

# It Takes More Than Equipment To Make A Great Pine Board

**Casco, ME**—Hancock Lumber's Red Bag Solution is symbolic of their commitment to producing industry-leading Eastern White Pine (EWP), customized to meet their customers' needs, all-day, every day. Hancock strives to make every board count through their continuous process improvement including investments in equipment, training, quality raw materials, and perhaps most importantly, people. Hancock's team, made up of both their employees AND customers, and the collaborative process involved in their partnership, truly is the difference in living up to their pledge, Every Board Counts!

Matt Duprey, VP of Sales at Hancock Lumber, believes that, "Listening . . . truly listening to our customers, and to their customers" gives him what he needs to best do his job. "By traveling and spending time with our customers in their markets, and bringing customers to our mills to speak directly with Hancock employees, we are best prepared to meet and exceed expectations." The teams are constantly checking on the market demands for each specific customer, asking questions, and looking for feedback.

For example, Matt was able to connect customers with Hancock's marketing team in an effort to bridge an identified gap in the marketplace on EWP grades, patterns, textures, acclimation, and installation instructions. Customized product literature including brochures, websites, and point-of-sale counter mats were designed and produced to help both sellers and end users



Pictured is Hancock's sample box of Eastern White Pine.

best understand the capabilities of Hancock's EWP. Erin Plummer, Hancock Lumber's Marketing + Communications Director, and Kourtney McLean, Marketing Coordinator, stated that, "Marketing Eastern White Pine and Hancock's manufacturing capabilities is an exciting and ever-changing process. Our team's passion to produce the world's finest Pine inspires us everyday to help bring this product to market for our customers and theirs. Our tools help educate the market on this species and best installation practices. Together we can keep Eastern White Pine the sustainable product of choice for centuries to come! The collaborative process to test and create marketing tools for our Hancock Pine Programs energizes us and we welcome the opportunity to work together."

Bringing customers and their partners to Hancock's three sawmills in Maine has been invaluable to the employees working on the line, producing the product under the signature red bags. It has personalized the manufacturing process, with Hancock's team knowing where each board—to which customer in which market—is going. "Our focus is to make a market-leading product. We've taken the time to understand our customers' individual needs, and have organized our manufacturing operations accordingly," Russell Coulter (Bethel General Manager), Mike Shane (Casco General Manager), and Dennis Verrill (Pittsfield General Manager) commented.

One key ingredient of Hancock's ability to organize manufacturing operations around individual customer needs is technology. However, technology doesn't just happen. It takes people to make it happen. Hancock's Sawmill IT Manager, Kevin Murphy, explains the importance of IT and their sawmills' success, "Our sawmills run using industry-leading machinery and technology. Through real-time data reporting and visibility, our people are able to make instant adjustments to ensure the highest level of accuracy for our customers on a board-by-board basis. Our production and sales systems are integrated, giving us accurate inventory levels at point of order placement. Data helps us run our business with maximum efficiency!"

Another key ingredient is the raw material, Eastern White Pine logs. Log procurement is vital to Hancock's success. Our team of log buyers covers the New

England markets—boots on the ground, out in the woods, connecting and building relationships with logging contractors—developing true partnerships that ensure our mills have a consistent and long-term flow of logs. Doug Johnson, one of Hancock Lumber's log buyers, commented, "Lumber and building is a cyclical business. One thing that helps set Hancock apart with our log suppliers, however, is the fact that we are ALWAYS buying logs. Hancock Lumber's sawmills are global and combine to be the largest producer of Eastern White Pine in the world. Year round, there is always a need for EWP boards with our customers—and, providing quality boards start in the woods with the best EWP logs and the top logging contractors."

Kevin Hynes, COO of Hancock Lumber's sawmill division, commented on Hancock Lumber's workplace, "Hancock Lumber continues to cultivate a culture where our employees really take pride and ownership of the products they make. We are all excited about the progress we have made, knowing that all 200+ employees are squarely aligned with our customers."

VP of Sales, Jack Bowen, followed that up by saying, "We are constantly asking ourselves, 'How can we make each board better? What do our customers need and how can we service them better?'" In partnership with our customers, we are producing the best possible product for every project. It's a win-win for everyone."

The bottom line? Hancock Lumber's Red Bag Solution remains, but has evolved to more deeply include the people behind the equipment. Every employee is empowered and encouraged to make the right decisions in the manufacturing process and make every piece of lumber a world-class Eastern White Pine board from Maine. It takes more than equipment to make a great pine board and Hancock Lumber's team is the secret ingredient.

To learn more about Hancock, visit online at [www.hancocklumber.com](http://www.hancocklumber.com). ■



Red Bag solution logo.

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# CERSOSIMO: A Proven Supplier



Pictured are General Manager Jeff Hardy and company President Michael Cersosimo, Cersosimo Lumber Co. Inc., located in Brattleboro, VT.

**Brattleboro, VT**—If you’ve ever held a wooden square tile while playing a game of Scrabble, or watched a major league baseball player swing a bat, or visited Harvard University and sat in a wooden chair, chances are good that you’ve been touched by lumber that came from Cersosimo Lumber Co. Inc., located in Brattleboro, VT. Although well-known as a manufacturer of fine northeastern hardwood lumber since 1947, this company also produces quality Eastern White Pine at its multiple facilities. “We have a superior resource enabling us to provide the highest quality lumber,” said General Manager Jeff Hardy. “The company’s philosophy centers on respecting



Pictured are recently installed dry kilns at Cersosimo Lumber Co. Inc.

the resource. To do that, we begin by limiting the radius of harvest to ensure consistency at the outset. By analyzing yields within various cutting schemes to maximize the value of each and every log, we can control the product we manufacture, from the sawmills to the drying operations and grading facilities. We strive hard to give our employees the best opportunity to produce the highest quality lumber throughout processing to ensure satisfaction of both our domestic and international customers. Every step of the way is very important to what we do as a company.” Hardy is among many of the 265 Cersosimo employees whose longevity with the firm spans decades. The company is led by third-generation President Michael Cersosimo, who assumed the position in 2006 from Dominic “Butch” Cersosimo. Butch

remains closely involved with the company as Chairman of the Board. Throughout the years, Cersosimo Lumber has remained committed to forward-thinking approaches at all five of their sawmills, two of which are in Brattleboro, one in Rumney, NH, along with two mills in New York. These facilities produce a total of 20 million board feet of Eastern White Pine and 30 million board feet of hardwood annually. The wood is used in various types of products, such as furniture, flooring, cabinetry, millwork and moulding, and other appearance grade applications. Cersosimo saws 4/4 through 16/4 and also provides specialty products with proprietary grades. Cersosimo also uses NELMA, Western and Canadian rules, allowing the company to better match products to their customers’ needs. According to Monica Hastings, hardwood sales manager, “We are committed to our wholesalers and distribution yards, and we consider those our partners. We are dedicated to bringing our products to market by providing what our customers need in order to meet any current demand.” Hastings added, “We produce not only Eastern White Pine, but also seven species of hardwoods. All of our mills can saw either Softwood or hardwood. We remain flexible to respond to the ever-changing needs of our buyers.”

