In This Issue

Message from Paul Clegg

Following a year of considerable change and challenges, I am optimistic about the future. We now have the right team in place that is focused on delivering increased sales and further improvements to our technology and processes.

We continue to target the signing of a total of at least 30 distribution, agency or supply agreements and our objective of establishing Accoya® wood as a truly global brand. Together these are expected to deliver the level of sales which will result in the Arnhem plant breaking even and ultimately moving into overall profitability, even without taking account of any licence income. The progress in negotiating new licence agreements has been steady but we strongly believe the longer term value of Accsys continues to be in its ability to licence our technology.

I am pleased by the progress made in the on-going development of Medite Tricoya®. This ground-breaking new composite panel product is being developed with our joint development partner, Medite Europe Limited, and delivers a new degree of reliability in exterior and wet interior applications. Significantly, the Building Research Establishment (BRE) carried out independent testing that concluded Medite Tricoya could meet demands for a desired service life of 60 years when used in exterior applications. Three industrial production trials have successfully been carried out over the last year and I am confident that following further production and market trials, the commercial feasibility stage of the development will be concluded.

While wider economic conditions remain challenging, we are confident that Accsys is well placed, in particular we believe the longer term trend to move away from unsustainable tropical hardwoods will lead to ever growing demand for Accsys’ superior, environmentally focused products.

Finally, I am delighted to announce that the first Accsys Worldwide Conference will take place in Arnhem from 13-15 September, 2011, with a representative from each of our distributors worldwide invited. The conference will facilitate the sharing of ideas and knowledge and enable the showcasing of new products, projects and sales support tools. It will also provide a forum for highlighting opportunities and attendees will have the chance to visit our plant and see live projects in situ.

Paul Clegg  Chief Executive Officer
Accoya Wood “A” Rated by The Future Build

Accoya wood has been accepted to The Future Build portal, receiving an “A” rating for its performance and compatibility with a low-carbon world. Such a rating is considered to be “excellent” and will help to further promote Accoya wood in construction in the United Arab Emirates and surrounding regions.

The Future Build portal helps both suppliers and specifiers. For suppliers it provides a listing environment that helps them select and source environmentally sustainable, third party-certified products to meet their projects’ environmental objectives. For specifiers, it provides a user-friendly directory where they can confidently source building products that will deliver the listed environmental benefits.

Accoya & UCS Win IWPA Award for Innovative Excellence

The International Wood Products Association (IWPA) has presented UCS Forest Group with the Innovative Excellence Award for their introduction of Accoya wood to North America.

The prestigious award is given annually to a company that implements innovative solutions for using, manufacturing, marketing or distributing imported wood products. The IWPA award program highlights how architects and designers benefit from an expanding palette of wood opportunities.

“We are honoured to have been presented the Innovative Excellence award from the respected IWPA,” said Warren Spitz, president and chief executive of UCS Forest Group of Companies. “Accsys Technologies is a valued partner in our continued mission to provide our customers with sustainable, innovative products.”

The construction of a church for the Apolistic Society was recently completed in the Hague.

The church, designed by Architect Martin Eijkelenboom, is completely built from sustainable materials and the original building has been extended and improved.

The church has beautifully curved facades, covered with black coated band sawn Accoya cladding. Generally problems occur with dark coatings on cladding, due to shrinkage and swelling, but Accoya wood’s superior dimensional stability negates this problem and maintenance intervals are dramatically extended. The wood was supplied by Stiho, one of our Dutch distributors, and the building was constructed by Koninklijke Woudenberg.

The church is located at Loevensteinlaan 170, The Hague in the Netherlands.
The West Brabant Water Line is a Dutch defensive line that dates from the early 17th century. It was created by linking a number of cities and Villages using fortifications of sand and walls.

An inundation zone to the north of the Water Line was created; an area that could be flooded during times of conflict with water deep enough to make an advance on foot precarious but shallow enough to rule out the effective use of boats. This defence was used when the Netherlands was attacked by the Spanish and, later, the French.

