



Measure Twice Cut Once

APRIL 2019

The builder's guide to all things timber and hardware.

Who's The PM? Life Is Too Dear! Banning Krill Fishing.

By **Dave Ferry**.

***Editor's Note:** Dave is our longest serving employee. He'll have been with the company 29 years next June. We are always getting emails and calls about how amazing and super-helpful he is when he makes a delivery. He certainly is one heck of a character – as famous for his unique view of the world as he is for outstanding customer service. We asked Dave what was on his mind, so that we might all hear some wise words from Dave Ferry.*

You know it took me three weeks to find out that Malcolm Turnbull had gone? I had no idea, life went on as

it does then like three weeks after it had happened I saw some guy on the TV and asked 'who's that?'

It was our new Prime Minister Scott Morrison. It really makes elections seem pointless. We vote someone in that we like and before the next election the party has gotten rid of him for some reason or another. It's stupid. I know we have an election coming up, and I'm sure whoever becomes Prime Minister won't be there for the election after that.

It feels like if we are actually going to have compulsory voting they really should be paying us to vote. We should be paid for the time and fuel that we waste going to vote. And it's not like they are going to fix the big problems anyway.

Could They Actually Do Something Important?

It's not like these politicians are actually tackling the big issues. Look, stuff is getting more and more expensive and wages aren't going up at the same rate. More and more people are struggling to get by and trying to make their money go further. Doing something about that seems like it would be a good use of our politicians' time, but they haven't fixed that yet have they?

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- Who missed the home show?
- The winner of our Instagram contest
- Your clients might love our new screen if they see it

Don't get me wrong, life is good and I love my job – but how long can Australia keep going, where stuff is getting more expensive and wages stay the same.

Why we need to ban using krill in products.

Environmental degradation concerns me. We take all of these natural resources and we don't seem to learn from the past. Recently the Japanese started lobbying for the right to fish more krill. And as far as I can tell they only want to fish for krill because so many other species have been over-fished and are on the brink of extinction.

Krill is the main food of whales amongst other animals. It worries me that krill could eventually be over-fished like so many other species and that we could end up destroying entire eco-systems. We need to do a better job of protecting the natural world.



Thank You To All Who Entered.

We received plenty of entries for our Instagram competition for a free morning tea. Just tagging Wilson Timbers in a post that featured our signage or promotional gear meant you could win a FREE morning tea from us. Below are some of our finalists.

Make sure that you follow us on Instagram and Facebook to be sure that you get timely updates on these contests so that you can win FREE S#*T (stuff) from us in the future.



Chris from @dude_its_chris_



Leighton from Blackline Builders



Luke from Redchip Constructions

Tales From The Brisbane Home Show.

Our good friends at Trex, the world's number one in composite decking, had booked a booth at the Brisbane Home Show. There was a small problem – they needed a retailer who supplied Trex to man it with them so they could sell to the general public because Trex are only a wholesaler. That's where we stepped in. It was a great opportunity for us as well because there were plenty of other products we could offer for 'around the deck' – you know screens, roofing and of course we took some DeckMate information – never pass up an opportunity to self-promote to the public.

We were blown away by the number of people who were looking for decking that they could install over concrete. Sadly for us- this is not an ideal situation for a timber deck.

The good news is Trex composite decking and Kleva Klips Adjustable Joist Hangers are perfectly suited to building a low clearance deck on top of a concrete slab. A lot of people left the booth knowing there was a simple way to build a deck just 38mm above the ground.

We were also reminded of just how much the man on the street loves convenience. A deck that does not require oiling is high on customers'



Our stand just before the doors opened



Mandatory group photo before it all started

list of wants. Trex's decking can be washed with soapy water and has a 25 year fade and stain warranty. And because Trex have been around for over 25 years – they know exactly how their product holds up in the real world after 25 years of use.

In what was great news for the team at Wilson Timbers (being sustainable is really important to us), many people were super-excited to find out that Trex is environmentally friendly – made from recycled and reclaimed hardwood and one type of plastic waste which they purchase from only two sources (saving 180,000,000 kilos of plastic and wood from landfill every year) – not a single tree is felled in the production of Trex products. Other imported composite decking providers can't be trusted to keep the composition of their products consistent –which means they aren't suitable when you need to worry about Bushfire Ratings and are worried about warranty issues down the line.

It was also interesting to see how customers responded when we

showed them the unique design of the Trex Composite Decking. They loved the genuine looking timber grain (so it looks just like a timber deck) that makes the decking non-slip and how the 3-sided protective shell works to protect the decking from scratches and stains, regardless if you have furry friends, terrific toddlers or even boisterous buddies on your deck.

Everyone made it through the Home Show, a few of us were a little worse for wear at the end of 12 days straight of work. A normal Monday to Friday, two days of trade show and then going back to work Monday. We talked to a lot of people, received a lot of positive feedback about the products on the stand and we were even able to hook up a few potential customers with builders we knew.

We are looking forward to seeing how it all pans out over the coming months. Finally, I promise we behaved ourselves and didn't engage in too much extra-curricular activity, we were all just too tired by the end of it.



Can you spot our stand?

And The Winner Is...

Last month we ran an Instagram contest. All you had to do was tag us (@wilsontimbers) in a post where you posted a photo with our signage or promotional gear to win a morning tea.

The winner was Liam from Jarvis Building Concepts. Congratulations.



They loved the sushi.



If you are on social media remember to friend/follow Wilson Timbers so we can keep you in the loop about upcoming FREEBIES and competitions.

Welcome To The Family.

We'd like to welcome

- Ingram Builders
- Scott e's Landscaping
- Profile Build Group
- Brisbane Prestige Plunge Pools
- Angle Joinery Pty Ltd
- Alder Constructions Pty Ltd
- Askin Built Pty Ltd
- Dekhar – Professional Construction Services
- Brett Lewis Carpentry

To the Wilson Family. All of whom made their first purchase or opened an account with us last month. Thank you to everyone who purchased from us in the last 30 days.

Finishing Off Your Project In Style!

No doubt your clients love having a big beautiful al fresco area. However creating shade for outdoor areas when the sun is beating down on them, or just want some privacy or way to keep all the bugs out, can be a bit of a headache for you.

Thankfully Wilson Timbers can now take care of your clients' need for shade and protection from the elements for you. In our December newsletter we announced our partnership with Phantom Blinds, who make some of the largest spanning motorised blinds on the market.

There was only one small problem, which we hadn't gotten around to addressing at the time – we didn't have a display blind here at the yard.

The Display Screen Is Installed!

Now if your clients are worried about

how they can screen off windows, doors and outdoor areas, just send them down to Wilson Timbers to see a live Phantom Screen (It's doing a great job). That way they see exactly what they are getting.

Phantom screens come with a Lifetime Warrantee on aluminium, 5 years on the motor, 2 years on labour and a year on the mesh.

Wilson Timbers can estimate a job with just the measurements of the opening. We will take care of everything including the install working directly with your client.

No extra work and your client will be even happier with the work you've done.

P.S. Phantom Screens have a screen that can span up to 8m and they say 'stay tuned' there will be a larger one coming soon.



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