Sawing the logs into fine cuts for high-end customers is only part of the equation at Cersosimo Lumber. The company also prides itself on its drying capabilities. At its two locations in Brattleboro, the drying facilities maintain 2.6 million feet of per-charge capacity, with an additional one million feet of pre-drier space. The pre-drier at the company’s central location has a proprietary design on the building with crossflow fan and custom-design control systems, providing the most uniform and accurate drying environment. The company also operates custom kiln-drying facilities in both North Hartland, VT, and Hardwick, MA. Cersosimo Lumber is a member of: North American Wholesale Lumber Association, National Hardwood Lumber Association, Hardwood Manufacturers Association, New England Kiln Drying Association, Northeastern Loggers Association and American Hardwood Export Council. Visit online at [www.cersosimolumber.com](http://www.cersosimolumber.com) for more information. ■



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# BENNETT LUMBER: Providing Increased Service, Products With Clarkston Re-Start

**Princeton, ID**—Now mid-year of Bennett Lumber Products 76th year in the lumber industry, the company is celebrating the successful re-start of its Clarkston sawmill, which was shuttered for five years.



Bennett Lumber Products' Sales Manager Jim Vandegrift, and sales associate Joe Buttice, examine a 1x10 Ponderosa Pine board, No. 2 & Better.

Bennett Sales Manager Jim Vandegrift stated, "When things have been moth-balled for five years, it's good to go to things where a little deviation isn't going to kill you on profitability, so we chose to run White Fir and Douglas Fir for those initial months." Bennett Lumber anticipated running 65-70 percent White Fir dimension products and 30-35 percent Fir-Larch. The Clarkston mill started up by producing 2x4, 2x6, 2x10 and potentially 2x12's in White Fir and Fir-Larch dimension if the market dictated the need. Grades available at Clarkston include Standard & Better, No. 2 and Better and Select Structural in White Fir.

"In the Fir-Larch dimension we are able to do Lam Stock as well in Clarkston,"

noted Vandegrift, "so virtually anything that's done at our Princeton mill will be duplicated at Clarkston." In 2013, the Princeton mill was projected to produce around 100 million board feet of lumber.

"Clarkston probably ran 60 percent Ponderosa Pine, then 40 percent mix of White Fir/Doug Fir and eventually we will get back to that again," said Vandegrift. Vandegrift added that based on past production at Clarkston, with Pine and dimension mixes, the mill produces between 75 and 80 million board feet annually. As the mill restarted this spring, it did so with one shift of 55-60 employees. As the economy grows, Vandegrift said the company would reinstate a second shift.

From its Princeton mill, which employs 165-170 people on two separate shifts, Bennett Lumber produces 6/4 Ponderosa Pine in Shop and Moulding for window and door manufacturers, 4/4 in C and Better through 4 Common in 1x4 through



Larry Britt grades lumber at Bennett Lumber, located in Princeton, ID.

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1x12, and 5/4 Shop. The company introduced its Imperial Cedar product years ago, and it is geared toward customers who utilize No. 3 and Better. Imperial, which is graded both faces (rough and surfaced) and available in 1x4 through 1x12, all in 7/8th



Sales Manager Jim Vandegrift and sales associate Joe Buttice stand in front of paper-wrapped Bennett product ready to transport by rail. Bennett Lumber has rail access from both mills.

boards, is shipped in the same Bennett paperwrap as the rest of its products.

Bennett Lumber has rail access from both mills for transport of product. Clarkston is served by both the Union Pacific and the Burlington Northern railroads while Princeton is served by BSNF. "By having the Clarkston mill open, we'll be able to open markets that have been closed to us for the last five years because we didn't have Union Pacific capability," noted Vandegrift. "Also, in regard to trucking, all of the trucks shipped out of here are customer arranged and the tarping of the truck is between the customer and the trucker. Everything we produce out here in the Upper grades is paper-wrapped and in a lot of cases, a tarp is not necessary, depending on the weather."

Key personnel, in addition to Vandegrift, includes: Frank Bennett, President and son of founder Guy Bennett; Brett Bennett, vice president; Jan Dimke, secretary-treasurer; and Mitch Dimke, general manager of the Clarkston mill. Joe Buttice is sales assistant.

Western Wood Products Association is Bennett Lumber's grading agency and the company is a charter member of the North American Wholesale Lumber Association's Traders Market.

For more information about Bennett Lumber Products, visit online at [www.blpi.com](http://www.blpi.com) and at the [NAWLA Traders Market, booth 209](#) ■



# Three Strategies For Bringing Customers Online

By Jessica Arant, Communication Coordinator for DMSi

Self-service portals are increasingly common in the building materials industry. Allowing customers to look up pricing and place their own orders improves efficiency, grows revenue, and attracts new business. But there's one problem with these portals: customers

don't always use them. If you're struggling to bring customers online, or simply want to improve your numbers, here are three strategies that can help.

## Get Everyone On Board

If employees don't see the value in your portal, customers will pick up on their lack of enthusiasm. Build support among your team by emphasizing how it benefits them. Explain how it will make their jobs easier by reducing call volume and time-consuming tasks. Williams Distributing uses PartnerView, an eCommerce solution from

DMSi Software. "It has helped our staff tremendously," said Tim Hartley, vice-president of technology. "They've been freed up to spend more time helping in areas beyond simply taking orders and answering questions." When your team appreciates how the portal can help them, they will willingly promote it to customers.

Offering incentives can increase enthusiasm. When Wurth Wood Group launched their eCommerce site, they took extra steps to moti-

It's crucial your sales and support teams become comfortable with the portal. If they stumble through or can't answer questions, it will discourage customers from trying it. Allow plenty of time for employee training. It may also help to appoint one person as the specialist who can help with more advanced issues. "We did dedicate one person to work with each customer, usually on site," said Hartley. "Our trainer spent 30-60 minutes with each customer, showing them the basics and any additional features that might not have been immediately evident. It has been very successful for us. Within 18 months of rolling out PartnerView, we had 280 registered users representing 139 companies."

If your customers are slow to use your online resources, don't worry or second-guess yourself. Promoting your portal is an ongoing process. Continue to market your resources and customers will start to take advantage of them.

## About DMSi

DMSi provides business and accounting software exclusively to the lumber and building materials industry. They support over 10,000 users at over 300 dealers and distributors across the country. Founded in 1976, DMSi is privately owned and operated in Omaha, Nebraska.

For more information, visit online at [www.dmsi.com](http://www.dmsi.com).

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Let customers watch sales reps use the portal, so it becomes a familiar presence.



Online portals allow customers to do business with you 24/7.

vate their team. "We ran internal contests that rewarded the sales agents with the most web-buying customers," said Theresa Liscinsky, IT manager at Wurth.

## Improve Visibility

If you want customers to use your portal, they need to know you have one. Advertise it like a product: have signs in your showroom and flyers at the front counter. Add a message about it to the bottom of sales docs and delivery tickets. Include a link to the site's homepage in the signature block of company emails. It may take a few visits before customers are comfortable, so keep encouraging them. Wurth Wood Group continues to promote its portal well after the site's launch. "To entice our customers, we have web promotions like discounts, free shipping, and giveaways," said Liscinsky. "Our biggest hit was a helmet autographed by Sam Hornish Jr. and Brad Keselowski. Who knew we had so many racing fans!"

As with any advertising, you must emphasize the value proposition. Customers need to understand why the portal benefits them. (Hint: "You'll call us less" is not a compelling benefit.) Theresa Cole, systems manager of Monsma Marketing Corporation, said, "We have had a great response to PartnerView by focusing on the many features it offers: access to search inventory, invoices, open orders, and pricing. There are images available now, which is an added benefit." Keep in mind your customers may have different priorities and may only be interested in some of the features you offer. Williams Distributing's customers use their portal for a variety of reasons. "Some use it for checking item availability and pricing. Others enter their own orders," said Hartley. "All customers really appreciate the fact that the system is available 24/7." Find out which features your customers value most and promote them accordingly.