During the 19th century, when there was no longer a need for the line, it was abandoned. However, in recognition of the line’s cultural-historical significance, it was recently decided that some parts of the forts and line walls should be restored and that the line should once again be made visible. Recreation, education and respect for nature were important considerations for the restoration.

Fort de Roovere, the largest fort to be restored, is surrounded by a moat and an access bridge was now required. Since the fort was originally designed without a bridge it was a challenge to build one that would enhance rather than detract from the fort’s integrity.

RO&AD (Ro Koster and Ad Kil) architects’ solution was to build a bridge that literally sat within the water and the slope surrounding the fort. Since the bridge follows the existing line of the fort slope and sits almost flush with the soil and the level of the water, it is practically invisible as you approach the fort. In the past, the enemy would have reached a fort through trenches and the design of this bridge reflects those trenches.

The bridge is built from Accoya wood sheet piling on either side, with a hardwood deck and stairs in between. The project was officially opened on 11 November, 2010, by Prof. Pieter van Vollenhoven. The project was awarded BNA (Union of Dutch Architects) Building of the Year 2011, Southern Region.
The client’s vision for this house and boathouse at Horning on the Norfolk Broads was to provide an exemplary building that is sustainable and graceful in design, complementing and enhancing the setting and providing a legacy for future generations.

The extensive use of wood cladding and decking were key elements of LSI architects’ design. However, given that ‘The Haven’ is in a flood zone, surrounded on three sides by water and constantly exposed to a high moisture content in the air, LSI needed to find a wood that they could be confident would deliver durability, dimensional stability and aesthetics. Accoya wood presented the perfect answer.

Accoya, supplied by International Timber, was used for cladding. The curved rear screen was glue laminated in the Netherlands and hand finished with a tinted stain developed in collaboration with WoodGuard by Guard Industrie. The same finish was factory applied to the cladding.

Making History

This 1914 commercial building in downtown Cleburne, 50 miles southwest of Dallas, Texas, previously served as a grocery store and several car dealerships. In 1994 the Layland Museum acquired the building for future development and its restoration was completed in summer 2010.

Today the building, known as the Lowell Smith Senior History Center, serves as the Museum’s support facility and annex and the old dealership showroom houses an exhibit of period vehicles and related objects as a tribute to the its past.

To return the building’s exterior to its early 20th century appearance necessitated the use of traditional materials, including wood. Accoya wood was specified by contractors Nedderman & Associates to give an authentic look, coupled with high performance and low maintenance requirements. 7m³ Accoya wood was used for all windows, doors and sidelites.

A Safe Haven
Accoya continues to inspire the use of wood in new applications and in the United States two projects have recently been completed in which Accoya is, quite literally, helping citizens ‘see the light’!

“Seeing the Light”

“The benefit of using a wood like Accoya is its ability to withstand the demanding roadway conditions and extreme temperatures, along with its ability to naturally weather without structural detriment”

Dan Kohnen, president of Structura

Accoya wood lamp posts have been introduced by Structura, specialists in innovative and functional light fixtures and urban furniture. The company has a strong focus on sustainability and can now claim to supply ‘the world’s most durable lighting in wood’.

The first project in which the posts were used was at Red Cliff on the banks of Lake Superior. The lighting poles needed to blend well with the Northwoods Native American architectural style, as well as being able to withstand the extreme weather conditions of northern Wisconsin.

Structura’s Sine series Accoya wood posts with a pre-weathered grey finish were used.

In the upscale area of Biltmore, Arizona, the new concept Hillstone Restaurant by the Hillstone Restaurant Group was designed to blend the outdoors with the indoors. The design team selected Structura’s Bol series Accoya posts for a natural look and feel, combined with performance.
A novel residential renovation and extension undertaken by Ooze Architects, the Netherlands, took a collection of buildings and ‘wrapped’ them in a geometric skin to create a unified, contemporary building. The building features prefabricated solid timber panels, a lush green roof and black stained Accoya wood cladding to enhance its environmental credentials and durability. The cladding is designed to reflect the appearance of traditional Dutch farmhouses.

