



## International enthusiasm for Accoya<sup>®</sup> wood continues to grow

### Titan Wood Wins Prestigious Environmental Awards

There were celebrations at Titan Wood in March when Accoya<sup>®</sup> wood received the overall Dutch National Award for Sustainability Innovation, "The Columbus Egg", and the award for Sustainable Production Technology. Titan Wood will now be entered into the European Business Awards for the Environment whose winners will be announced in June.

The awards, opened by the Dutch Prime Minister, Jan Peter Balkenende, are granted bi-annually by the Dutch Government to reward sustainability innovation in the Netherlands.



Wim Quik, one of the judges, commented, "Titan Wood's process is truly innovative. Thanks to this production technology, Accoya<sup>®</sup> wood offers a real alternative to increasingly scarce tropical timber. The ability to make high performance timber from fast-growing, sustainable species will help to protect threatened species and rainforests. Further advantages are that Accoya<sup>®</sup> wood can replace less environmentally friendly materials in demanding exterior applications and that it requires less frequent maintenance due to its improved durability and dimensional stability."

Finlay Morrison, CEO of Titan Wood, added, "These awards recognise Accoya<sup>®</sup> wood's innovative nature and environmental credentials. This solid wood product made from certified sustainable sources has multiple long-term environmental benefits as it is non-toxic, recyclable and acts as a carbon sink. We are enormously proud of the hard work that the Titan Wood team has put into the development of Accoya<sup>®</sup> wood and appreciate the growing recognition of its benefits."



Rombout van Herwijnen, General Manager, Titan Wood Arnhem (centre), collecting the prize.

### Licensing Update

Titan Wood has announced two new full licence agreements. The first is with Diamond Wood China in respect of rights to manufacture and sell Accoya<sup>®</sup> wood in China for an annual nameplate capacity of 500,000 m<sup>3</sup>. The second, with Al Rajhi Holdings W.L.L., is in respect of rights to manufacture and sell Accoya<sup>®</sup> wood in all six Gulf Cooperation Council countries for an annual nameplate capacity of 150,000 m<sup>3</sup>.

Yaser Alsharifi of Al Rajhi Holdings W.L.L., said, "We are extremely excited by the potential of this transaction. We are already looking at increased volumes and additional territories as we realise the value of the exclusive nature of our agreement with Titan Wood. Our region is ripe for this outstanding new product."

Greg Lee, President, Diamond Wood, added, "We see enormous opportunities for Accoya<sup>®</sup> wood in the Chinese market, one of the fastest growing markets in the world. We are planning a series of projects, the first in Nanjing. Our expectation over a 5 year period would be to increase capacity, agree to increased volumes and extend our exclusive rights for a longer period."



### Northern Lights Shine on Accoya<sup>®</sup> Wood

Norway, the land of the Northern Lights, fjords and ancient wooden stave churches, has spotted the potential for Accoya<sup>®</sup> wood and Titan Wood is pleased to announce that it has signed OggeTre A/S as the sole agent for Accoya<sup>®</sup> wood in Norway.

OggeTre Director, Robert Bråten, said, "We have established a new company specifically to market Accoya<sup>®</sup> wood and manufacture Accoya<sup>®</sup> wood joinery components. We have tested Accoya<sup>®</sup> wood and are convinced that it answers the demand for a durable, dimensionally stable wood for doors in coastal areas of Norway where humidity causes swelling in winter. We also expect the added benefit of increased coating life to offer a strong competitive advantage."

Titan Wood's European Business Development Manager, Justin Peckham, added, "There are excellent possibilities for Accoya<sup>®</sup> wood in Norway. The directors of OggeTre are also directors of Vatnestrøm Trevarefabrikk, manufacturers of windows and doors, so there is an excellent synergy and a wealth of experience there."



OggeTre Director, Robert Bråten, signing the agreement in London.



Ecobuild 2008, London

## Out & About with Accoya® Wood

Accoya® wood is achieving excellent PR coverage around the world and the marketing efforts of Titan Wood, its licensees and partners continues to develop apace. In March, BSW Timber and Titan Wood exhibited Accoya® wood at London's Ecobuild exhibition, the world's largest event dedicated to sustainable design, construction and the built environment. There were over 24,000 visitors and Accoya® wood was very much in evidence throughout. BSW's stand exhibited premium joinery products from five companies and Accoya® wood products, including doors, windows, cladding and planters, were exhibited in several other areas.

The 168m² Accoya® Wood Lecture Theatre provided additional presence, with its superb five metre Accoya® wood sliding, folding door, Accoya® wood windows and several highly visible Accoya® wood case study displays.

Hans Achterbosch, one architect of the Accoya® wood road bridges now under construction in the Netherlands, spoke about sustainable building with timber and, specifically, about how Accoya® wood is enabling architects and specifiers to consider the use of wood in challenging external applications, including superstructures such as these bridges.

In January, Accoya® wood was exhibited at the Windows & Doors Manufacturers Association General Meeting in Florida. The event attracts top executives from key North American window and door manufacturing and supply companies and interest in Accoya® wood was keen.

May saw Titan Wood's Chief Wood Scientist, Roger Rowell, present his paper on the Production of Dimensionally Stable and Decay Resistant Wood Components Based on Acetylation at the 11th International Conference on Durability of Building Materials and Components in Istanbul, Turkey. Accoya® wood has also recently been presented at Cost Action E 37 in Greece, a forum for developments in the improvement of wood durability.

## Grand Designs for Accoya® Wood

Accoya® wood has been dramatically showcased in a new sustainable home that was built live on UK television by renowned designer, writer and Grand Designs presenter, Kevin McCloud.



Accoya® wood doors and windows for the new house were constructed by Westgate Joinery ahead of the Grand Designs Live show in London. Westgate Joinery was approached by the show following recommendations from the project's RIBA (Royal Institute of British Architects) award-winning architect, Duncan Baker Brown, who was impressed with Accoya® wood's outstanding durability and performance credentials.

The challenge was to build a sustainable house in just a week using traditional materials and techniques alongside cutting-edge 21st century technology. Following the event, the house was moved for permanent display at the UK's Building Research Establishment's (BRE) Innovation Park at Watford, a showcase of the very latest in innovative methods of construction and in cutting edge but practical and affordable sustainability.

## Team Titan Continues to Grow

Dallas, Texas, is a city built on big dreams, freshly blazed trails and an attitude that all things are possible, making it the perfect location for a regional office for Titan Wood. In February, in response to the overwhelming reception Accoya® wood has received Stateside, the company officially opened an office in North Dallas.



"We are delighted to expand our physical presence in this very important market," said CEO, Finlay Morrison. "Dallas is an ideal regional base, with its central location, ease of doing business and its abundance of qualified personnel. From here we will be able to take best advantage of the considerable potential for Accoya® wood in windows, doors, decking, siding and other applications that have been identified by our Business Development Team. We are already in advanced discussions with a number of potential licensees who will build Accoya® wood production plants in the US to fulfil demand."

Looking to the future for Accoya® wood internationally, the company is continuing its drive to recruit top calibre employees. Recent additions to the Titan Wood team include David Morris (VP Business Development, Middle East & Asia), Robert Rapier (Engineering Director), Roger Steakley (Director of Panel Products and Business Planning & Analysis), Chris Adair (Panel Products Manager, North America), Matt Roberts (Technical Sales, USA), Steve Dandridge (Global Process Improvement Manager) and Ruth Castillo (Business Development Manager, Americas).

