

Wilson Timbers Pty Ltd

Newsletter July 2012



We are having a facelift!!

If you have been into our Moorooka yard recently you will have noticed that we are working on long overdue and much needed yard upgrading. This is not only to improve the look of our yard but more importantly we want our customers to be able to come in and see our decking once it is used for a deck. These decks are displayed with samples of our hardwood posts, screening and Solaris roofing. This will allow you to invite your customer to visually inspect our professionally layed decks and choose the species and design.

Our staff will gladly go through all the alternatives with your customers.

Included in the displays will be:

Spotted Gum Decking
Iron Bark Decking
Tonka Teak Decking
Pacific Jarrah Decking
Modwood Screening
Tonka Teak Screening
Solaris Roofing
Spotted Gum Posts (DPR)
Iron Bark Posts (DPR)
Deckmaster system



Want free advertising for your business???

We achieve over 60 hits and up to 20 customer registrations per day on our website, we work hard and pay \$ to keep our website at the top of Google searches

we would like to share...

We will make it easy and pain free just ring or email Cherie at our office and talk to her about advertising your business on our website (All we will need is photos of your work and a short spiel about you) Its free - its all about us supporting our most important asset our customers....



We appreciate our customers and would love to meet all your builder friends.....

Introduce a builder friend to us and when they open an account with us, we will give you and the new account customer a free trip deep sea fishing.

The account is to be approved by our credit dept and must be for a credit limit of \$5,000.00 minimum per month

No other catches (except for fish)



Did you know? Back in 1955

T. Wilson & Son P/L (now Wilson Timbers) opened its first yard at Dutton Park on the site of an old sawmill

Our Pre oiled Decking is selling like Hot Cakes....!
Saves time and money
Next time you purchase decking ask us about having it pre oiled.
Full coverage of oil prior to installation thereby extending deck lifetime

**ESTIMATOR
ALERT!!**

Have your estimating done by our in-house estimator

We are continuing to build our team with experienced staff the latest being
Chris Rogers

Chris comes to us with 33 years of experience in the building game, many of you will have heard of him around the traps.... Chris is an **experienced estimator** and has run his own business estimating over the past few years.

The advantage of having Chris do your estimating is that Chris will be on call to go over your estimation with you and eliminate any misunderstandings that can occur between the estimator, supplier and customer.

Chris's role at Wilson Timbers is a sales representative, if you would like to talk to Chris or arrange for him to pay you a visit please

contact Chris on 0403 601 033

or email him at crogers@wilsontimbers.com

Or alternately call our office and we will have Chris call you



Why Kwila/Merbau may not be the best decking option

If the environmental issues are not enough to cause you to rethink whether you should use Kwila/Merbau tannin staining should cause you to think twice.

Illegal logging of rainforests is an issue that we cannot ignore. Sadly, some of the timber currently being imported, sold and used commercially in Australia originates from illegal logging in tropical rainforest areas in Asia. Global deforestation is an environmental problem that results in higher levels of carbon dioxide (CO2) in the atmosphere. It is also a significant cause of global biodiversity decline. This can impact not only flora and fauna, but also local communities and villages in remote areas who rely on forests as sources of food, clean water and shelter.

Consumer demand here in Australia, and overseas contributes directly to this problem as rainforests are fast being logged for commercial and domestic use. The sale of illegally logged timbers undermines the economic viability of ethically sourced and managed plantation timbers.

Tannin staining from Kwila/Merbau is also a problem and can leave unsightly brown stains on surrounding areas.

There was a time when Kwila was the cheapest hardwood decking on the market, you will find now that Australian hardwood has now become very affordable and in most cases the cost will be the same or cheaper than Kwila and with the obvious advantages....

Australian Hardwood or FSC Certified Hardwood is the only option

The choices we make as consumers are powerful !

Ironbark

Natural appeal and strength
durable in and
above ground
Australian HWD



Spotted Gum

Durable and desired
appeal
Premium Aust HWD

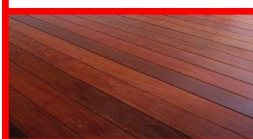


Australian
Hardwood

FSC
Certified

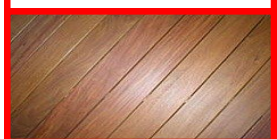
Pacific Jarrah

Dense wood very durable
Supplied from
FSC Certified Source



Tonka Teak

Resistant to insect attack
and decay
Supplied from
FSC Certified Source



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