Kotobuki, a leading Japanese manufacturer of furniture for public facilities including education, sports, art and entertainment, have recently finished twelve months of extensive testing on Accoya and are now launching an Accoya range as part of their offerings. This high quality furniture is primarily aimed at the retail sector, upmarket and exterior designers. The furniture was recently on show at the Architecture & Construction Products Show in Tokyo.

In Germany, Accoya wood will truly reach new heights through its use atop a spire. Measuring approximately 60cm x 150cm, the spire is made in individual sections glued together. The wood was coated with Holzverfestiger, then a white primer, followed by a clear lacquer which prevents the absorption of moisture. Next a gold-coloured metallic paint was used and finally, SchLuss, a scratch-resistant clear coat for protection was applied.

“Not once have I seen lighting poles this elegant.”

Rakesh Patel, senior project architect for Hillstone Restaurant Group

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Oozing Style

Outdoors in Japan

Reaching New Heights

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“Oozing Style”

“Outdoors in Japan”

“Reaching New Heights”

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“Not once have I seen lighting poles this elegant.”

Rakesh Patel, senior project architect for Hillstone Restaurant Group
Marketing Update

Over the past few months we have been busy meeting with distributors and sales agents in the USA, Canada, UK, Germany, Belgium, Spain and Switzerland, as well as supporting distributor recruitment in new territories. These meetings have provided us with invaluable feedback and market information.

Initiatives include:

- Co-branded Accoya distributor websites
- Co-branded e-mail campaigns to defined target groups, including architects, specifiers, joineries
- Co-branded product leaflets
- PR support

We have recently launched an online ‘Sales & Marketing Toolkit’ which will provide safe and secure access to our marketing collateral, product and test information/data and training materials. This will enable our customers to see what marketing collateral is available and to order it via the site.

E-mail marketing continues to form an important element of our activities. The Accoya Wood Benefits campaign - an educational series of e-mails, each focusing on a different benefit of Accoya wood - is ongoing in UK and the Netherlands and has been adapted and re-used to follow up on the leads generated at the AIA, Bouwbeurs and Ecobuild events Accsys exhibited at earlier this year. The campaign is also being co-branded for our North American distributors and translated to target architects in Belgium. We have recently purchased new/additional potential customer data for ten countries and expect to run the campaign in them.

We have recently executed a campaign to 24,000 US/Canadian architectural contacts which is boosting interest and enquiries from this important target audience. A new e-marketing initiative commenced in the UK in March to promote Accoya wood testing results, case studies and UK distributors to a database of 52,000 architectural contacts. It is pleasing to note that our open rates rarely dip below 17% (against an industry average of 10%) and have reached in excess of 60% on occasion for the Benefits campaign.

Archipoint presentations to German architects continue and Continuous Professional Development presentations (CPDs) for UK architects are also ongoing. Finally, Public Relations has been busy surrounding Company announcements and events, including Ecobuild (UK) and AIA (USA), with good levels of press coverage received and a 157% coverage increase generated for Ecobuild year on year.

We are looking forward to continuing to work closely with our customers to help drive sales of Accoya wood.

Bryan Crennell Head of Marketing

Website News

We have recently revitalised and improved two of our websites, www.accoya.com and www.accsysplc.com, bringing them together in one clearer, more impactful and more easily navigable site.

For visitors, it will be easier to switch between corporate and brand information, to find the information required and to view projects in which Accoya wood has been used. From the marketing team's perspective, it will be quicker and easier to add new projects and imagery and to make updates, allowing greater responsiveness.

The team's vision was to create a site that is more dynamic, with greater visual impact to showcase our products and their benefits to maximum effect in multiple languages. A link to www.tricoya.com is included within the site and the Tricoya site will be reviewed in due course.
New Futures for Accoya

The Business Development team continues to develop the Accoya and Tricoya propositions, working intensely with industry partners, raw materials suppliers and prospective licensees around the world. Development programmes for several species have progressed significantly in recent months, improving the prospect of introducing a broader range of attributes to the Accoya range into sales channels by the end of 2011.

