testing, development and promotion of new wood solutions like podium and mass timber options to designers, specifiers and builders. As an example, APA partners with WoodWorks, in both the U.S. and Canada, to deliver this message through their popular Wood Solutions Fairs.

Partnerships also provide the opportunity to offer new or expanded services. In 2015, APA will also be expanding its influence in the Canadian code and regulatory community through participation on the Technical Priorities and Strategy Committee of CWC. Additionally, through access of the technical and promotional staff of CWC in Ottawa, APA will expand services in the French Canadian language both in publications and response from our two respective help desks.

**EWJ:** APA has been working hard this past year to develop and maintain markets. What market segments have been your focus, and what’s been accomplished?

**Elias:** APA has an industry-wide Strategic Marketing Plan that is developed and prioritized annually through our member-directed advisory committee process. Strategic direction for market access and development as well as program metrics are provided in four major market areas: residential, nonresidential, industrial and international. The following highlights only a few of the accomplishments against these many trade goals.

Protection of the single-family home wall sheathing market share at 80 percent has been of focus of the association for several years now and continues to be
testing at APA the engineering design capabilities and design configurations for structural wood I-joists in both the U.S. and Canadian codes. This information will be translated as revisions to AWC’s ANSI Standard for Seismic and Wind Design and promoted through their code directed seminars. Additionally, APA and the ICC jointly published a wall bracing guide that will continue to be distributed through a series of seminars presented by both organizations.

Fire resistant floor assemblies built with structural wood I-joists and wood-based panels is another high profile market segment targeted by APA. Concern related to the fire performance of code-compliant wood assemblies is the threat addressed here. We have recently issued our new APA Systems Report 405, which provides five practical solutions that can be used by builders to comply with the requirements in the International Residential Code for single-family house construction. Our first webinar on this topic drew over 600 participants and SR-405 has been our most requested publication from the APA website, drawing more than 1,000 downloads during the first three months of its introduction. In 2015, we will be expanding our promotional program of literature, webinars and trade servicing with the goal of making it easier for designers, specifiers, builders and firefighters to understand the merits of these systems.

EWJ:
APA has spearheaded some trade missions into the international market. Explain the growth of these markets and the successes APA has realized.

Elias:
Trade missions are an important component of APAs strategic direction in our international program. They provide an opportunity for APA member companies to meet with the distribution trade and specifiers in targeted overseas markets. In 2014, 15 member companies participated in 51 events in 16 countries overseas. These missions are coordinated across...
the industry through partnerships with the Canada Wood Group, Softwood Export Council, Southern Pine Council and the American Hardwood Export Council.

In 2014, more than $426 million of North American structural panel and engineered wood products were exported overseas; our second best year this decade. This performance is all the more remarkable when viewed in light of the weakening economies of many of our targeted export destinations: Japan, Australia, Mexico, China and Russia. However, we are also seeing new opportunities in emerging markets of Korea, Central and South America and renewed interest in the Caribbean. Larger shares of OSB application are being reported in structural panel shear walls in Japan as a result of recent code expansion activities conducted by APA. The application of radiant barrier sheathing is also being realized outside of North America, and the expansion of wood product assemblies in elder care facilities is taking hold.

EWJ:
APA has always made it a priority to educate its members. How have changes to the APA website helped educate and guide new business to members?

Elias:
In October 2014, APA introduced our newly renovated website, www.apawood.org. Financial support for this renovation included assistance from the USDA Forest Service Forest Products Laboratory. A primary objective of this renovation has been to improve our ability to direct trade leads and inquiries for specific products directly to our appropriate members. The site receives over 1.9 million unique visits each year – over 5,200 each day! Every aspect of this website is directed at the continued education about and specification of APA trademarked material or redirecting the clients directly to our members’ individual websites for product procurement. And referrals to APA member sites from only one section of this site, www.performancepanels.com, set a new record this year, growing by 56 percent.

A new feature on this website relates to technology transfer, and in particular projects prioritized and supported directly by contributions from the membership of EWTA. The information here provides supporting technical information and tools that allows our members and their customers to have confidence to design, specify and install APA trademarked product correctly and in compliance with referenced codes. The information in this section is not restricted to APA research but also includes supporting material from our research partners.

In closing, I look forward to working in partnership with the membership of EWTA, as we direct our combined energies towards the continued financial success of this industry.

Sheila Cain (scain@engineeredwood.org) is communications director of the Engineered Wood Technology Association and editor of its Engineered Wood Journal.

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SUPPLIER SUPERSTARS
EWTA Supplier and Innovation Award Winners Honored

The winners of EWTA’s Supplier Awards were announced at the Chairman’s Dinner during APA’s Annual Meeting in San Antonio in November.

Supplier of the Year awards are given to EWTA member companies and chosen by votes of APA members. The awards are based on quality, service and delivery of EWTA member products, equipment and services provided to APA members. Awards are presented in each of EWTA’s three membership categories: Equipment/Tooling, Materials/Supplies, and Consulting/Services.

EWTA’s 2014 Supplier of the Year Award winners are:
• Ventek – Equipment/Tooling category
• Hexion Inc. (formerly Momentive) – Materials/Supplies category
• (tie) Evergreen Engineering and Panel World Magazine – Consulting/Services category

The Innovation of the Year Award is:
• Akzo Nobel – “Forward Integration” Forward Integration replaces old generic mixing charts and estimations used in the manufacturing of laminated beams, decking ad CLT panels. It measures the board temperature, planned assembly time and estimated pressing time to calculate the mix ratio and/or spread rate for optimal production parameters.

The press time optimizer decreases pressing time while maintaining the safety margin set by the operator. Shorter pressing times lead to lower power consumption and high productivity from existing labor schedules.

The glue amount optimizer sets the system for optimum glue savings while reducing waste through lower squeeze-out. Combined with the separate ribbon spreader, glue waste is virtually eliminated.

This year, EWTA brought increased visibility to the Supplier Awards program by offering APA members the option to vote for Innovation of the Year and Supplier of the Year candidates in person at Info Fair in San Antonio. APA members viewed candidate member presentation posters as they entered the Info Fair exhibition hall and cast their votes. APA members were also able to vote online for both Innovation of the Year and Supplier of the Year candidates, as in the past. This added voting opportunity allowed EWTA members an additional avenue to present their entries.
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THE HISTORY OF HOMEOWNERSHIP

Tumultuous Market May be Giving Way to Stabilized Rates

by Joe Elling

The homeownership rate trend in the United States is a critical driver of the health of the North America wood products industry, as this influences the mix of starts between single-family homes and multifamily structures. While a number of events drove a sustained increase in homeownership from 1994 to 2004, the trend has since reversed.

During the recovery following the recession that began in 2007, homeownership has continued its decline from the peak of the housing bubble in the mid-2000s. This has frustrated the recovery in single-family starts, while multifamily construction is growing. While an increase in construction may seem favorable at first glance, an uptick in multifamily starts comes at a cost. The average square footage of a new single-family home is more than twice that of a multifamily unit, and the construction methods use more wood products.

Homeownership rates have hardly been fixed over the past several decades. Homeownership declined in the early 1980s, then leveled out and remained stable until about 1994 as shown in Figure 1. From 1994 until 2006 the homeownership rate rose consistently, with the number of homeowners – including owners of condominiums and mobile homes – increasing by about 13 million, or close to 1.1 million per year. The homeownership rate has been on a downward trend since the most recent recession began. The number of homeowners decreased by 1.2 million from 2006 to 2014, or roughly 150,000 per year.

The good news? It appears homeownership rates may finally start to stabilize.

Homeownership Through the Years

There are a number of forces that drive the decision to own some form of housing unit, and many have been in play over the past several decades leading up to our present day situation. For this discussion, they include the U.S. population age profile, economic wherewithal (employment and income), and lending standards/ease of access to mortgage credit.

The U.S. Census Bureau provides estimates of home ownership rates by age of household and type of household. The home ownership rate increases with the age of the homeowner. It takes time for people to save enough to make a down payment and progress career-wise to attain an income high enough to qualify for a mortgage.