## Make It Familiar

People resist the unknown – it's just human nature. Making your portal a familiar presence will go a long way towards improving adoption. Liscinsky describes it as "getting customers out of their comfort zone." Create a setup where customers can watch employees check available inventory, get pricing, and place an order. Have your outside sales team sign on and look up account information during site visits. The intention isn't training customers to use the portal as much as letting them see it in action. When customers do express interest, have plenty of training resources ready. Create step-by-step guides, cheat sheets, and how-to videos. Find out if your vendor has materials you can use.

October 2015 Advertorial



Provide one-on-one training to help customers feel comfortable using your portal.



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# Eco Chemical™: Challenging The Status Quo - Wood Stain That's Easy On The Eyes And The Environment

Eco Chemical™ entered the wood stain business more than 18 years ago, responding to the challenge of developing a wood stain for the pressure treated wood market. Eco Chemical's founder and President, Mark Cheirrett, was determined to provide a commercially viable water-based product for this market as an alternative to oil-based stain offerings that were very costly, ineffective, and potentially toxic.

Having been professionally involved with water chemistry since 1969, Mark's first-hand experience with the detrimental health effects of toxic coatings raised his suspicion that the coatings industry would soon be facing new regulations at all



Eco Chemical Founder and President, Mark Cheirrett

government levels related to preserving clean water and air. Mark's career path began as a water & waste lab technician in the Air Force, followed by a position with Water Chemists, Inc. as an industrial water chemist and field engineer. One of his first successes was the creation of one of the first waterborne polyurethanes in the market. Within a year of Mark's discovery in 1991, he created Eco Chemical, and began marketing waterborne paints and stains throughout the industrial market.

The demand for his waterborne coat-

ings was immediate.

One of Eco Chemical's first clients was a Northwest yacht manufacturer who was having problems with toxic air emissions due to solvent-based varnishes and stains used to finish wood surfaces in their yachts. The toxic fumes were causing health problems for their employees, and although the painters were reluctant to switch to a new technology and devote the time required to adapt to new application techniques,

the need for a low VOC product outweighed their concern. Eco Chemical developed a virtually odorless varnish that was safe for the employees to use, cleaned up easily with soap and water, leaving a residue that could be safely discharged to the municipal sewer system.

Eco Chemical doesn't operate simply as a manufacturer and seller of paints and stains, but rather as an application engineering company. They work in partnership with the client, before, dur-



Stained lumber finished product is pictured.



Lumber is pictured going through the staining process.

ing and after the sale, to build and perfect a coating that best suits their client's needs. The company uses their extensive experience and knowledge of waterborne coatings to formulate a product solution suited to the client's market requirements, preferred wood species, and specific manufacturing environment. Every aspect of the application environment is taken into consid-

eration, including current processing chemistry, process sequence, machinery, skill levels, and scale of operation.

Eco Chemical recently introduced an innovative "hybrid" stain that combines the best of water-based and oil-based stain technology into one superior product to provide rich color, deeper penetration, superior film adhesion, faster dry time, flexibility, and exceptional durability.

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The stains are typically manufactured and delivered in a highly concentrated form for eventual dilution at the customer's location, and shipped in 275-gallon recyclable totes. For more than 15 years, Eco Chemical's highly successful tote recycling program has diverted thousands of 55-gallon barrels per year from the nation's landfills, while dramatically reducing packaging and shipping costs for their customers.

The company has made it their mission to manufacture paints, stains, and coatings that are the highest in quality and provide exceptional color and durability, while also being environmentally sound and fairly priced. All of Eco Chemical's paints and stains meet or exceed federal and state air and water regulations. Their stains are ideal for all wood products that can be improved with staining, including pressure treated lumber, fencing, posts, decking, railings, siding, and exterior furniture.

The team of professionals that Mark has assembled at Eco Chemical share the belief that their products should reflect an equal blend of passion for innovation and a commitment to ethical practices, including care for the environment and the health and safety of their customers. This is essential to fulfilling their vision of being a reliable provider of quality products and trusted professional services to the industrial market.

Eco Chemical customers can be confident that their choice of coating will deliver superior performance and appearance, and be formulated with their safety in mind. The company invests heavily in research and development, and is always on the lookout for new raw materials and methods that can lead to new or improved products.

For more information, visit Eco Chemical at [www.ecochemical.com](http://www.ecochemical.com). ■

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*Terry Collins, Forester, Collins Almanor Forest*

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PPG Paints stores are armed with new color tools to help customers pick out the perfect color.

Color distinguishes your personality. It helps narrow your choices and it can separate the unique from the ordinary. PPG Machine Applied

Coatings has taken a leading approach to color that revolves around the customer experience. "We have global color experts that get together every year to identify emerging trends in the automotive, commercial, residential and industrial markets," explained Brian Smith, marketing manager for PPG Machine Applied Coatings. "From there, we work with our customers to communicate these trends to help influence buying behaviors." Identifying current and emerging color trends is only the be-

ginning. PPG has a research and development lab dedicated 100 percent to the advancement of factory-applied primers, finishes and stains. Through this



Pictured are some of the color trend experts for PPG looking for trends in automotive, industrial, electronics, home appliances and residential markets to find new color patterns.


lab, chemists and engineers evaluate and enhance new product technologies—including the advancement of new resins, pigments and colorants. Their focus is on understanding how extreme weather conditions like extended UV-exposure, salt, heat, wind and corrosion can affect not only a coating's durability, but long-term color integrity.

Understanding the surface requirements can also play a key role in color performance. Will the wood bleed? Are there multiple angles or edges affecting the appearance of the substrate? Harnessing the knowledge obtained by the lab, PPG's field technical experts then make the color work at the customer level. "A color match isn't complete until we can run the product successfully on our customer's line," said David Jeffers, national segment manager for PPG Machine Applied Coatings. "You can get a product and color to perform one way in the lab and a dif-




PPG's global color experts gather to discuss new trends in color.

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ferent way in the field. It's our job to make sure our customers get the same color performance, every time they use our products."

Completing PPG's lifecycle-approach to color, they provide assistance in communicating and selling the value color brings to products. Smith said, "We want to shorten the design cycle, but we also want our customers to understand how color works and how it can impact their products." With online color visualizers, mobile apps, and a complete digital color library, PPG has modernized how customers shop for color. By creating experiences for customers to interact with color more frequently and more consistently, PPG is revolutionizing the approach manufacturing can take on color performance.

PPG: BRINGING INNOVATION TO THE SURFACE.® PPG Industries' vision is to be the world's leading coatings company by consistently delivering high-quality, innovative and sustainable solutions that customers trust to protect and beautify their products and surroundings. Through leadership in innovation, sustainability and color, PPG provides added-value to customers in construction, consumer products, industrial and transportation markets and aftermarkets to enhance more surfaces in more ways than does any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in more than 70 countries around the world. Reported net sales in 2014 were \$15.4 billion. PPG shares are traded on the New York Stock Exchange (symbol:PPG).

For more information visit [www.ppg.com](http://www.ppg.com) and follow @PPGIndustries on Twitter. ■

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\* Samples are shown with 1 coat of Sandstone Basecoat and 2 coats of Semi-Transparent Finish. These samples were all lab applied.