Accoya has proven itself in heavy-duty, load-bearing applications, such as the two bridges in Sneek, the Netherlands. Building upon these dramatic successes, a programme to develop a formal “structural grade” of Accoya has been implemented. Phase I of this structural timber and glulam test programme has been completed. Researchers at Edinburgh Napier University reported that the trial of a new variety of modified Accoya timber achieved strength class of C24 to C50 with the majority over C30, which is exceptional. Phase II is now underway to increase the data set and compare a range of strength quality control tools which can be used in production. The number and size of pieces involved in testing means this will continue until September, with official results towards the year end. The final results will be combined with a data set that is being developed by partner companies and another leading European research institution, expanding Accoya’s markets into a wide range of new applications requiring durability and strength. (See also page 6, which shows glulam Accoya lampposts in exciting projects in Wisconsin and Arizona in North America).

Recently reported TRADA testing to evaluate coatings performance of Accoya wood in comparison with other similar cladding/coating systems has yielded excellent results – please see page 11 for further information.

Other development work covering engineered Accoya components and collaborative work with system partners is also progressing well. Accoya produced from a hardwood species was trialled earlier this year in small customer prototype runs. Positive feedback was received for use as Drywood finished cladding (Netherlands) and higher performance solid wood flooring (Japan).

Licence enquiries to: Edward Pratt, Head of Business Development

Product enquiries to: John Alexander, Head of Product Development.
Sales Team: Introducing Justin Peckham

Justin Peckham, Relationship Manager, UK, Scandinavia & Ireland, has been with Accsys since 2007 and has been instrumental in building and supporting our distribution network in these geographies. He lives in Berkshire and is based out of our Windsor office, although he inevitably spends a large proportion of his time out and about.

Before joining in the wood industry, Justin, who has a degree in agriculture, was involved in farm management and then agricultural chemical sales for thirteen years.

“There are many parallels between the agricultural and timber industries and this experience has given me a good understanding of the typical timber distribution business and the challenges faced by sales people working within it,” he says.

By 2000 a career change beckoned and Justin was offered the opportunity to become sales director for a small company distributing woodworking machinery. Within a year he had become managing director and then part owner of the company which acted as sole agents for a handful of European manufacturers of large industrial woodworking machinery (sawmilling equipment, kilns, pallet nailing lines, etc.).

“I first came across Accsys when they were investigating kilns prior to the construction of the Arnhem plant, so when I was approached a year later by a recruitment company working on their behalf I already knew something about Accoya wood. I quickly realised that this was a once in a lifetime opportunity to become involved at an early stage in a revolutionary product that ticked all of the boxes as far as I was concerned: innovative, technical, high performance and, perhaps above all, an environmentally friendly alternative to many existing products.”

Justin joined the company soon after Accoya wood was launched, to become part of our embryonic sales team which then covered the dual roles of selling both licenses and Accoya wood. These functions have now been separated and Justin focuses on Accoya wood sales.

“I thoroughly enjoy the challenge of promoting a product that I passionately believe in, to the extent that I have Accoya wood windows in my own house. I travel about 35,000 road miles each year, plus many thousands more by train and air, meeting architects, distributors, joinery companies, academics, and members of the public and the great thing is that there is always something about Accoya wood that excites them. I’m convinced that there is a great future for both Accoya and Tricoya, given the way the world is changing and the product developments that are coming through and I very much look forward to being part of that future.”

Sales & Distribution Update

We sold 36% more Accoya wood by volume in the year ended 31 March, 2011 compared to the previous year. The increase was achieved despite the global economy continuing to prove challenging, especially in the construction industry, and competing wood prices staying low. The increase was from new customers and distributors, but mostly from increased sales from existing distributors.