Homeownership rates across all age groups increased from the 1990-94 average through to the mid-2000s (see Figure 2), which drove the overall homeownership rate to near 69 percent. Even if the age group-specific homeownership rates had remained constant at the mid-1990s average, the overall homeownership rate would have increased to 65 percent in
the mid-2000s period and would have been slightly greater than 66 percent in 2014. The support for making this statement is that the aging of Baby Boomers, those born in the years 1946 to 1964, has moved them into age groups where the homeownership rates exceed 75 percent.

Clearly, homeownership rates have not been constant for the last 20 years. From 1994 to 2006, the U.S. economy enjoyed a period of steady economic growth. There was the eight-month recession from March to November 2001, but it was relatively mild, and with the aggressive moves by the Federal Reserve to ease credit conditions, the housing industry remained relatively unscathed.

Critical to driving demand for new homes is the economic wherewithal among those under the age of 35 – the bulk of first-time buyers. Typically, first-time homebuyers purchase an existing home, allowing existing owners to use their equity gains as a down-payment to trade up into a new home. Following the recession in the early 1990s, consistent job growth combined with a greater percentage of women in the paid work force gave rise to healthy gains in the incomes of married couples. The median income of married couples in the 25-29 and 30-34 year-old age groups increased 28 percent and 20 percent respectively from 1994 to 2001. (See Figure 3.) This provided the economic means for a greater percentage of young people to buy a home.

Although the 2001 recession was relatively short, there were severe declines in employment among people in these age groups and the median incomes of married couples fell. (See Figure 4.) This provided the economic means for a greater percentage of young people to buy a home.

The Latest Recession Hits

What was inducing lenders, borrowers and investors in mortgage-backed securities to engage in more risky behavior? It was the conviction that home prices only go up, backed by historical data (see Figure 5). At the time, house price gains accelerated from a rate of three to four percent in the decade between 1990 and 2000 to 12 percent on a national basis by 2005. That came to an abrupt halt as the vacancy rate in the homeowner sector of the housing market surged due to increased supply. Single family starts hit 1.7 million units at the same time home sales began to decline. Then mortgage rates rose with the tightening of credit conditions by the Federal Reserve.

The housing industry was already in decline well before the official onset of the recession that started in December 2007. Delinquencies on mortgages were
The decline in prices from 2007 to 2011 is still impacting perception of financial return of buying a home. Accounts for expected default risk based on the characteristics of the borrower and the structure of the loan is developed. Based on this index, it is their conclusion that mortgage credit availability has consistently been more constrained since 2008 than in the years prior to the onset of the housing bubble.

Looking Forward
Clearly, a number of factors have come together since 2006 that have caused the homeownership rate across all age groups to fall on a sustained basis, despite the rate on a 30-year fixed rate mortgage running consistently below 4.5 percent since mid-2011. While growth may be on the way, it may be slower than many would like.

Projections of the age profile of the population through 2020 suggest the homeownership rate in total should increase by almost one percentage point. However, there are several forces that could act as headwinds that prevent this from happening.

First, there is an unprecedented number of people under age 35 who are still living at home and could be moving out on their own in the next two or three years. While this will be a good turn of events as it will increase the demand for new housing, it may be satisfied by rental apartments; not single-family homes.

Second, it is not clear how long mortgage rates will stay at historically low levels. A return of mortgage rates to five or six percent can easily offset annual wage gains of two to three percent, from an affordability standpoint.

Third, efforts are being made by policymakers to support the housing industry by improving access to mortgage credit. But, it is still not clear how effective they will be since mortgage originators and lenders are going to be required to bear more of the loss in the event of a default.

Balancing the relatively favorable demographics and improved consumer confidence driven by more favorable job market conditions against some of these headwinds, it appears the U.S. could be entering a period where the overall homeownership rate stabilizes near the 2014 level. With household growth likely to return to trend of roughly 1.1 to 1.2 million per year or slightly higher, just stabilizing the homeownership rate means homeowner household growth of 700,000 to 800,000 per year through 2020. This would be a major improvement from the experience of the last eight years, when Census Bureau data suggest the number of homeowners declined by an average of approximately 150,000 per year.

Absent any major disruption, housing starts in the U.S. are projected to return to the 1.5 million level in 2018 and 2019, with single-family starts near 1 million units in those years. For producers of engineered wood products, this points to demand by the end of the decade of 30 to 40 percent greater than the levels experienced in 2014.

Joe Elling is the director of market research at APA. He can be reached at joe.elling@apawood.org.
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The slowly improving economy seems to be reflected in the outlook of Engineered Wood Technology Association members. According to the results gathered by EWTA’s annual Business Outlook Survey, business didn’t improve as much this past year as members had expected, but most feel the future looks fairly bright.

The 2014 Business Outlook Survey shows 69 percent of respondents saw their company’s wood-related business improve in 2014. While this number is less than the 85 percent of respondents who last year felt their 2013 business improved over the previous year, no members indicated that their business had gotten any worse. Eight percent said their wood-related business stayed the same in 2014 as it had been in 2013.

Members are still remaining hopeful. Seventy-three percent – the same number as last year – said they felt that business will improve this year over last year. Only four percent felt things would get worse, and 23 percent felt it would stay the same.

Member companies’ wood-related employment levels didn’t increase as much in 2014 as they had in 2013 (42 percent in 2014, compared to 56 percent in 2013), but the survey indicates that 42 percent of members expect employment levels to increase in the coming year; a bit higher than the 39 percent who felt the same way in the previous year’s survey.

Our members’ tempered optimism seems to match the pace of the recovery in the housing market. In this month’s Journal feature, “The History of Home Ownership,” APA – The Engineered Wood Association Director of Market Research Joe Elling describes how homeownership rates have fallen on a sustained basis since 2006, and while markets are expected to stabilize and improve, the recovery has been slower than the industry would like.

The web-based survey was sent to all EWTA members last year. It posed five questions relating to wood-product businesses’ employment levels and overall business health. Fifty percent of respondents were in the equipment/tooling category, 42 percent were in the materials/supplies category and eight percent were

### 2013-2014 Survey Response Comparisons

<table>
<thead>
<tr>
<th>Did your company’s wood-related business over the past year:</th>
<th>December 2013 Survey</th>
<th>December 2014 Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve</td>
<td>85%</td>
<td>69%</td>
</tr>
<tr>
<td>Worsen</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Stay the Same</td>
<td>15%</td>
<td>31%</td>
</tr>
</tbody>
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<tr>
<th>Did your company’s wood-related business employment level over the past year:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>56%</td>
</tr>
<tr>
<td>Decrease</td>
<td>7%</td>
</tr>
<tr>
<td>Stay the Same</td>
<td>37%</td>
</tr>
</tbody>
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<tr>
<th>Do you expect your company’s wood-related business in the coming year to:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve</td>
<td>73%</td>
</tr>
<tr>
<td>Worsen</td>
<td>2%</td>
</tr>
<tr>
<td>Stay the Same</td>
<td>24%</td>
</tr>
</tbody>
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<table>
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<tr>
<th>Do you expect your company’s wood-related employment level in the coming year to:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>39%</td>
</tr>
<tr>
<td>Decrease</td>
<td>2%</td>
</tr>
<tr>
<td>Stay the Same</td>
<td>59%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How optimistic are you about your wood related business in the coming year versus last year?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>More Optimistic</td>
<td>71%</td>
</tr>
<tr>
<td>Less Optimistic</td>
<td>5%</td>
</tr>
<tr>
<td>Same</td>
<td>24%</td>
</tr>
</tbody>
</table>
How important are the following for recovery:

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very Important</th>
<th>Important</th>
<th>Unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of the U.S. housing market</td>
<td>85%</td>
<td>15%</td>
<td>0%</td>
</tr>
<tr>
<td>Government regulation</td>
<td>19%</td>
<td>58%</td>
<td>23%</td>
</tr>
<tr>
<td>Government economic policy</td>
<td>46%</td>
<td>46%</td>
<td>8%</td>
</tr>
<tr>
<td>Marketplace competition</td>
<td>42%</td>
<td>39%</td>
<td>19%</td>
</tr>
<tr>
<td>Raw material prices or supply</td>
<td>39%</td>
<td>46%</td>
<td>15%</td>
</tr>
<tr>
<td>Transportation costs</td>
<td>23%</td>
<td>54%</td>
<td>23%</td>
</tr>
<tr>
<td>International exchange rates/trade policies</td>
<td>30%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Labor issues</td>
<td>19%</td>
<td>27%</td>
<td>54%</td>
</tr>
<tr>
<td>Economic uncertainty</td>
<td>35%</td>
<td>54%</td>
<td>11%</td>
</tr>
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</table>

in the services/consulting category. Sixty-five percent of the survey respondents were from the U.S., 12 percent were from Canada and 23 percent were headquartered offshore.