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# CORLEY MANUFACTURING—Continues To Be Innovative

**Chattanooga, TN**—The Corley, Lewis, and Tyrone-Berry commitment of providing the sawmill industry with rugged, dependable, and innovative sawmill machinery and optimization systems has spanned over 110 years and four generations. Corley acquired Lewis Controls Optimization in 1983 and Tyrone-Berry Carriage Drives in 2003 to expand their line of sawmill machinery.

Today, Corley's product line includes carriages, band mills, carriage feeds, optimization, linebar and horizontal resaw systems, edger and trimmer systems, and conveying equipment for the entire sawmill.

A large part of Corley's business is in their carriage line of equipment and optimization. The acquisition of Lewis Controls with their optimization products and the Tyrone carriage drive has positioned Corley to be a single source manufacturer of carriage systems.

Each Corley carriage is designed to increase production and recovery and to reduce downtime, maintenance and operating costs. Corley's unique "balanced load" Straight

Line Dogs have the strength and durability to hold when scanning, setting, and sawing at today's speed. The Straight Line Dogs provide the benefits of fast and positive dogging along with quick and simple maintenance. This proven design places the dogging assembly in the center of



This is Corley's carriage and band mill.

the knee for good balance and protection with no pivot points and other linkage that will require additional maintenance.

Through use of the right materials in the right areas, stress relieved weldments, and accurate machining where it counts, Corley Carriages live up to the company's commitment of providing a rugged, dependable, accurate and fast carriage along with the responsive 24 hour service that their customers expect.



Corley's headrig slabber is pictured.

Lewis Controls, a subsidiary of Corley, has been a leader in sawmill optimization for over 30 years. The ReadyScan II Carriage Optimizer, introduced in 2010, is designed to be the most productive and easiest to maintain carriage system on the market.

According to Marv Bernhagen, Vice President of Lewis, "We have a tradition of fast, simple and rugged products. The ReadyScan II combines the speed of the ReadyScan I with the features that made the old photocell systems tough. The Windows computer we use has no moving parts. The program is stored on a solid state hard drive and duplicated on a thumb drive. The unit is shock mounted. Power supplies are high efficiency models and produce very little heat. Ethernet is the communication tool used throughout the cabinet. Installation wiring is simplified and remote service access is available through Network or Broadband communication."

"Scanners have improved as well," said Marv. "The ReadyScan II is currently offered with the LMI Chromas-



This is an overview of Corley's linebar.

can 2440 series of sensors (which have a 5-year warranty), cross section data is doubled over our older 3D systems; so is scan intensity. Dark logs no longer blind



Corley Manufacturing Company's product line includes carriages, band mills, carriage feeds, optimization, linebar and horizontal resaw systems, edger and trimmer systems, and conveying equipment for the entire sawmill.

the scanners and these systems collect data twice as fast. We have installed over 100 ReadyScan II's worldwide since its introduction. The result is a system that can

scan a log, optimize it and move it into position very quickly with minimal knee movement, and no need for the carriage to stop – EVER."

The purchase of



A Corley optimized edger is pictured.

Tyrone-Berry carriage drives is the latest acquisition by Corley. According to Chuck Boaz, President of Corley, "Corley had been a dealer for Tyrone-Berry since the 1950s. In 2003 we were able to purchase the product line. This put the final piece of our carriage product line together. We now manufacture carriages, optimization, carriage drives, band mills, slabbers, and log turners, along with a number of outfeed lumber and cant handling products. To my knowledge, we are the only company in the U.S. that manufactures the complete line of carriage equipment. If it is part of the carriage line, we build it."

"Historically, we have not pushed our product line outside the boundaries of the sawmill building. We focus on the sawmill floor and do a good job there. We don't want to branch out so far that we become thin in certain areas. We are absolutely devoted to this industry and we have been for all of our 100-plus years," Chip Corley, Chairman of Corley stated.

The parts department at Corley is open five days a week from 8 a.m. to 5 p.m. EST and 8 a.m. to 5 p.m. PST at Lewis. Phones are answered 24 hours a day, every day. Emergency parts services are available 24 hours a day seven days a week. "If it weren't for repeat business, we wouldn't be in business today. It is our responsibility to take care of our customers. Getting the order, manufacturing the equipment, getting it in the mill are all important, but our life's blood is the after market service to take care of our customers," Jack Corley, Vice President concluded.

For more information, please contact Jack Corley and Chuck Boaz by phone at 423-698-0284 or [sales@corleymfg.com](mailto:sales@corleymfg.com) or Marv Bernhagen by phone at 503-648-9119 or [mbernhagen@lewiscontrols.com](mailto:mbernhagen@lewiscontrols.com).

For more information visit [www.corleymfg.com](http://www.corleymfg.com) and [www.lewiscontrols.com](http://www.lewiscontrols.com). ■



This is a close-up of a Corley tilt carriage at work.



# DIPRIZIO PINE SALES: Delivering Solutions To Challenges, Creating Opportunities For Customers

**Middleton, NH**—DiPrizio Pine Sales produces 23 million board feet of Eastern White Pine in a multitude of products, among them are different patterns, textured faces, siding, sheathing, flooring, trim, cutting grades and timbers. Essentially, DiPrizio Pine Sales is a one-stop shop = Savings of valuable Time for our customers.

Larry Huot, president and owner of DiPrizio Pine Sales, said, “If you can draw it, we can make it. We built our business by listening to our customers, understanding their needs, and working to deliver at a price that’s going to make it profitable for them.”

He added, “Our duty is to serve and to find out what each customer’s need is, and striving to deliver solutions to challenges, creating opportunities for our customer and our customer’s customer: Win-Win-Win is what we seek to achieve. We want to be known for our honesty and for consistency, reliability and our customer’s satisfaction. If ever we are short in meeting our customer’s expectations at any time, we want to know about it, learn from it and make the corrections in preserving long-term relations. Our promise out there is that we will be on time, in full, accuracy as ordered, and with uncommon breadth of solutions.”

Huot said that one of the current issues with Eastern White Pine is that it is treated as a commodity, commonly not recognized for its unique qualities of durability, ease of workability and friendly acceptance of so many finishes.

He added, “It’s a specialty species, a limited species. If you go to Boston, you will see houses that are over 200 years old that have been completely built out of Eastern White Pine, complimented by carving and craftsmanship that are world-class standards.”

Huot commented on the fact that mills today have shown their long-term commitment in the investments made to better utilize our limited resource, sustaining highest quality products for the end user, and achieve reliability and dependability that was pretty rare in a nature’s product only a few decades ago. “Machine – Tooling Lumber” is a term from Scott Piper, a well-respected industry expert that proudly expresses where the eastern mills of current day have raised the bar in the quality of milling standards. As easily can be forgotten, but history proves, the selection of Eastern White Pine products for so many applications where the unparalleled qualities of this species, unlike many other natural or man-made products just don’t and can’t bring the same features to specific needs and a unique solution like Eastern White Pine.

He said, “I think every mill has its strengths, otherwise they wouldn’t be around. Our mill is open every day to our Northeast ‘sister’ mills who within the NELMA are working very hard in the un-ending search in improvements to be of greater value to our customers. Incredibly proud and thankful are we at DiPrizio Pine Sales for NELMA, NAWLA and NRLA where through these associations and relationships are continually founded and enhanced after sharing their experiences and wisdom of what’s

been tried, what works and what doesn’t work. They’re just wonderful folks that know that no one company can command all of the business or handle all of it either, but by working together, we can make a better difference.”