We have continued to build the global Accoya brand and the on-going expansion of our network of customers and distributors has enabled us to generate sales in new territories and applications. Good progress is being made towards new agreements in France, Italy, Austria and the Netherlands and we now have a network of distribution, agency and supply agreements which covers most of the rest of Europe, Australia, Canada, Chile, India, Morocco, New Zealand, South East Asia (including China and Japan), and the USA. Many of these are new relationships and with more in progress we expect even higher growth in the current year.

We are delighted to announce the appointment of Primawood as distributors of Accoya wood in Spain, Portugal and Morocco.

A contract with Haverslag in the Netherlands has been signed. They will focus on sales in civil works.

Hal Stebbins Director, Worldwide Sales & Relationship Management
Results of TRADA External Coating Tests

External validation of Accoya wood’s features and benefits through independent testing is crucial to the brand’s acceptance and success. These reports are robust, relevant and reassuring for anyone marketing, selling, specifying, buying and using Accoya wood.

External south facing field tests were recently completed at the internationally renowned UK timber research body, TRADA. The testing evaluated the coatings performance of Accoya wood in comparison with other similar cladding/siding materials. The timber products tested were Nordic pine, Siberian larch and Accoya wood, all with a dark ebony coloured coating intended to generate the maximum level of heat build-up. After 32 months, the tests have yielded some excellent results for Accoya wood.

The Nordic pine cladding boards showed signs of cupping, fissuring and cracking along with various spots of coating degradation. This would mean that such boards would need replacing or repairing, incurring extra costs. The Siberian larch cladding boards showed burst fissures, cracking and some UV degradation. Again, this would mean additional costs to the project and client. By comparison, the Accoya cladding boards showed no signs of coating degradation, even on dark coated cladding boards which are particularly sensitive to exposure (see pine and Siberian larch images below after just 32 months).

The stability of the Accoya cladding boards was also a standout result from these relatively short external tests.

Accoya is often considered with respect to value in the context of lasting for 50 or 60 years but these TRADA results demonstrate that Accoya can also have a significant impact in the short term, when compared to the common cladding and joinery timbers, Nordic grown Scots pine and Siberian larch.

This information will provide a fantastic selling and educational tool for our partners and distributors around the world. The Product Development and Technical Sales teams will continue to test and validate Accoya wood’s features and benefits and more results will be published in forthcoming issues.
Accsys People News

In May we were delighted to announce that Nick Meyer had joined Accsys as a Non-Executive Director. Nick has extensive boardroom experience in the timber industry and is currently Executive Chairman of Consolidated Timber Holdings Limited, a group of companies that imports, distributes and processes sustainable timber and timber products. His extensive knowledge of all aspects of the timber industry gained over the last forty years will be a valuable asset.

In Arnhem we recently welcomed Petra Muis, who has joined Accsys as Safety & Environment Officer and Bert Dekker who has joined the team as Maintenance Officer E, I & C. Congratulations go to Willemjan Bluyssen who has been promoted to Relationship Manager, the Netherlands.

Gill Gardner has joined the London office as HR Manager. Gill has extensive HR experience gained with high profile organisations, including Société Générale and Cazenove.

Free Customer Newsletter

This newsletter can be personalised with your logo and contact details so that you can email it onwards to your customers or, if you wish, we will send it out on your behalf. It can also be translated into another language.

If you would like to take advantage of this offer, please email us a high resolution version of your logo, contact details and the name of the sender you wish to display in the email. We will send you an HTML file ready to broadcast or, if you would prefer us to send it on your behalf, please email us your contact list in an Excel file to editor@accsysplc.com.

Meet Us At ...

IAWS
IAWS
August 31 - September 2 2011
Stockholm, Sweden

TimberExpo 2011
September 27 - 28 2011
Ricoh Arena, Coventry, UK

Écobuild
September 26 - 28 2011
Tokyo International Forum, Japan

Greenbuild 2011
October 4 - 7 2011
Metro Convention Center, Toronto, Canada

Batimat 2011
November 7 - 12 2011
Paris, France