**Fairly Optimistic**

Overall optimism about member companies’ business opportunities in the coming year is fairly healthy. Sixty-two percent said they felt more optimism about the future than they did the previous year.

Survey takers were also asked to rank several factors as “very important,” “important” or “unimportant” for industry recovery. Every respondent indicated that the state of the U.S. housing market was important, with 85 percent indicating that they felt it was “very important” and 15 percent finding it “important.” Responding members also felt that Government Economic Policy was important, with 46 percent finding it “very important” and an equal number indicating it is “important.” Only eight percent felt it was unimportant. Members continue to be concerned about Economic Uncertainty. Eighty-nine percent felt it was either a “very important” or “important” piece of the economic recovery puzzle.

It’s clear EWTA members are doing what it takes to remain successful in today’s challenging market. In a section of the survey in which respondents were asked to list what they have done to adapt to economic conditions or exploit opportunities, members have said they have added key people to address future business opportunities, diversified into other geographic markets, increased marketing efforts, and optimized processes or machinery.

“We have added key people to be able to handle new business opportunities we see in 2015,” said one member.

“We have tried to increase our efficiencies through increased automation and right-sizing our labor force,” said another.

Looks like EWTA members are on the right track.

Sheila Cain (scain@engineeredwood.org) is communications director of the Engineered Wood Technology Association and editor of its Engineered Wood Journal.
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The Engineered Wood Technology Association (EWTA), the related nonprofit supplier organization of APA - The Engineered Wood Association, serves as a networking and information transfer vehicle between North America’s engineered wood product manufacturers and their product, equipment and service providers.

This membership directory, updated for 2015, includes company descriptions and contact information for all EWTA members. It’s just one of many tools designed to help members connect with each other and the industry.

**Membership Benefits**

*The benefits of EWTA membership are many. Among them:*

- Direct business-to-business links with your customers in the engineered wood products industry through such vehicles and events as Info Fair, an annual supplier show held in conjunction with the APA annual meeting; industry forums and seminars; APA annual meeting events; company news and advertising in the *Engineered Wood Journal*; and dissemination of your company news and technology innovations via the EWTA website and *Connections* e-newsletter.

- Free access to the APA monthly housing starts and quarterly production reports, and discounts on other APA publications and reports.

- Discounts on APA events and *Engineered Wood Journal* advertising.

- Free company listing and profile in the annual meeting issue of the *Engineered Wood Journal* for EWTA Info Fair exhibitors.

- Member products and services directory.

- Annual meeting and other event sponsorship opportunities.

- Supplier award program participation.

- Opportunities to exchange information with other EWTA members, APA members and APA staff via an EWTA advisory and subcommittee structure.

- Opportunities to support, participate in and receive the results of important industry technical and market research projects.

The annual cost of EWTA membership is just $1,200. For more information about the benefits of membership or for a membership application, contact Terry Kerwood, Managing Director, terryk@engineeredwood.org or 253-620-7237, or visit the EWTA website at www.engineeredwood.org.

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Phone: 866-4GP-CHEM/866-447-2436
133 Peachtree Street NE, Suite 19
Atlanta, GA 30303
gpchemical@gapac.com
www.gp-chemicals.com

Globe Machine Manufacturing Company

Globe Machine offers single machine centers along with complete systems to the following industries: OSB, MDF, particleboard, plywood, strawboard, moulded door skins, membrane presses, siding, LVL, laminate flooring and sheet plastics. Globe Machine is the leader in the supply of automated I-joint assembly systems and has achieved a leadership role in the cement fiberboard industry and moulded door skin lines. For over 95 years Globe Machine has served the forest products industry.

Contact: Mike Tart - Sales Manager
Phone: 253-383-2384
PO Box 2274
Tacoma, WA 98401
sales@globemachine.com
www.globemachine.com
H.B. Fuller

H.B. Fuller Plywood Adhesive Coated Solutions has specialists for all your compounding needs. Gain improved wood recovery and reduced unit costs at the composer through a package of specialized tapes and strings, patented adhesive application equipment, process improvement tools and expert service for both green and dry veneer process.

Contact: Daniel Gonzalez - Senior Technical Sales Manager
Phone: 318-349-4081
417 NW 136th Street
Vancouver, WA 98685
daniel.gonzalez@hbfuller.com
www.hbfuller.com

Henkel

Henkel is the world’s largest Adhesive company, and LOC-TITE PURBOND offers advanced chemistry, ecologically compliant 1 and 2 component structural wood adhesives. LOC-TITE PURBOND is a world leader in Polyurethane and Polyurethane Hybrid adhesives, offering ductile bond lines, zero Formaldehyde, zero solvents with a wide range of open and set times for Glulam, CLT, Finger Jointing, and innovative applications, both cold setting and RF/hot press. With a strong North American sales and technical team and a fully equipped wood lab, we can provide the solutions, support and technology to meet the demanding requirements of traditional wood bonding and innovations of the future.

Contact: Chris Whelan - Business Development Manager
Phone: 604-880-2361
300 Laurier Avenue
Port Coquitlam, BC V3E 3G1 Canada
chris.whelan@ca.henkel.com
www.purbond.com

Hexion Inc.

Hexion Inc. is a leading global source for adhesives, resins, formaldehyde, melamine and derivatives serving a broad range of markets including the forest products, foundry, automotive, construction, composites, electronics and oilfield industries, operating more than 50 manufacturing plants in North America, Latin America, Europe and Asia/Pacific. The Forest Products division of Hexion Inc. is the global leader in supplying resins, adhesives, wax emulsions and ancillary products to the forest products industry. Customers use our materials to manufacture a wide range of composite and engineered wood products including plywood, particleboard, oriented strandboard, medium density fiberboard, structural beams, furniture, mouldings and millwork.

Contact: Dale Leeper - PF Technology Manger
Phone: 936-829-8054
100 West Borden Drive
Diboll, TX 75941
dale.leeper@hexion.com
www.hexion.com

Grenzebach Corporation

We are a leading global manufacturer and supplier of drying systems to the veneer and building materials industries with over 4,000 dryer installations worldwide. Grenzebach’s new Wood Fiber Insulation Board line produces materials in densities of 3 to 10 lbs. per cubic foot. Our veneer product line includes dryer infeed and outfeed systems, jet and longitudinal dryers, and color veneer grading and stacking systems. Grenzebach has completed extensive rebuilds on all makes and models of veneer and gypsum dryers. Complete parts and service support is also available.

Contact: Don MacHarg - Sales Manager, Veneer and Plywood Machinery
Phone: 770-254-5043
10 Herring Road
Newnan, GA 30265
don.macharg@grenzebach.com
www.grenzebach.com

Guardian Chemicals Inc.

Providing solutions, results and meaningful service has earned Guardian Chemicals Inc. the enviable industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to industry reputation as the “go to” people for chemical and equipment. Guardian’s wood group provides our maintenance chemicals, odor control and corrosion prevention, process chemicals and defoamers to
IBC, International Bar Coding Systems & Consulting Inc.

An integrated manufacturer of the fastest individual piece WOOD PRODUCT specific printer applicator worldwide. For finished or in process units we offer Automated Package labelers (AutoLabeler) for Veneer, OSB, MDF, Plywood, Lumber and EWP. We manufacture tags and labels for any labeling system and are a single source provider for our specialized Vendor Managed Inventory of consumables. We supply fully integrated data collection systems across North America. Manufacturing or distribution operations in BC, WA and TN. We provide full design, build, onsite service, preventative maintenance, training and consulting on a system wide or mill by mill basis.

Contact: Chris Pedersen - President
Phone: 250-493-3201
1940 Barnes Street
Pentiction, BC V2A 4C3 Canada
cpedersen@ibcwold.net
www.ibcwold.net

Idemitsu Lubricants America Corporation

IDEMITSU/Idemitsu Lubricants America Corporation offers wood industry members a full line of lubricants including synthetic high-temperature chain oils, environmentally friendly gear and hydraulic oils as well as compressor lubricants. By using highly refined, hydro-cracked base oils Idemitsu Lubricants America Corporation can provide high quality blended lubricant products to meet your critical requirements. The customer-oriented philosophy of IDEMITSU is to develop products based on the customer’s requirements. Professional Lubrication Engineers can assist in all facets of your lubrication project from problem analysis to product selection and from lubrication maintenance to development of customized lubricant-check systems.