Huot contributes the success of the company to continuous improvement, the quality work and the talent of the employees that was developed by the DiPrizio family, combined with the vision, supportive resources and commitment to manufacturing of parent company LaValley Building Supply.

There are 54 people employed at DiPrizio Pine Sales today.

He said, “Our belief is that the glue and the foundation of the company is through the commitment to continuous improvement and strength of the quality of our people. We aim to provide a working environment where our people are safe and secure, where innovation is clearly a journey rather than a destination, and where there are opportunities for employees to continually grow professionally and personally. The internal tone is for our people to realize that they’re respected and that they are heard, that



Larry Huot, president and owner of DiPrizio Pine Sales, and Marcella Perry, director of operations.

their front-line creativity is needed to drive innovative improvements. “We like our people to come in and know that they’re building something bigger than themselves.”

Jamie Moulton, sales/production coordinator, is a second-generation member of DiPrizio Pine Sales. Moulton’s father recently retired after 43 years in the finishing department, whose character and integrity set the standard to follow, a Hallmark to building and protecting the DiPrizio Brand name. Paul’s son Jamie continues the reign.

“Jamie’s dad was a selfless man and was never there to promote himself; he was always searching and looking out for other people. He is such a quality character. He was the salt of the earth,” said Huot. “Jamie is a very bright young individual; he’s got a really good head on his shoulders. He’s a no non-sense kind of guy, and he’s driven to the same high standards as his dad.” Just a lot like his dad.

Moulton now works closely with Scott Brown, sales manager at DiPrizio Pine Sales. Brown learned the business under the mentorship of the well known and notorious Prisco DiPrizio who was instrumental



Richard Winemiller, Diorio Forest Products, Oregon City, OR; and Scott Brown, sales manager, DiPrizio Pine Sales, standing in front of the company’s McDonough 54-inch resaw.

Continued on page 79

## Corley Sawmill Machinery Lewis Controls Optimization

Take a look at a complete Corley/Lewis Carriage Package and see how you can maximize your performance, recovery, and results with a Corley Carriage, Lewis Controls Carriage Optimizer, Tyrone-Berry Carriage Drive, Corley Band Mill, and Corley Log Turner.

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# “Customer First Service” Keeps CLEEREMAN INDUSTRIES Growing For Five Generations!

**Newald, WI**—From its humble beginnings as a family-owned and operated sawmill in the early 1900s, Cleereman Industries has grown into an innovative leader among lumber equipment manufacturers today.



Cleereman’s Staff includes: (from left) Jon Cleereman Jr., Rod Chitko, Fran Cleereman, Jeff Krueger, Adam Cleereman and Paul Cleereman.

“We like to say we build the heart of the sawmill – the carriage area,” said Fran Cleereman, co-owner of the company. “But the truth is we have grown to the point that we can fully equip a mill too.”

In fact, Cleereman Industries manufactures not only 12 Carriage models to fit any sawmill operation, but it also makes: hydrostatic and electric carriage drives; extreme duty bar type log turners; airbag and hydraulic cable tensioners; sawyer cabs and control booths; Lumber Pro; heavy duty double cut band mill; and custom material handling systems.

Paul Cleereman noted that, “Carriages are our bread and butter. We also make 150 and 200 horsepower hydrostatic carriage drives. Nobody else does that.” Leading this decades-old company is a team of gentlemen whose years of experience in the lumber industry grants them expert insight into what a sawmill needs for optimal efficiency. Fran Cleereman, Tom Goris, Paul Cleereman, Rod Chitko and Jeff Krueger own Cleereman Industries. They work closely with a team of 32 employees – many of whom have been with Cleereman for over 25



The equipment is as follows, from left to right: 100 HP Hydrostatic Cable Drive, 150 HP Hydrostatic Cable Drive, 50 HP HPU for Cleereman 50 HP Carriage Drive, Custom Sawyers Cab and Standard Sawyers Cab.

years – who perform their craft within six separate buildings to fulfill equipment orders.

“Our property includes 40,000 square feet of space, and included in that we have inventory, a machine shop, a hydraulic department, a material handling area, a welding area, an office, research and development, and the main building where the equipment goes through final assembly,” said Fran Cleereman. “We’re getting larger every year. We no longer serve only the smaller family mills. Now we’re also serving the largest mills in our industry.”

This year we have sold over 40 carriages as well as four Lumber Pro’s and all the related material handling equipment. By the end of 2015 Cleereman Industries will have sold over 1,060 carriages over the past 66 years.

To maintain prompt service to such a large customer base, Cleereman prides itself on quick delivery if a customer needs a part. “Excellent customer service is critical,” said Fran Cleereman. “If you buy something that we built, we have every part on the shelf. That’s been a selling point when potential new customers come to tour our facility. If a piece of your equipment temporarily breaks down, we realize that stops production. But with Cleereman, your machinery is down only as long as it takes for us to ship the part to you, or for you to come pick it up. I have come to the facility myself on New Year’s Eve and loaded a motor on a truck to go to Independence, VA, so that sawmill could be up and running again the next day. That’s how much we value our customers and their time.”



Cleereman’s warehouse, where parts are inventoried, is pictured.

Rod Chitko, who oversees much of the engineering at Cleereman, added, “Our business is not always just about selling. We are selling a service, and it’s about trying to do the right thing for our customers. Our perspective on material handling today is still specialized; it’s custom built to fit the mills’ needs. We are a solution-based company for our customers.

“When visiting a customer’s site, I start looking from the front end to the rear of



The Cleereman Crew.

the mill and study the flow. I then talk with the customer to better understand the problems they have to make the best recommendation for their needs. I will review the speeds and feeds of the primary and secondary machine centers and adjust the support equipment’s speeds to save the customer money by reducing the wear and tear on the iron. In most cases by adding VFD to the support equipment you can better balance the flow path to deliver the product (Boards and Cants) just in time. This will also save on the electrical bill at the end of the month by not overloading the transfer and pulling a full load on the motors.”



The Lumber Pro Stationary Linear Carriage is pictured.

The Cleereman name emerged in the lumber industry in the early 1900s when William Cleereman operated a sawmill in Green Bay, WI, about 100 miles

south of Newald. Later, he moved the entire operation to Newald with his twin brother and son, William Jr., and business partner John Jauquet. William Sr. raised two sons in the lumber industry. Robert preferred logging; Francis liked the mill.

Francis was eventually influenced by two men, the Kleve brothers, who worked for his father, who shared their machinery insights with the young Cleereman. Francis, and John Kleve, became best friends and more interested in the machinery side of the business than lumber, and that interest later led to the start of Cleereman carriages, the first of which was built in 1949. At the time, it is reported that this technology was “startling” in the industry. However, over time, the realization became clear that with good machinery, fewer employees were required to do the job, and the carriages drove up production.

Decades since then, Cleereman Manufacturing changed its name to Cleereman Industries, and its most recent acquisition of Precision Fabricating in 2008. This has allowed Cleereman Industries to specialize in material handling equipment engineered and designed to fit the customer’s requirements and needs to achieve the most effective changes for the plant in both efficiency and production.

Today, Cleereman Industries is guided not only by its lumber veteran owners, but also by a management staff equally seasoned. Among key personnel are: Fran Cleereman, president; Paul Cleereman, vice president; Jeff Krueger, vice president-carriage division; Rod Chitko, vice president-material handling division; Jon Cleereman Jr., hydraulic engineer; Adam Cleereman, design engineer; Perry Sekel, electrical design & engineering; and Rob Kittle, sawmill design specialist. In regard to the culture and philosophy that drive Cleereman Industries, Paul Cleereman stated, “If customer service is #1 and if you do the right thing for the customer, it’s going to pay off. Win/win for everybody. That’s how you build relationships.”

