

SPECIALTY WOOD PRODUCTS

ENVIRONMENTAL AND DESIGN APPEAL

The specialty wood products industry is being driven by increasing consumer demand for wood products that look good, perform well and are 'environmentally friendly'.

New Zealand can deliver the solutions to meet this demand.

A focus on technology and a highly-skilled workforce enable our speciality wood processing sector to deliver products with strong consumer appeal. World-leading wood science and an appearance-focused processing industry enable us to meet consumer demand that seeks 'environmentally friendly' product.

COMMERCIAL SUCCESS

New Zealand's Radiata pine lumber is internationally recognised for its superior performance and consumer appeal – for example, companies located in New Zealand supply 60% of the US market for clear pine boards. US builders value the long wide interior and treated exterior boards and their superior finish. US customers also value our environmental credentials – almost all New Zealand timber comes from man-made, environmentally sustainable plantations.

Our appearance grade wood is highly prized by international furniture designers and manufacturers. Denmark's Zenia House recently chose New Zealand Radiata pine for a new furniture range aimed at the European market. Brand value is built on Danish design skills and recognition of the superior quality and environmental cachet of the New Zealand wood. Our pine is an appealing light colour that achieves excellent stain and paint finishes. Intensive research and development has enabled New Zealand to produce long lengths of knot-free wood.

Our companies are renowned for the quality of their mouldings and components. For example, they supply 50% of the US market for solid wood mouldings, and their products are used in the construction or refurbishment of high quality houses. A highly-skilled workforce, bolstered by specialist training and research institutions, helps New Zealand to maintain its leading position in this market. The industry also has strong investment links with its key markets, making it highly responsive to the demands of customers and investors.

To find out how your business can benefit from New Zealand's specialty wood product expertise, contact Investment New Zealand, the investment promotion agency of the New Zealand Government. Investment New Zealand understands this industry and has extensive networks within it, allowing us to identify and facilitate investment opportunities relevant to you.

www.investmentnz.govt.nz