Contact: Ryan Stanton - National Accounts Engineer
Phone: 248-455-1458
3000 Town Center, Suite 2820
Southfield, MI 48075
rstanton@ialcorp.com
www.ialcorp.com

IMAL - PAL GROUP

Established in the 1970’s, the Group is a world leader in the manufacture and supply of equipment and systems. Its extensive production program is able to supply complete turnkey plants for the treatment and processing of fresh and recycled wood in both the wet and dry areas, for production and processing of particleboard, MDF, OSB, Plywood, Pellets, Pallet Blocks and pressed wood-based products in general. IMAL is a leading manufacturer of glue dosing and blending systems and supplies the most innovative on-line and laboratory quality control devices that are found in virtually all the production plants around the world.

Contact: Andrew Jowett - President
Phone: 509-855-3411
PO Box 870949
Stone Mountain, GA 30087
andrew.jowett@imalpal.com
www.imalpal.com

IMEAS Inc.

IMEAS is a world leader in surface finishing solutions, with over 2,400 machines operating worldwide.IMEAS sanding and grinding machines are used to achieve precision surface finish and thickness on a wide variety of products such as plywood, LVL, composite wood panels, decorative laminates, flooring and solid surface products, etc. IMEAS specializes in extra wide machines – 10‘ (3.2 meter) and cross-belt sanding for wood products and non-directional mirror finish for specialty steel products.

Contact: Nathan Rutherford - President
Phone: 678-364-1900
1125 Commerce Drive, Suite 200
Peachtree City, GA 30269
imeas@imeas.net
www.imeasin.com

InterWrap

InterWrap® is the largest supplier of coated woven wrap to the Engineered Wood Industry. It’s custom-printed WeatherPro™ packaging products are designed to maintain product integrity throughout transportation, inspection and storage of sawn lumber, plywood, OSB, all types of beams, I-joists and composite wood products. InterWrap is a vertically integrated, global manufacturer of innovative coated woven products serving a wide variety of markets. Consistent product quality is achieved by using state-of-the-art equipment along with a strong commitment to partnership with our customers, employees, and suppliers. InterWrap’s global supply chain efficiency is achieved by our strategic manufacturing and distribution centers located throughout North America, Asia & Europe.

Contact: Drew Gagnier - Sr. Marketing Manager
Phone: 778-945-2888
1818-1177 West Hastings Street West
Vancouver, BC V6E 2K3 Canada
dgagnier@interwrap.com
www.interwrap.com

Itipack Systems

Itipack Systems has been in business since 1970. We are a manufacturer of automated strapping systems.

Contact: Harry Scholtens - Sales Manager
Phone: 905-333-3695 x224
919 Zelco Drive
Burlington, ON L7L 4Y2 Canada
hscholtens@itipacksystems.com
www.itipacksystems.com

JAX, Inc.

JAX is a full-line lubricant manufacturer with expertise in compounding high-end synthetic and petroleum lubricants. With over 55 years of industry experience, JAX has earned its reputation as a leader in lubricant technology. JAX lubricants are compounded with the finest raw materials and additive chemistry in the industry. Formulation decisions are based upon performance and quality which ultimately lead to substantial, verifiable cost savings in terms of extended machine life, reduced downtime and increased production. Lubrication technology is a continually evolving science. Products that have worked in the past may not be sufficient to provide adequate lubrication in the future. In order to meet the evolving needs of our customers we are constantly analyzing the JAX product line for opportunities to improve value. JAX is a Manufacturer and Global supplier of the highest quality LUBRICANTS for machinery and process.

Contact: Ted Schultz - Director OEM & Engineered Wood
Phone: 800-782-0570 x307
W134 N5373 Campbell Drive
Menomonee Falls, WI 53051
tjschultz@jax.com
www.jax.com

SonicAire®

Smart air innovations.”

IES - Integrated Environmental Solutions

IES is a progressive air-engineering firm that eliminates the problems with combustible dust through its line of SonicAire® fans. All the fans apply the new, innovative BarrierAire™ technology system, which delivers enterprise-wide continuous clean through robotic engineering design. All fans clean by using high velocity and high mass airflow to create an overhead barrier preventing combustible particles from accumulating on steel structures, pipes, ducts and process equipment. Our engineers have customized different fans for every industry since fugitive particles vary by the materials processed. Take advantage of our Try and Buy Promotion.

Contact Jordan Newton at 336-712-2437.

Contact: Brad Carr - President
Phone: 336-712-2437
6220 Hacker Bend Court, Suite F
Winston-Salem, NC 27103
bcarr@iesclean.com
www.iesclean.com
KADANT Carmanah Design
KADANT Carmanah provides leading edge technology and equipment to optimize fiber utilization for the production of wood-based panels. KADANT Carmanah’s products include SmartDISC, Stranders, SmartRING Stranders, Rotary Debarkers and Conveying/Feeding equipment for the oriented strand board market. As a global leader in stranded technology, KADANT Carmanah holds an impressive 80% of this market share.
Contact: Carlos Vieira - Capital Sales Manager
Phone: 604-299-3431
Unit 88 – 15050 – 4A Avenue
Surrey, BC V3S 5X7 Canada
info.carmanah@kadant.com
www.kadantcarmanah.com

Kimwood Corporation
World’s leading producer of new equipment and OEM parts for Kimwood Sanders, Hogs and Handling Equipment, Stetson-Ross Planers and Moulders, Ferrari Resaws and Tri-State Equipment.
Contact: Mike Simmons - Vice President Sales & Service
Phone: 800-942-4401
77684 Highway 99 South
Cottage Grove, OR 97424
msimmons@kimwood.com
www.kimwood.com

KTC Panelboard Engineering
Complete engineering services for the engineered wood products industry.
Contact: Jan Karnik - Vice President
Phone: 604-592-3123
#218-12877 – 76th Avenue
Surrey, BC V3W 16E Canada
jan.karnik@ktceng.ca
www.panelboard.net

Lundberg
Lundberg is a global supplier of air pollution control systems to process industries including the engineered wood products industry. State-of-the-art systems that include the Geoenergy E-Tube Wet ESP, GeoTherm and GeoCat Oxidizers and GeoWet Scrubbers. Geoenergy systems have provided environmental compliance to the engineered wood products industry on wood dryers, press vents and boilers since 1984.
Contact: Jaymie Deemer - Market Development Manager
Phone: 425-283-5070
13201 Bel-Red Road
Bellevue, WA 98005
jaymie.deemer@lundberg-us.com
www.lundberg-us.com

Matthews Marking Systems
Matthews Marking Systems, established in 1850, is a leading supplier of marking and coding equipment for the engineered wood and building products industries. Matthews supplies inkjet printing solutions for applications including grade marking, nail patterns, traceability and large format logo printing. We also offer a variety of inks, specific to the wood industry, including water based, fast dry and VOC free.
Contact: Donna Meade - Product Manager
Phone: 800-775-7775
6515 Penn Avenue
Pittsburgh, PA 15206
info@matw.com
www.matthewsmarking.com

McLube Division, McGee Industries, Inc.
McGee Industries’ McLube Division has manufactured high-technology mold release agents and industrial lubricants since 1954, including water/solvent-based release agents for the rubber, plastics, composite, wood fiber composite/panel pressing, concrete and stone veneer and polyurethane markets, antistick coatings for hundreds of industrial applications and a full line of Moly lubricants (Moly Lube), PTFE lubricants oils, greases and dry film applications and a full line of Moly lubricants (Moly Lube), PTFE lubricants oils, greases and dry film coatings. We also offer a variety of inks, specific to the wood industry, including water based, fast dry and VOC free.
Contact: Evan Silo - Technical Representative
Phone: 610-459-1890
PO Box 2425
Aston, PA 19014-0425
info@mclube.com
www.mclube.com