For more information, visit online at [www.cleereman.com](http://www.cleereman.com). ■



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*Contact Us Today!*



# ISK Biocides, Inc. Delivers Proven Mold/Sapstain Control For Softwoods Around The World

Every day, in sawmills and lumberyards around the world, Memphis, TN-based ISK Biocides, Inc. is on the front lines in the battle against mold and sapstain problems in Softwoods.

That leadership position likely comes from the company's 80-year history of manufacturing and marketing wood preservation products, particularly with fungicides formulated for consistent mold and anti-sapstain protection.

In fact, ISK Biocides' products can be found providing mold control treatment in Softwood lumber and timber across the globe—from the U.S. and Canada to New Zealand and South America.

### Proven Performers in Mold/Sapstain Protection

When treating White or Yellow Pine and other Softwoods, ISK Biocides offers a complete line of effective and EPA-registered treatments for mold and sapstain control.



For treating White and Yellow Pine and other Softwoods, ISK Biocides offers a complete line of effective and EPA-registered treatments for effective mold and sapstain control and end coatings and paints. (L-R) NeXgen®, PQ-8®, PQ-80®, Tuff-Brite®, Sealite 60, CosPaint®, and Sealite 30.

while providing superior control of sapstain and mold fungi. This top-selling fungicide is currently used for treating Radiata Pine in South America, where lumber is shipped dead-green to Asia.



ISK Biocides' fungicide products can be dipped or sprayed for efficient and long-lasting protection against mold and sapstain.

only anti-sapstain product with EPA approval for food contact. For more challenging mold problems, Tuff-Brite® brings an additional "boost" of protection to Softwoods.

Moving beyond its mold control products, ISK manufactures a number of functional end coatings and specialized paints for Softwoods as well. The company's Sealite 60 is a durable end coating designed for effective and economical control of end checking and splitting in Softwoods. Sealite 30 delivers the same end coating protection in a clear wax product. To help sawmills easily identify wood products, CosPaint® provides a convenient and ready-to-use choice in end paints.

ISK Biocides' fungicide products can be dipped or sprayed for efficient and long-lasting protection against mold and sapstain. In addition, the products are suitable for a broad range of Softwoods and end products, including freshly cut lumber or logs, landscape timbers, utility poles, pallets, crates and other wood containers. To ensure reliable wood protection and performance as promised, every ISK product is also scientifically formulated and tested. When compared to other available fungicides, independent studies even demonstrate the



Mold can make pallets look bad, smell bad and hurt your business. ISK Biocides offers a full range of effective mold control products for many different processes of pallet production.

company's products deliver superior mold and sapstain control.

The company's NeXgen®, for example, represents the next generation of high-efficiency sapstain control products, and works to brighten Softwoods

PQ-8® provides another excellent fungicide choice for controlling sapstain and mold in freshly cut lumber and timber. PQ-80®, a more highly concentrated formulation of PQ-8, is the

only anti-sapstain product with EPA approval for food contact. For more challenging mold problems, Tuff-Brite® brings an additional "boost" of protection to Softwoods. Moving beyond its mold control products, ISK manufactures a number of functional end coatings and specialized paints for Softwoods as well. The company's Sealite 60 is a durable end coating designed for effective and economical control of end checking and splitting in Softwoods. Sealite 30 delivers the same end coating protection in a clear wax product. To help sawmills easily identify wood products, CosPaint® provides a convenient and ready-to-use choice in end paints. ISK Biocides' fungicide products can be dipped or sprayed for efficient and long-lasting protection against mold and sapstain. In addition, the products are suitable for a broad range of Softwoods and end products, including freshly cut lumber or logs, landscape timbers, utility poles, pallets, crates and other wood containers. To ensure reliable wood protection and performance as promised, every ISK product is also scientifically formulated and tested. When compared to other available fungicides, independent studies even demonstrate the

According to Lance Johnson, Sales Manager of ISK Biocides, "For every customer and with every product we sell, our goal is to protect the value, appearance and marketability of your Softwood lumber or end product. We want to help protect your wood just as effectively as we protect your bottom line."

### Nearly 150 Years of Combined Experience for Sales Team

ISK Biocides stands behind its product lineup as well with one of the industry's highest levels of personal, face-to-face service and largest, most experienced sales team. Boasting nearly 150 years of combined experience, the company's sales and technical representatives are ready to serve as expert consultants in mold and sapstain control on Softwoods. They have the knowledge and expertise needed to recommend the most effective wood treatment product, as well as the optimal solution for individual sawmill operations or production facilities.

"Here in the states, and in other countries, our products are proven performers for customer after customer and in dozens of real-world lumber applications," adds Mr. Johnson. "For example, ISK products have treated Softwoods requiring only a few days of protection while waiting in a sorter, as well as other fresh-cut lumber calling for 6 months of mold control during overseas shipping. Whatever your mold or sapstain problem...or protection time frame...or wood production needs, we can find the treatment solution that's right for you."

### More About ISK Biocides, Inc.

Headquartered in Memphis, Tennessee, ISK Biocides, Inc. is a leading manufacturer of innovative chemical products for industrial, commercial and residential



Southern Yellow Pine lumber has been treated with NeXgen® and stored in a yard at an Alabama sawmill. During on-site customer visits, ISK's technical reps perform testing and offer recommendations or adjustments to get optimal performance from ISK products for the customer.

wood applications. The company specializes in the production and sale of wood protection products designed for use in both Softwoods and hardwoods. Their extensive product lineup includes a wide range of sapstain control and decay prevention formulations for the sawmill industry, along with other products designed to extend the life of utility poles, pallets, roofs, fences, as well as hardwoods for furniture, flooring, cabinetry and millwork. The company also offers WOODguard®, a leading choice in preservation

for log home builders and dealers in the United States. ISK Biocides markets these products throughout the U.S. and Canada, as well as in New Zealand and South America.

For additional information and technical data about the company's full range of mold and sapstain protection products for Softwoods, contact ISK Biocides at 1-800-238-2523.

NeXgen®, Tuff-Brite® and CosPaint® are registered trademarks of ISK Americas Incorporated. WOODguard®, PQ-8® and PQ-80® are registered trademarks of IBC Manufacturing Company. ■



To ensure reliable wood protection and performance, every ISK product is scientifically formulated and tested. Independent studies demonstrate ISK's products deliver superior mold and sapstain control.



# Any Way You Cut It...



# ISK Protects It.

From fresh-cut lumber and logs to poles, pallets, crates and more, other suppliers simply can't match ISK Biocides for proven mold and sapstain protection on softwoods.

Whether white or yellow pine or another softwood variety, we offer a complete lineup of EPA-registered formulations for consistent and effective mold/sapstain control. All backed by our company's 80 years of experience in wood preservation and exceptional stain and mold prevention.

With ISK, you'll also enjoy the highest level of personal, face-to-face service from one of the largest, most knowledgeable sales teams in the industry. In fact, whatever your mold or sapstain challenge with softwoods, we'll help find the ideal treatment solution for your lumberyard or sawmill operations.

Call your ISK Biocides representative today to learn more about our full range of anti-sapstain products and end coatings. And see why ISK is the clear choice in proven mold and sapstain control for your softwoods.

