

Timber Wholesaling

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Importer, wholesaler leads way with engineered wood products

SYDNEY: The Sydney-based wholesale business Swan Le Messurier continues to lead the importing and wholesaling sector in New South Wales. The expansion of their engineered wood products range again demonstrates their capacity to be at the forefront of industry trends and customers demands.

Speaking about the company's recent distribution arrangements with Carter Holt Harvey's futurebuild, director Michael Swan said he was proud that Swan Le Messurier had been selected to carry futurebuild's range of engineered wood products.

"This arrangement sees Swan Le Messurier's stock a full range of engineered wood product. This includes Hybeam, Hyspan, Truform, Hyplank, Hycord, Edgeform and Hypitch," he said. "We are one of the few distributors to carry the full range of products. A lot more doors have opened since we started stocking the futurebuild products."

Mr Swan advised that Swan Le Messurier plans to stay the forefront of the engineered products market.

"We will handle a complete range of stock, have installed a new

sophisticated rack storage system and purchased side loading equipment. In addition, we can provide technical support, including a comprehensive 'take-off' system for our customers."

Swan Le Messurier's in-house technical and engineering expertise is supported by competent and prompt back-up from futurebuild.

"We have every expectation that these products will continue to increase their market penetration, particularly as architects, specifiers and builders gain a fuller understanding of their potential and versatility"

Futurebuild's NSW manager Greg Holden said Swan Le Messurier had been selected as one of the only three distributors in the greater Sydney area because of their recognised integrity, market knowledge and broad experience in the industry.

"Since being selected to handle futurebuild products, Swans have

shown a real dedication to the range. They have invested in specialist storage and handling equipment and technical backup," he said.

"Already they have grown the market for our products. We have every expectation that these products will continue to increase their market penetration, particularly as architects, specifiers and builders gain a fuller understanding of their potential and versatility."

Mr Holden advised that futurebuild had three dedicated technical specialists available to support Swan Le Messurier and other distributors.

"We are able to respond to design, engineering and technical issues on a 24 hour turn-around basis."

In total, Swan Le Messurier has been handling engineered wood products for close to 10 years, initially importing product. Mr Swan said the company recognised that engineered products would be increasingly important in the building industry of the future.

"We have put a fair bit of time,



Mike Heighway and Michael Swan: Staying in the forefront of engineered wood products, wholesaling and distribution.

effort and money into this product range for that very reason."

He identifies the changing availability of the more traditional timber lines - especially Australian hardwood - as a challenge that the company was quick to recognise. "Engineered wood products have been one of the big movers in the last five years. Initially, we had to battle away but their acceptance and market share has steadily increased. Engineered wood products will play an increasingly important role in future building direction."



Handling a complete range of stock, Swan Le Messurier has installed a new sophisticated rack storage system and purchased side loading equipment.

Well-wishers acknowledged

Michael Swan has expressed his family's and the company's thanks for the continuing expressions of good wishes and support for his father Campbell Swan.

Campbell, regarded as a leading figure in Sydney's timber importing, wholesaling and distribution industry, is receiving treatment for lung cancer.

Michael said the ongoing support and best wishes for his father from across the industry were much appreciated and gratefully acknowledged.

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