M-E-C Company
Founded in 1961, M-E-C’s principal business is the design, manufacture, installation and service of industrial dryer systems, combustion systems, storage bins and pneumatic and mechanical conveying systems for the many different industries served, including the engineered wood products industries - particleboard, oriented strandboard, medium density fiberboard and pellet manufacturers. M-E-C’s in-house engineers and technical professionals have installed and serviced more than 580 dryer systems worldwide. Our expertise includes single-pass, triple-pass and flash tube dryer systems.
Contact: Stephen Rice – Vice President Sales
Phone: 620-325-8238
1402 West Main Street
Neodesha, KS 66757
srice@m-e-c.com
www.m-e-c.com

Metriguard, Inc.
High-speed Metriguard veneer graders operate in LVL and structural plywood mills worldwide. Laboratories depend on Metriguard Panel Bending & Performance Testers to evaluate structural panels. The new Model 840 tests OSB used as I-Joist web stock. For MSR/MEI lumber producers, Metriguard offers the Model 7200 for longitudinal installations and the Sonic Lumber Grader for transverse installation – both are compatible with scanners. The Model 312 Bending Proof Tester is a standard in MSR QC labs. With over 40 years in the engineered wood products business, Metriguard has the knowledge and equipment for grading and testing structural veneer, panels and lumber.
Contact: Daniel Uskoski - Vice-President of Sales
Phone: 509-332-7526
PO Box 399
Pullman, WA 99163
dukoski@metriguard.com
www.metriguard.com

Michelman
Michelman is a leading global developer of release agents for engineered wood panels and water repellent technologies for wood products. We also manufacture and market water-based barrier and functional coatings for flexible film packaging, paperboard and corrugated cartons, and water-based surface modifiers, additives and polymers for numerous industries including wood and floor care, industrial coatings, inks, fibers, composites and construction products. Michelman serves its multinational and regional customers with production facilities in the U.S., Europe and Singapore, and a worldwide network of highly trained field technical support personnel.
Contact: Clancy Redmond - Business Development Manager, Industrial Manufacturing
Phone: 513-218-2938
9080 Shell Road
Cincinnati, OH 45236
clancyredmond@michelman.com
www.michelman.com
Mill Machinery LLC
Mill Machinery is a provider of new and used machinery to the veneer and panel industries. Mill Machinery’s inventory of used production machinery includes veneer lathes, dryers, plywood presses, sawlines, grade bins, panel feeders, sanders, hogs, and related support equipment. Mill Machinery’s Magnum line of new machinery includes press loading systems, press platens, hydraulic units, panel feeders, stackers and conveyors.
Contact: Tim Peterson - President
Phone: 503-720-0540
31670 South Highway 213
Molalla, OR 97038
tim@millmachinery.net
www.millmachinery.net

NESTEC Inc.

Environmental Products for Industrial Solutions

NESTEC, Inc.
NESTEC, Inc. is a turnkey provider of thermal oxidation systems for the wood products industry including regenerative and regenerative catalytic technologies, process duct design, system upgrades, energy audits, inspections and parts. Our staff of engineers has over 30 years of experience in the field of thermal oxidation and has participated in solving air emissions problems for the wood products industry since the early 1990’s. Whether you need a new air pollution control system or require upgrades and improvements to an existing system, NESTEC, Inc. is your best resource to ensure a successful project.
Contact: James L. Nester - President
Phone: 610-323-7670
PO Box 568
Douglassville, PA 19518
jnester@nestecinc.com
www.nestecinc.com

Nicholson Manufacturing Ltd.
Industry Leader in ring debarking technology since 1948.
Contacts: James Bowden, P. Eng. - NCVS Manager
Ron Hait - NA Capital Sales Manager
Phone: 250-656-3131
PO Box 2128
Sidney, BC V8L 3S6 Canada
forestsales@nmbr.com
www.debarking.com

Hurricane, WV

Nondestructive Inspection Service
Nondestructive Inspection Service (NDIS) was incorporated in 1960. Since that time we have taken preventative maintenance to higher levels of predictive maintenance while saving our customers costly unpredictable downtime, on all types of process equipment along the entire production line. We are the established leader in applying our knowledge of NDT and perfecting inspection procedures to exceed industry standards. In the case of wood processing and construction board plants we have developed, tested and implemented significant innovations on the standard inspection techniques to shrink costly inspection downtime and overcome the issues of inspecting difficult-to-reach parts of the equipment.
Contact: Ed Hauldren - General Manager
Phone: 304-562-6835
PO Box 220
Hurricane, WV 25526
ed@nisforndt.com

OCI Melamine
OCI Melamine (formerly DSM Melamine) is a melamine crystal supplier for use in resins with formaldehyde that are used for (among others) OSB, plywood, and other panels.
Contact: Lee Miller - Business Development & Application Support
Phone: 262-490-6325
909 York Imperial Drive
Oconomowoc, WI 53066
lee.miller@OCInitrogen.com
www.ocimelamine.com

Pacific Fluid Systems

Division of HAWE Hydraulics
Hawe Hydraulics is a well-respected, family owned, German company that recently acquired Pacific Fluid Systems, LLC. HAwEi’s primary business is providing high quality hydraulic components. Through the acquisition of PFS they have increased their offerings to become a Solution provider in hydraulic systems and linear motion applications. Engineering and design focus to provide low cost, energy efficient solutions and enhanced documentation for machine positioning and controls. PFS offers a full range of products from custom hydraulic manifolds to complete hydraulic press conversions. PSF / HAWE also provide complete hydraulic and Electro-mechanical motion control systems.
Contact: Dan Wilson - Industrial Group Manager
Phone: 503-222-3295
12990 SE Highway 212
Clackamas, OR 97015
d.wilson@hawehydraulics.com
www.hawehydraulics.com

Pallmann Industries, Inc.
For more than 100 years, Pallmann has designed and built size reduction machinery. Specializing in high-capacity, high-performance stranders, flakers, refiners and mill utilized by the engineered panel board industries.
Contact: Rolf Gren - General Manager
Phone: 973-471-1450
820 Bloomfield Avenue
Clifton, NJ 07012
info@pallmannindustries.com
www.pallmann.eu

Panel Machinery & Controls, LLC
At Panel Machinery & Controls, our focus is to provide the most up to date and trouble free Equipment design, Servo Motion Control and Automation systems for the Engineered Wood Products Industry. Our engineering staff has years of experience in quality-designed and field proven equipment and controls for the Plywood Industry. We have service technicians experienced with hydraulic & electrical motion control, capable of on-site problem solving and programming of all brands of PLC’s and motion controllers. We are a United Laboratories 508A certified panel shop experienced in custom panel design and fabrication. Call or E-mail for more information.
Contact: Roger Daniels - President
Phone: 503-744-0830
5422 SE International Way
Milwaukie, OR 97222
roger@panelmachinerycontrols.com
www.panelmachinerycontrols.com

Panel World’s international readership receives six issues per year with emphasis on mill project startup articles. Product coverage includes softwood and hardwood plywood and veneer, oriented strand board, medium density fiberboard, particleboard and other composite boards and engineered wood products. Hatton-Brown publishers magazines for the Forest Products industry, of which Panel World is one.
Contact: Rich Donnell - Editor
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Montgomery, AL 36102
rich@hattonbrown.com
www.panelworldmag.com

Paneltech
Paneltech is a young and growing, forward-thinking company comprised of people who have common values and share a common goal…providing environmentally responsible leadership in manufacturing the highest quality green products for industry. Our panel overlays are designed for high performance end uses and superior processability. They are designed to increase the value of the wood products they cover by increasing their durability, enhancing their appearance, and creating uniform surfaces to enhance the products end use.
Contact: Ron Iff - General Manager
Phone: 360-538-1480
2999 John Stevens Way
Hoquiam, WA 98550
ron@techline.com
www.paneltechintl.com
Paslode
Leading designer and manufacturer of cordless and pneumatic nailers, staplers and specially engineered fasteners designed to deliver superior wood fastening solutions to the residential construction industry; applications include framing, sheathing, roofing, siding and finishing applications. Contact: Steve Golich - Marketing Manager Phone: 847-541-3512 888 Forest Edge Drive Vernon Hills, IL 60061 steve.golich@paslode.com www.paslode.com

Permapost
Permapost provides custom pressure treating solutions for engineered wood products used throughout the U.S.A. and Asia. Contact: David Bond - Chief Operations Officer Phone: 503-648-4156 PO Box 100 Hillsboro, OR 97123 david@permapost.com www.permapost.com