## Proven Mold Control...Powerful Sapstain Protection. Trust **ISK** for Your Softwoods Solution.

### NeXgen®

Represents the next generation of high-efficiency sapstain control products, and works to brighten softwoods while providing superior protection against sapstain and mold fungi.



### PQ-8®

An outstanding, water-soluble fungicide for controlling mold and sapstain in freshly cut lumber and timber.



### End Coatings & Paint

ISK also supplies functional end coatings including Sealtite 60 and Sealtite 30 for economical control of end checking, as well as CosPaint® ready-to-use end paint.



### PQ-80®

Our more highly concentrated formulation of PQ-8, and the only anti-sapstain product approved for food contact, making it an excellent choice for pallet production.



### Tuff-Brite®

Delivers an additional "boost" of mold protection for more challenging problems in softwoods.



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# USNR Envisions Your Success With Revolutionary Solutions

USNR has developed many new technologies in recent years that are resonating with lumber mills around the world. Just as our customers are busy developing new products and markets, USNR innovations are fueling much of that activity. Following are some of USNR's achievements over the past year.



The MyMill Mobile Interface can now deliver remote access to your optimizer system, in real time. You can take it all with you; log scans, optimizer solutions, reports, sensor diagnostics, and more.

face that delivers remote access to your optimizer system, in real time. Now you can take it all with you; log scans and optimizer solutions, reports, sensor diagnostics, and more. Mill managers gain unprecedented freedom through mobile interaction with their optimizers. The system is also available for lumber drying applications where it



USNR's new 8-grate Green Fuel Burner produces approximately 40MM BTUs of heat per hour, and is proven to keep high value lumber in the kiln remarkably clean and free from ash.

can be configured for automated planer mill applications grading dry lumber, as well as sawmill applications grading green flitches and boards. Orders are streaming in for USNR's advanced, vision-based grading technology for the green mill including new customers from Australia, Canada, Japan, New Zealand, Uruguay and the U.S.

## Clean And Dry

USNR's dry kiln business is expanding with the new 8-grate Green Fuel Burner, with several North American projects underway. This innovative solution eliminates common problems with direct-fired burners while increasing lumber value. The unit burns sawdust as an economical heat source, but employs a unique afterburner module that ensures complete combustion. This is proven to keep high value lumber in the kiln remarkably clean and free from ash. The unit produces approximately 40MM BTUs of heat per hour.

## All-Electric Designs Offer Efficient, High-Speed Operation

All the lumber being produced on USNR equipment in mills around the globe needs to be transported through the process, and we've introduced several innovations to



The ElectraTong is USNR's all-electric high-speed lug loader that feeds random length, width, and thickness at 240 lpm.

high speeds with the most precise board positioning available today. The unit is also available with our MyMill Mobile Interface allowing for remote control the fence via iPad.

## New Mobile Technology Applications Unveiled

With 25 MyMill™ Mobile Control systems sold globally in just 2½ years for debarking, edging, sorting, and planing applications, it's catching on as a time-and-money-saving solution for streamlining mill operations. USNR extended this mobile machine control capability to the optimization realm with a revolutionary new application of the MyMill Mobile Inter-

face that delivers remote access to your optimizer system, in real time. Now you can take it all with you; log scans and optimizer solutions, reports, sensor diagnostics, and more. Mill managers gain unprecedented freedom through mobile interaction with their optimizers. The system is also available for lumber drying applications where it

can be used to remotely control the drying process. **MillTrak** MillTrak™ lumber flow control oversees the process to facilitate a smooth, continuous flow. The 30 systems sold last year contribute to well over 100 systems that our customers have ordered.

## Transverse High Grader: Green And Dry Grading Applications

USNR's versatile auto-grading solution, the Transverse High Grader (THG)



USNR's versatile Transverse High Grader (THG) can be configured for grading dry lumber as well as green flitches and boards. The THG is shown here in a green mill application grading high-value Eucalyptus Grandis.

## ElectraTong Lug Loader

The ElectraTong is USNR's latest high-speed lug loader. Its all-electric design can feed random length, width, and thickness, at 240 lpm. Scan the QR code to see what everyone is excited about. The video shows fast and accurate handling of mixed board sizes at very high speeds.

## High Speed Electric Stacker

USNR's high speed stacker offers a compact, nimble, all-electric design to handle



With over 85 sold worldwide in just 3-½ years, USNR's all-electric Multi-Track Fence is an industry winner, able to accommodate high speeds with the most precise board positioning available today.

your valuable products gently and efficiently. Its efficient operation gets the job done with minimal energy and maintenance. This new electric stacker gives you the flexibility to stack what you want, when you want, and it leads the pack with recipe control features you probably never imagined were possible – until now.

USNR has been building stackers for decades, and we've adapted our approach to embrace the reliable, efficient use of electronics combined with PLC control innovations to power our designs.

USNR's all-electric, high speed stacker offers these major features:

- Fast: 20+ cycles/min. (4' packs)
- Reliable: operates equally well in cold and warm environments
- Energy efficient: use of electronics for precise actuation of all operations
- Clean, environmentally friendly: no leaky hydraulics
- Less noise: much quieter operation
- Minimum maintenance: belt driven with no fittings, fluids, hoses, etc.
- Package sizes: 3'-10' wide, 18" to full crib load high
- Easy installation: comes pre-assembled and pre-plumbed for plug-and-play operation

## Efficient Operation

Optional pre-staging tiers allow the operator to look at each tier before it goes out onto the package. A power-assisted tier width adjustment provides flexible tier widths to accommodate a variety of lumber products. An indexing photo eye ensures consistent stack heights whether stacking on the main or secondary hoist. Lumber infeed backlog and package outfeed are controlled electronically for steady, efficient material flow. The belted drive offers zero stretch, greatly reducing maintenance.

This high-speed stacker is complemented by the use of our Slant Hopper Stick Placer or our moving lath placers. A recent new development for combination stick/lath placers is our new slide-out lath hoppers that make filling a breeze. A wide array of options lets you customize your stacker to meet your needs.

To learn how USNR's advanced technology solutions can improve your bottom line, contact us at +360.225.8267 or info@usnr.com. ■



USNR's new electric stacker gives you the flexibility to stack what you want, when you want, and it leads the pack with recipe control features you probably never imagined were possible, until now.



# Lumber Blue Book Real Time, Industry-Specific Business Information To Grow Sales And Your Bottom Line

As Mike Goodman, Director of Compliance for Sherwood Lumber Corporation in Islandia, NY, focused on growing his company’s customer base, he turned to Lumber Blue Book. “Lumber Blue Book has provided quality information about the lumber industry that we couldn’t find from any other lead generation source,” Goodman expressed.



Pictured are Lumber Blue Book team members Julie Brown, Mark Erickson, Zack Champaign, Trent Johnson, Kathi Orlowski, Jim Carr and Nadine McNear.

Goodman is one of hundreds of industry professionals who frequently tap Lumber Blue Book’s online directory of over 19,000 lumber companies to find new accounts. Greg Langford, Vice President of Operations for Mason Forest Products, Inc. in Hattiesburg, MS, said, “The Lumber Blue Book search engine and database has allowed us to zero in on specific customers in specific regions quickly and efficiently, helping eliminate dead-end leads. I would highly recommend it to any company that not only wants to keep up with their current customer list, but also wants to expand it.”



Pictured is the new Lumber Blue Book mobile app search screen.

