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Proceedings of the
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Broad Spectrum Utilisation of Wood

Edited by
Alfred Teischinger and Joris Van Acker

in Co-operation:
COST - European Co-operation in the field of
Scientific and Technical Research
Action E44 - Wood Processing Strategy

Primary Wood Conversion Processes
Tree Quality leads to processing trees using saw milling for timber, chipping into particles and peeling or slicing trees into veneer. Decision on selecting one of these options in respect of further processing is both related to the forest resource itself and the end products envisaged. Quality of raw materials is defining the possibilities and profitability for further processing.

Integrated Processing of Forest Products
Integrated processing of forest products can use different strategies to combine primary wood conversion processing. These combinations are based on sorting and grading of logs and sawn timber but also as innovative options for secondary processing of a primary processing product.

Mixed Stand and Mixed Species Processing
New forest strategy approaches will lead to more mixed stands in the future. New options for the utilisation of mixed stand and even mixed species processing will become essential.

Processing in Relation to Tree Dimensions and Partitioning of Trees
Processing of small diameter logs into sawn timber components is an important topic for future economics of whole stem processing. This will also have to deal with problems induced by the presence of juvenile wood, spiral grain, reaction wood, ... Large dimension trees will deed new options for processing or as part of it and even the total tree use strategic factors in the broad spectrum utilisation of wood.

COST-aided
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Abstracts - Session 2: Economic and consumer parameter

Integrated Production and Marketing Strategies in European Sawmills

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Keywords: marketing, sawmills, softwood, strategy, target market, technology, value-added processing.

ABSTRACT

This paper describes vertically integrated, value-oriented production strategies in European sawmills. Results from a mail survey directed to sawmills in six Nordic and German-speaking countries inspired the hypothesis that processing of very advanced wood products is more prevalent in small sawmills. These mills have less automated and more versatile production technologies and sales are often directed to local markets. To the contrary, larger mills with more automated, process-oriented technologies seem to be less oriented towards production of advanced wood products while their sales are mainly directed to distant (export) markets.

Interaction of the R&D and business development in wood product industry

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Keywords: value chain, innovation structure, operating system, 100 % product, stratified product concept, solution market, partnership, LVL.

ABSTRACT

A typical situation where the business development needs the support of the R&D is the improving of the products and processes. The situation shall be totally different if the product is new and it is not just a substitute for an existing one. What kind of interactions between the R&D and business in this situation are necessary in order for the cooperation to function smoothly and lead to a profitable business. In the early stages of the development process the new product is positioned in the *solution market*.

This presentation will summarize a development process of the one new structural product, Kerto®-LVL, as a case study based on action research method. First various concepts are selected to describe the position of this new product in the market at different stages in its development. Then the content of these selected concepts further are developed to describe with broader detail the dynamic change that is closely linked to a new wood product's development process. The manufacturer of the product, the R&D and customer need to work together in a way to create a connection between the *technology push* and the *market pull*.

Creating more added value for forest products

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Keywords: wood prices, wood market, added value, regional products, woodchain, product design, marketing.

ABSTRACT

Sustainable forest management is based on ecological, social and *economical* principles. In The Netherlands forest management is more and more dependent on subsidies. Wood production is still the main economical function of the forest, which contributes to its economical sustainability. However, during the last years market prices for Dutch roundwood are rather low. This may threaten the sustainability of the Dutch forests. To keep the dependency on subsidies as low as possible, we have to look for better revenues for the forest owners.
To get more revenues from the forest, the volume of wood harvested can be increased. However, this project is not targeted to increase wood harvesting, but is looking for a new approach how the forest owner can get better wood prices. The majority of Dutch roundwood is used for bulk products. In bulk the Dutch wood cannot compete on price level with countries such as the Baltic states or Scandinavia. The main reason for this is the relative high harvesting costs in the Dutch forests, which result in low revenues for domestic wood. Probos has developed a new strategy to increase the value for Dutch domestic wood products, by producing and marketing a regional design product, characteristic for the famous Dutch forest region the "Veluwe" with an FSC logo. The main objective is to create more profits for the forest owner. Furthermore, the pilot project serves as a demonstration for other groups of forest owners in the Netherlands to start similar new initiatives for the timber market.

Consumers' preferences for wooden outdoor deckings

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Keywords: Pressure treated wood, sawnwood, sensory analysis, preference mapping.

ABSTRACT

Consumer preferences for outdoor wooden deckings were analyzed. Various materials used for wooden deckings were analyzed; both traditional pressure treated wood and alternative products. The analysis involved evaluation by both an objective sensory panel and a panel of consumers. The results indicated that sensory analysis can be successfully used to find a set of generic parameters that can be used to do objective evaluation of wood properties.

Wood prices in post – socialistic economy

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Keywords: wood prices, costs, demand, supply

ABSTRACT

Wood prices level and relations are factors driving roundwood and forest products availability. Prices of roundwood and forest products are important in both short-term, when they determine demand, and long-term, when they represent the basis for investment decisions.
The interest in the issue of price results also from the fact that roundwood features growing cost of removals against the other natural resources.
Regional price differences are driven by such factors as: general level of economic development in individual regions, natural location, demand and supply in a regional market, sale methods applied, costs of transport to woodworking plants and potential for competitive imports of roundwood from abroad.
Supply and demand are the key factors driving wood prices. However, the level of prices can be impacted by some other factors such as: cost of removals, cost of forest exploitation and costs of non-production functions. Additionally, the form of roundwood sales drives wood prices to some extent. Information and its accessibility represent a key element of pricing in a market economy.
Poland and some countries of the Commonwealth of Independent States feature a roundwood supply monopoly which has an adverse impact on price levels.

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