Pöyry Management Consulting
Whether you are developing a strategy, planning an acquisition, considering an investment project or improving your performance, Pöyry can help. We aim to improve your business prospects by applying the right mix of experience and outside-the-box thinking. We take an impartial stand based on a clear analytical framework and a solid working process. Through accessing our network of global offices, our experts are able to tap into long experience in collective forest industry knowledge. We provide consulting and advisory services at the strategic and operational level. Our clients benefit from our pragmatic implementation plans and solid execution. Contact: Robert Landau - Senior Principal Phone: 503-475-1199 1149 SE 66th Avenue Portland, OR 97215 robert.landau@poyry.us www.poyry.us

Process Combustion Corporation
Incorporated in 1969 and based in Pittsburgh, Pennsylvania, USA, Process Combustion Corporation (PCC) designs, supplies and services combustion, heat transfer and pollution control systems. PCC provides solutions to the industry’s air pollution control needs via Thermal Oxidation and Bio-Oxidation System Technologies. Our 45+ year commitment to industry ensures customer satisfaction. - Our principal industries and applications include: Chemical, Petrochemical and Petroleum; Automotive; Sulfur Recovery; Resins; Plastics; Chlorinated Hydrocarbons; Rubber; Carbon; Pharmaceutical; Pulp & Paper; Building Products; Fertilizers and Pesticides. - PCC is a global company with additional office locations in Beijing, China and Aylesbury, England. Contact: Michael Foglia - Business Development/Marketing Manager Phone: 412-655-0955 Ext. 3176 5460 Horizon Road Pittsburgh, PA 15226 mfoglia@pc-sterling.com www.pcc-sterling.com

Raute
Raute is Your Partner in Performance – With global expertise in wood products technology and innovation driven, Raute continually leads the market in developing cutting-edge advancements in the production of veneer, plywood and LVL. Raute provides profitable solutions for large mill-wide projects as well as individual process lines, line modernizations and equipment upgrades. Contact: Martin Murphy - Senior Vice President Phone: 604-524-6611 Ext. 379 1633 Cliveden Avenue Delta, BC V3M 0V5 Canada martin.murphy@raute.com www.raute.com

REA JET
REA JET offers technology with excellent flexibility & variable implementation for the day-to-day needs of a demanding production environment. REA JET’s product range includes large character ink jet printers (DOD), high resolution ink jet printers (HP print technology and piezo), small character ink jet printers (CIJ), laser systems, spray mark systems and labeling systems. Contact: Nicole Richie Phone: 404-310-9055 7307 Young Drive Walton Hills, OH 44146 dnrichie@reajetuscom www.reajetus.com

Samuel Strapping Systems
With over 50-years serving the lumber and forest products industry, Samuel Strapping Systems, offers their customers in the Engineered Wood Industry a single source supply for all of their strapping and packaging requirements. Samuel’s product line includes steel and plastic strapping, pneumatic and manual hand tools, seals, edge protection, stretch-wrap, product identification equipment and fully automated strapping systems. Our industry leading VK-30 strapping head has been used in both new and retrofit applications to convert our customers from steel to polyester strapping. Samuel is a leader in strapping for engineered wood products, and had the first AAR approved polyester strapping. Contact: Dave Gagnon - Forest Industry Manager Phone: 630-783-8900 204 Meadow Ridge Court Canton, GA 30115-6621 dgagnon@samuelstrapping.com www.samuelstrapping.com

SASCO Chemical Group Inc.
Researcher and manufacturer of release agents for the engineered wood industry. Contact: Ed Juline - Director of Sales Phone: 229-435-8394 827 Pine Avenue Albany, GA 31701 ejuline@sascocchemical.com www.sascocchemical.com

Siempelkamp L.P.
The Siempelkamp Group of Companies are world leaders in the supply, installation and startup of equipment and complete production plants for the manufacture of wood based panel products, energy systems, dryer systems, panel handling and finishing systems. Contact: Dirk Koltze - Executive Vice President Phone: 704-522-0234 3506 High Hamptons Drive Charlotte, NC 28210 dkoltze@siempelkamp-usa.com www.siempelkamp-usa.com

Signode Packaging Systems
Signode is a global manufacturer of steel and plastic strapping and the application equipment and accessory products for each. Our protective packaging systems are designed to work at the highest operating speeds and to do so requires innovative technology and equipment service, customer service and engineering departments can help you design the optimum protective packaging system for your application. Contact: Claude Gregory - Forest Products Industry Manager Phone: 877-744-3673 500 West Fourth Street Winston-Salem, NC 27101 CGregory@signode-ips.com www.signode.com

Spar-Tek Industries, Inc.
Spar-Tek Industries manufactures high quality machinery with the latest cutting edge technology for many industries including Plywood, LVL, Rubber and others. Today’s high volume Plywood production Lay-Up Lines place an emphasis on efficiency. Spar-Tek’s lay-up lines, Hot and Cold Presses, Loading and Unloading equipment, Glue Application systems and other equipment are designed to meet these demands. Helping customers meet and exceed their production and operating goals is a driving force at Spar-Tek. We are here to help you meet your goals and to do so requires innovative technology and machines designed to work at the highest operating speeds. Contact: Rodney Bell - General Manager Phone: 503-283-7449 2221 North Argyle Portland, OR 97217 roger@spar-tek.com www.spar-tek.com
Spraying Systems Co.
Spraying Systems Co. is the world's leading manufacturer of spray technology equipment. Our offering includes a family of PanelSpray® systems for applying wax, resin, moisture and chemicals to chips, mats, caulls or belts. These systems ensure the precise volume of fluid is applied even when operating conditions like chip tonnage or line speed changes. We also offer the industry's largest selection of spray products for use throughout your mill in other operations such as humidifying, marking, cleaning and coating. We serve our customers around the world from our 12 manufacturing facilities and 90 sales offices.
Contact: Brian Valley - Director - Industrial Solutions Phone: 630-517-1283
899 Carol Court
Carol Stream, IL 60188
brian.valley@spray.com
www.spray.com

Standex Engraving Group
Standex Engraving manufactures engraved steel press plates, embossing machinery and engraved molds. Their staff of designers and engineers specializes in the creation of customized, life-like, user-friendly textures for a variety of wood based products.
Contact: Philip Maniscalchi - VP Sales & Marketing Phone: 804-236-3096
5901 Lewis Road
Sandston, VA 23150
pmaniscalchi@standexengraving.com
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Contact: Mike Larke - Sales/Operations Manager Phone: 866-489-9377
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Nashville, TN 37219
mlarke@stratachemsolutions.com
www.stratachemsolutions.com

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Contact: Timothy Young, Ph.D. - Professor Phone: 865-946-1119
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myoung1@utk.edu
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Phone: 814-739-2211
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Wattsburg, PA 1642
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TWICE AS NICE
Associations Partner to Present Upcoming Conference
by Sheila Cain

The Forest Products Society and the Southern Forest Products Association are partnering this June to offer a conference that promises to bring together the latest in wood product technology and innovation.

The two wood product associations and their members will gather at Atlanta’s Georgia World Congress Center June 10-12 for FPS’s 69th International Convention and SFPA’s biennial Forest Products Machinery and Equipment EXPO. While each association’s program is tailored to the interests of its members, there will be a fair amount of crossover presentations and activities of interest to attendees across the board.

The partnership “gives us the opportunity to bring together all areas of the industry for a truly collaborative event that reaches across market segments,” said Craig McKinney, FPS director. “There are so many events now for people to choose from, the more that we can collaborate and bring additional value to attendees the better.”

The theme of this year’s SFPA’s EXPO is “Your Show. Your Business. Your Success,” and the event promises many of the biggest names in the forest products industry, displaying everything from sawmill machinery to materials handling equipment. The show attracts key representatives from the nation’s largest wood products manufacturers.

“EXPO 2015 is already 35 percent larger than the show two years ago,” said SFPA’s exposition director Eric Gee.

FPS’s simultaneous event brings together hundreds of scientists, design professionals, managers, decision makers, and others from academia, government, nonprofit, and private industry sectors to discuss the state of forest products research and learn about innovations in the field. FPS’s conference theme this year is “Unlocking the Potential of Forest Products,” featuring sessions targeting wood properties in construction; wood and the environment; education and marketing for the forest products industry; and advances in technology.