### Finding New Accounts

Blue Book’s online directory ([www.lumberbluebook.com](http://www.lumberbluebook.com)) provides comprehensive business data on Softwood and hardwood lumber companies throughout North America. Mills, secondary manufacturers, wholesalers, retail lumber yards, and industrial accounts are all included and can be easily searched by geographic location, business classification, pay indicator, or species/products handled.

With unlimited search capabilities, lumber sales representatives are free to explore new market segments and identify potential business connections. Search results can be viewed on-screen, printed, or saved as a PDF or Excel file.

### New Mobile App

Key features of Lumber Blue Book can also be accessed on their free mobile app, which was recently introduced in the Google Play and Apple App stores. “Our new mobile app makes it easy for sales professionals who are no longer tethered to a desk to have real-time, anywhere access to Lumber Blue Book information,” explains Mark Erickson, Sr. Vice President for Blue Book Services.

One practical way the mobile app can be leveraged is for sales reps who make on-site customer visits. The new Lumber Blue Book mobile app allows the sales rep to easily search for prospective customers in a certain mile radius (i.e. 50) of their current location so that they can develop new business efficiently and effectively.

### Reducing Credit Risk

Lumber Blue Book is much more than a lead generation resource. Blue Book’s experienced team of analysts collect over \$1 billion of industry-specific Accounts Receivable data every month. This information is compiled into company pay ratings as well as published in credit reports that contain other in-depth information such as ownership profiles, business affiliations, public judgments, liens and bankruptcy information.

As a result, lumber sellers are using Lumber Blue Book to monitor the risk of existing customers and establish credit limits for new customers. Credit managers can quickly look up a specific company and view the reported Blue Book rating to assess the company’s recent pay history based on aggregate trade feedback submitted by each buyer’s trade suppliers.

Account monitoring services are also available to alert you by email whenever a significant credit event on a key customer is reported.

Trent Johnson, Lumber Blue Book’s rating representative, is routinely on the phone with industry credit managers to review recent pay trends and business events of a current or prospective customer. “I love the fast-paced environment of this industry. It’s rewarding to help our Blue Book Members stay informed on what is happening with their customers – both positively and negatively. We provide valuable information to help our Members protect and grow their bottom line.”

### Data Quality and Delivery

Blue Book’s team of professionals collect, validate, and report information on lumber companies throughout the supply chain, including accounts receivable aging data/trends, financial ratings, company ownership or personnel changes, mergers and acquisitions, and bankruptcies. As data changes, Blue Book Online Services (BBOS) and the mobile app is updated in real-time. A weekly Credit Sheet report is also distributed by email, containing a summary of recent industry changes and new company listings.

### Your Industry-Specific Solution

A recommended and approved service provider of NAWLA, Blue Book’s commitment to the lumber industry is demonstrated through active participation at industry events including NAWLA, NELMA, NHLA, and IHLA. Jim Carr, Blue Book’s president and chief executive officer, recently commented, “Economists who have spoken at industry conventions this year all forecast an increasing demand for lumber. As this occurs, lumber sellers can count on Blue Book Services to help grow their business.”

For more information, visit online at [www.lumberbluebook.com](http://www.lumberbluebook.com). ■



Pictured is the new Lumber Blue Book mobile app dashboard.

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# TS MANUFACTURING: Over 40 Years Of Creating Custom Sawmill And Lumber Handling Equipment

TS Manufacturing has been operating from Lindsay, ON, since their inception over 43 years ago. Founded by two brothers to provide log, lumber and material handling solutions (including installation) to customers in the Northeast over the years, both the territory and the product range have expanded. Still run by one of the brothers and his family, TS produces a full line of sawmill equipment for the industry, and have equipment on every forested continent worldwide.

While Ted and Evelyn Smith now oversee the operation, their three sons have grown into management positions there as well. From early ages, Dustin, Kris and Riley were exposed to the design, creation and installation of hundreds of sawmill and lumber handling projects. They are now essential managers in various departments of the company, making TS a true family business, run with conscientious family principles. “Almost everyone who deals with us appreciates



A TS Lineshaft Trimmer in operation in Invercargill, New Zealand.

that the company is family owned and operated,” notes Evelyn Smith, company VP and lead comptroller. “So of course our character is important to everything we make, and every interaction with our

clients.” TS continues to grow its client base with these core ideas.

This expansion in both regions and product lineup happened as a result of customer requests. President and founder Ted Smith explains it this way: “This industry is a relatively small industry. When a customer has dealt with you, they have confidence you will deliver on your promises. That translates into partnerships to provide them the machinery solution they need for their particular challenge, and results in a steady expansion of the product line.” This reputation for customization and fulfillment of promises has lead to a complete range of equip-



The Accu-Placer grips each stick in two places for precision placement.

ment like Debarkers, Log Handling Systems, Bandsaws, Resaws, curved sawing Gang and Board Edgers, Trimmers, Sorters and Stackers – all the way to residual handling systems.

More recently, they have released a high speed lug loader to go along with their Trimmer and Sorter systems. “Our customer wanted a simpler lug loader than a tong dog system, and needed to be able to do a wide range of widths, so conventional



TS high speed Stackers can be customized with multiple options.

cam lug loaders wouldn’t work,” says Riley Smith, Sales Manager. “We looked at what the limitations of both the tong dog and ‘cam type’ lug loaders that

were on the market, and designed a system that can handle boards from 3-inch to 20-inch wide in a variety of thicknesses.” The lug loader was designed, built and tested in their shop, with lug fill speeds exceeding 240 lugs per minute on 2-inch thick boards. Designed to be totally electric, it can be calibrated in nearly all aspects to suit the specific lumber it is loading.

This focus on the details is evident on a lot of their more recent product cre-

ations, most notably, the TS Accu-Placer Stick Placer. Installed at Associated Hardwoods Inc. in Granite Falls, NC, this system was part of a project that required many of TS’ unique skillsets. For the stacker improvement project, “We set out to reduce labor and improve quality with this project.

We have reduced our labor, and improved our quality by being able to place sticks every foot without increasing the labor,” says Rick Jordan, President of Associated Hardwoods. They had a large inventory of sticks, which, depending on the product, needed to switch between fluted and flat sticks. Using their existing



TS Sorters are installed in softwood mills working at over 150+ lpm.

stick inventory was a must. “A manual placement system was a big problem for stick changeover times. During our study, we discovered their need to switch over could be as frequent as every other package. Additionally, like most hardwood facilities, they had a large vari-

ance in stick widths and profiles, causing an issue for most stick placement systems. We did a study of hundreds of their sticks and found that a conventional system would be unable to handle enough of their existing stick inventory, and that stick replacement would cost more than the whole stacker improvement project. As a result

we designed the Accu-Placer to place widely varied sticks precisely,” says Dustin Smith, Engineering Manager at TS Manufacturing. As Rick Jordan puts it: “This was a prototype project to place sticks automatically with an imperfect stick, and in a project like this you need a partner like TS Manufacturing that has the capability and engineering to stick out the challenges.”

TS is well known for retrofitting individual pieces of equipment into existing Softwood mills. It is also known for designing and manufacturing entire production lines. Primary breakdown, secondary breakdown and lumber handling are all frequent production line requests from clients who appreciate the simplification and reliability that comes with working with a single manufacturer.

TS Manufacturing has a detailed website, international salesmen, and dozens of videos on its YouTube Channel for more information. For your next project, they welcome the opportunity to get to know you and your business’s challenges in more detail.

For more information visit [www.tsman.com](http://www.tsman.com). ■



A TS Manufacturing Quad Resaw infeed.



TS Optimized Edgers come in straight, curve sawing, board and gang models.