Crossover Program
Both FPS and the SFPA have joined forces to feature an educational program component to the conference called “INNOtech.” Short for Innovations and Technology, the INNOtech program will feature a slate of technical seminars specifically geared to manufacturers of wood products and secondary processors. These seminars will be offered alongside the scientific and technical sessions traditionally offered during FPS’s convention. The cost of the program is included in FPS members’ registration. Those attending EXPO 2015 can pay $149 in advance or $169 onsite to attend INNOtech.

The INNOtech program is divided into three sessions: Safety and Dust Control; Mill Upgrades and Project Planning; and Operational Excellence.

“SFPA members actively provided input on the topics they wanted to see presented at INNOtech,” said Gee. “During each session, attendees will hear from top industry experts on these topics, with opportunities for some Q&A.”

Among the speakers featured in the program are:

- **Jennie-Fe Engbert**, Senior Safety Consultant with Caterpillar Inc., presenting on “Driving Sustainable Culture Change through Accountability”
- **Brad Carr**, President of Integrated Environmental Solutions Inc. (IES), presenting “OSHA Inspections and Combustible Wood Dust: How to Secure Compliance”
- **Federico Giudiceandrea**, CEO of Microtec, discussing “Revolutionary Grade Optimization in the Bucking and Sawing Process”
- **Larry Poudrier**, Capital Sales Manager with Comact USA presenting “Profiling Sideboards at Primary and Secondary Breakdown”

The program’s Operational Excellence session will feature a presentation by Robert Landau, director/senior principal of Föyry Management Consulting called “Taking the Mystery out of Maintenance.”

The FPS/SFPA event is expected to appeal to a wide range of wood industry interests and offer more than either conference could standing alone.

“Attendees will get a full day of practical industry knowledge combined with a full technical program related to research and science,” said McKinney, “and at any time they have the ability to go and walk the expo floor to experience all the latest new products and technologies for the wood processing industry.”

FPS members can register for the joint conference at www.forestprod.org/ic. Those wanting to see EXPO 2015 can register at www.sfpaexpo.com/register.

Sheila Cain (scain@engineeredwood.org) is communications director of the Engineered Wood Technology Association and editor of its Engineered Wood Journal.
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Safety will never become a core value within a company culture until the safety strategy is aligned with and supports the business strategy, rather than hindering or constricting it. Every organization has a “safety culture,” but could it be better? Yes, always, but not by doing more in safety. Instead, it is achieved by continuously doing things better and capturing and delivering real value. How efficient and value-focused are your safety efforts?

**What’s your strategy?**
We succeed in business by winning in the marketplace, not by failing fewer customers. If only we would take the same approach with safety improvement efforts. In order for businesses to compete and capture market share, they must add value to current and prospective customers. This requires a strategy, which is a framework of choices and tradeoffs an organization makes to determine how to capture and deliver value to the customers. Strategy, therefore, is how we will win with confidence.

Zero injuries or incidents is not the goal or vision of excellence and does not indicate you have won. Rather, it is a byproduct of the value of excellence. When we focus on delivering value, zero is an outcome, not a target nor an effective vision. Are we focusing safety efforts to win and add value, or to fail less? If we achieve zero injuries, how will we confidently know how it was achieved so we can duplicate results and yet still improve?

“Return on Attention”
When an organization conceptualizes a new product or service, a business hypothesis is formed to determine how, where, when and with whom we will win. Data is subsequently gathered to prove or disprove the hypothesis; validate interest and forecast outcomes; prioritize objectives and the initiatives that support them; and measure to validate whether effort is indeed contributing to the desired results.

Safety should be managed no differently than businesses competing to win. Attention share is the market space that safety efforts operate within. Are we capturing attention, engaging, and creating interest? If we capture attention, what is the Return on Attention? Or, are we leading with disconnected activities, rules, and more and more energy, potentially disengaging those we wish to serve and help?

Through my work with the best in safety, I’ve aided leaders in realizing the need to evolve the role safety plays within business strategy. Below, are accounts of two clients who recognized this recently as both were executing on acquisitions.

**Case Studies**
With Client A, safety was an afterthought during the due diligence process, and their safety strategy wasn’t as aggressive as their business growth strategy. As a result, the safety professionals were essentially mopping up behind the financial decisions. Misalignment and uncertainty (safety focus, accountability, systems, practices and priorities/values) contributed to significant issues, not to mention serving as real contributing factors to several incidents and injuries.

Waste became the undertone of safety efforts, and activities that served little purpose were commonplace. Through an engagement with senior leadership, a comprehensive safety excellence framework was understood, created and executed. Priorities were developed that, with data, confirmed where attention needed to be placed to both focus injury-prevention efforts and to align the culture. Culture change takes time and can be much longer due to initial disconnection between safety and business strategy. Since the engagement date two years ago, significant progress has been made.

In contrast, Client B’s safety strategy was included in and supported the business strategy. Tradeoffs were made on a regular basis as it was known that safety couldn’t do everything, and sometimes, less is more with safety efforts. Moreover, safety played a role in their due diligence efforts. While most mergers and acquisitions will come down to financial decisions, the culture and safety systems were very well understood, making assimilation a relatively smooth process.

“Want to” versus “Have to”
A culture of safety excellence will only be achieved when the strategies of business and the ideal core values around safety are one and the same. This does not occur with more platitudes, posters, and postulation or prescribed programs; it requires the hard work of deciding what to do and not to do to measurably
improve performance, culture, and the value captured from the efforts. All organizations on the journey to continuous improvement in safety will reach a point where “more” is not the answer. Focus on efficiency and contributing and delivering value. It shouldn’t be surprising that zero is much easier to obtain when everyone is on the same page regarding the joint strategies, and “want to” rather than “have to” is the predominant mentality throughout the culture.

Shawn Galloway is the coauthor of the book, STEPS to Safety Culture Excellence, a keynote speaker, and president of ProAct Safety. He was the guest speaker at the 2014 APA Annual Meeting in San Antonio, Texas, and has offered to make his presentation (Stop Trying to Create a Safety Culture, Evolve the One You Have) available. He can be reached at info@proactsafety.com.
EWTA Welcomes New, Returning Members

Several companies serving or supplying the engineered wood products industry have joined or returned as EWTA members since the fall issue of the Engineered Wood Journal, bringing the current membership count to 102 companies. They are:

- **COSTA Sanders** of Archdale, N.C., a U.S. supplier of industrial sanding machines for processing wood, metal and other surfaces. Eric Johnson can be reached at eric.johnston@costasanders.com
- **Eastman Chemical Company** of Kingsport, Tenn., a global specialty chemical company that produces a broad range of products found in items people use every day. Richard Wright can be reached at rwright@eastman.com
- **Panel Machinery & Controls** of Milwaukie, Ore., a provider of equipment design, servo motion control and automation systems for the engineered wood products industry. President Roger Daniels can be reached at roger@panelmachinerycontrols.com
- **LIMAB** of Charlotte, N.C., a returning member, a supplier of non-contact laser measuring systems for composite panels and engineered wood products. Jens Svensson can be reached at jens.svensson@limab.com
- **Fusoni Componentes SL**, based in Mexico City with U.S. operations in San

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Antonio, Texas, developer and manufacturer of release agents and chemical additives for panel board (OSB, MDF, HDF, PB) manufacturing. North American Manager Adrian Yovanovich can be reached at ayovanovich@fusoni.us

- **SASCO Chemical** of Albany, Ga., a researcher and manufacturer of release agents for the engineered wood industry. Director of Sales Ed Juline can be reached at ejuline@sascochemical.com

**New Leadership, New Member For EWTA Advisory Committee**

Mary Jo Nyblad, immediate past APA Chairman and commodity sales and marketing director at Boise Cascade, was elected the chairman of the EWTA Advisory Committee at the group’s fall meeting in San Antonio. Nyblad has been involved in APA leadership roles for many years: she served as chairman of the APA Marketing Advisory Committee, is a member of the APA Board of Trustees, and has served as both vice chairman and chairman of APA. Nyblad takes the reigns from John Murphy, president of Eugene, Ore.-based Murphy Company. Murphy served as Advisory Committee Chairman for five years, and also serves on the APA Board of Trustees.

Mark Vlaisavich, account manager with Ashland Performance Materials, was elected to the Advisory Committee, replacing Paul Pfeifer, who retired.

**EWTA Approves Funding For APA Projects, Research**

EWTA’s Advisory Committee at its fall meeting approved a recommendation from the Adhesives and Technical Subcommittee to allocate $56,000 in funding for four projects benefiting the engineered wood industry. The project proposals, presented by APA staff, included $16,000 to support an advanced framing demonstration house project in the Chicago area; $10,000 to fund hygrothermal research at the test facility built on the APA campus in Tacoma, Wash; $20,000 for a study of potential off-gassing of VOCs by various engineered wood products; and funding of $10,000 for expansion of APA industrial market research.

**Info Fair Breaks Sponsorship Record**

Last November’s Info Fair supplier exhibition in San Antonio featured 52 sponsoring companies, breaking a record for number of paid sponsorships.

Six companies were Platinum sponsors – the highest level of sponsorship and the most Platinum sponsors in the history of the exhibition. They were Huntsman, Casey Industrial, ChemTrend, CMA Engineering, Stratachem Solutions and Westmill Industries. Twenty-six members were Silver sponsors and 17 were Gold. A total of 70 member companies exhibited. A complete list of exhibitors and meeting sponsors can be found on the EWTA web site at www.engineeredwood.org/info-fair.
Metriguard’s Jim Logan Receives Bronson J. Lewis Award

Jim Logan, the owner and president of EWTA member company Metriguard Inc. of Pullman, Wash., was honored with the Bronson J. Lewis Award at the APA Annual Meeting in San Antonio, Texas. The annual award is named after the late Bronson Lewis, who served for 24 years as secretary and then executive vice president of APA. The award recognizes individuals for their leadership and outstanding contribution to the industry.

For 42 years, Logan and his company have provided the engineered wood industry with laboratory and production equipment to produce and test lumber, veneer and panels.

Two Managers Join Raute Canada Team
Raute Canada Ltd. recently announced that two regional sales managers have joined the Raute sales team. Paul Phillips joins the company as Regional Sales Manager of U.S., South. He brings with him more than 30 years of experience supporting the wood products industry through machinery manufacturing; environmental control equipment supply and systems installation; and regional knowledge of the market. Barry McAllister has been promoted from his current role at Raute to Regional Sales Manager, Pacific Northwest. He has 25 years of experience in sales as well as a technical background of wood processing machinery.

Samuel Strapping Completes New Install
Samuel Strapping Systems recently completed the installation of a new lumber strapping machine at HW Culp, a Southern Yellow Pine lumber producer based in New London, N.C. The new equipment is able to place a baton on the bottom of the lumber, something the mill’s existing equipment was unable to do.

Michelman Opens New Collaboration Center
Michelman recently celebrated the grand opening of its new Advanced Materials Collaboration Center at the company’s headquarters in Cincinnati, Ohio. The new center includes six laboratories along with open space and meeting rooms where the company will develop water-based coatings, surface additives and polymers. New simulation equipment allows Michelman to more accurately observe how product solutions perform under actual end-use conditions, and use that information to improve formulations.

HGA Acquires Consulting Firm
Hunt-Guillot Associates recently acquired Baton Rouge, La.-based R&D Consulting, a 30-person engineering consulting firm serving the Gulf Coast petrochemical and fertilizer industries. According to HGA President Trott Hunt, the larger workforce will allow HGA to provide additional services to the company’s clients.
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# UPCOMING connections

## 2015

### APRIL


21-22   49th Annual International Wood Composites Symposium, Seattle, Wash., woodsymposium.wsu.edu

### MAY

3-7     Global Forest Products Leadership Summit, Vancouver, B.C., www.forestproductssummit.com


14-16   American Institute of Architects Annual Convention, Atlanta, Ga., convention.aia.org

17-19   Hardwood Plywood and Veneer Association 2014 Spring Conference, Monterey, Calif., www.hpva.org

5/31-6/3 Composite Panel Association Spring Meeting, Bonita Springs, Fla., www.compositepanel.org

### JUNE


16-21   Vienna International Wood Products/Markets Conference, Vienna, Austria, www.woodmarkets.com

### SEPTEMBER

2-4     Wood and Bioenergy Exhibition, Jyväskylä, Finland, www.bioenergyevents.fi


### OCTOBER


### NOVEMBER

11-12   International Fiber/Wood-Based Panels Conference 2015, Chicago, Ill., www.awa-bv.com/events
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| CHIP AND BOARD COATING SYSTEMS     |                           |                           |                           |                           |                           |
| Spraying Systems Co.              |                           |                           |                           |                           |                           |

| CONTROL SYSTEMS                    |                           |                           |                           |                           |                           |
| ALTEC Integrated Solutions Ltd.   |                           |                           |                           |                           |                           |

| CONVEYOR SYSTEMS-EQUIPMENT        |                           |                           |                           |                           |                           |
| Samuel Strapping Systems          |                           |                           |                           |                           |                           |

| CUSTOM MANUFACTURING SYSTEMS      |                           |                           |                           |                           |                           |
| Rauté                             |                           |                           |                           |                           |                           |

| ENGINEERING SERVICES              |                           |                           |                           |                           |                           |
| Evergreen Engineering, Inc.       |                           |                           |                           |                           |                           |
| Hunt, Guillot & Associates LLC.   |                           |                           |                           |                           |                           |

| ENVIRONMENTAL                      |                           |                           |                           |                           |                           |
| IES - Integrated Environmental Solutions |                   |                           |                           |                           |                           |

| EQUIPMENT-TOOLING                  |                           |                           |                           |                           |                           |
| Spar-Tek Industries, Inc.          |                           |                           |                           |                           |                           |

| INKS                               |                           |                           |                           |                           |                           |
| Samuel Strapping Systems           |                           |                           |                           |                           |                           |

| LUBRICANTS                         |                           |                           |                           |                           |                           |
| McLube Division, McGee Industries, Inc. |                     |                           |                           |                           |                           |

| MARKING SYSTEMS                    |                           |                           |                           |                           |                           |
| Samuel Strapping Systems           |                           |                           |                           |                           |                           |

| MATERIAL HANDLING EQUIPMENT        |                           |                           |                           |                           |                           |
| Samuel Strapping Systems           |                           |                           |                           |                           |                           |

| NEWS AND INFORMATION SERVICES      |                           |                           |                           |                           |                           |
| Industry Intelligence Inc.         |                           |                           |                           |                           |                           |

| POLYURETHANES                      |                           |                           |                           |                           |                           |
| Hexion Inc.                        |                           |                           |                           |                           |                           |

| SEALERS                            |                           |                           |                           |                           |                           |
| Willamette Valley Company          |                           |                           |                           |                           |                           |

| PRINTING AND GRADING               |                           |                           |                           |                           |                           |
| Claussen All-Mark Inc.             |                           |                           |                           |                           |                           |

| RELEASE AGENTS                     |                           |                           |                           |                           |                           |
| SASCO Chemical Group, Inc.         |                           |                           |                           |                           |                           |

| SCANNING EQUIPMENT                 |                           |                           |                           |                           |                           |
| Samuel Strapping Systems           |                           |                           |                           |                           |                           |

| STRAPPING AND PACKAGING SYSTEMS    |                           |                           |                           |                           |                           |
| Samuel Strapping Systems           |                           |                           |                           |                           |                           |

| SPIDER MACHINES                    |                           |                           |                           |                           |                           |
| Sasol (USA) Corporation            |                           |                           |                           |                           |                           |

| STRUCTURAL/DECORATIVE SHEETS       |                           |                           |                           |                           |                           |
| Clarke Veneers and Plywood         |                           |                           |                           |                           |                           |

| TRAINING-EDUCATION                 |                           |                           |                           |                           |                           |
| University of Tennessee,           |                           |                           |                           |                           |                           |
| Center for Renewable Carbon       |                           |                           |                           |                           |                           |

| WAX EMULSION                       |                           |                           |                           |                           |                           |
| Sasol (USA) Corporation            |                           |                           |                           |                           |                           |

| WOOD PATCH SYSTEMS                 |                           |                           |                           |                           |                           |
| Engineered Polyurethane Patching Systems |                   |                           |                           |                           |                           |

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**Product Showcase**

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