



# Measure Twice Cut Once

FEBRUARY 2019

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

## What Did You Do For Your Australia Day Weekend?

By Caleb

Over the Australia Day weekend we installed a whole lot of roller racks. We now have 130 pigeonholes to store timber in. It might not sound that interesting but it makes a big difference for everyone, including you. There were a lot of inefficiencies in our yard that were driving me and all the yard hands nuts and also making our work take longer than it needed to. Which meant orders took longer to pick, which in turn meant you had to wait longer for your deliveries and pick ups.

The joke in the yard was that the layout was just "unco." We could

never work out the logic to the layout. As we've gotten busier and busier the yard itself became a bottleneck for getting orders picked and packed – to make it worse we now carry more products than we have EVER carried in the history of Wilson Timbers.

Late last year we agreed we needed to get this sorted out! Step one in reorganizing the yard so that it is modern, is to put in the racking. With that done, we will be filling it up as the orders come in over the next few weeks and we run down the stock at its existing locations.



### In This Issue

- What's in store for the rest of 2019
- Royal Reds decking on display
- Solaris and the risks of other overseas roofing panel
- A chance to travel and make your client's project look great

### What About The Rest Of 2019?

I'm glad you asked. We are planning on knocking down one of the existing buildings and putting up a 1,000m2 warehouse. Somewhere we can load the trucks and not worry about the weather. It will also mean that for the first time ever Wilson Timbers will have a big open plan warehouse where we can put in a modern racking system and organize it for peak efficiency.

The rest of this year is going to be a bit of a challenge – I've got to manage the construction site, the traffic through the yard, all while trying to maintain a business flow. That's going to be a really good challenge.

It will all be worth it in the end. We can work just as hard at get more done at the end of it. I love making things more efficient.



Welcome To The  
Family.

We'd like to welcome:

- Waterway Constructions
- Point Corp Constructions
- Bland 2 Brilliant Landscapes
- Novo Property
- LTR Constructions Pty Ltd
- Lanhan Constructions Qld Pty Ltd
- Hulse Building Services Pty Ltd

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.

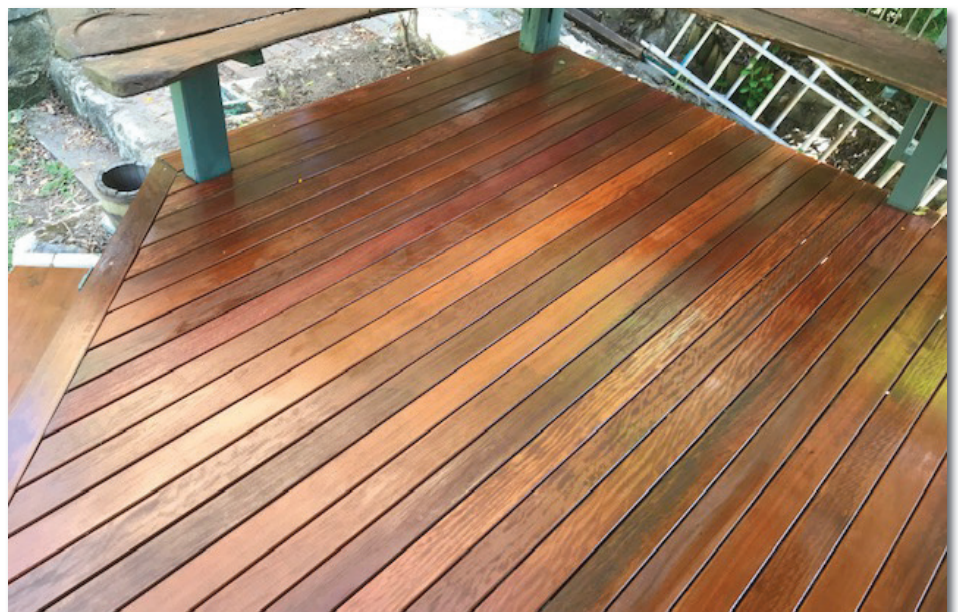
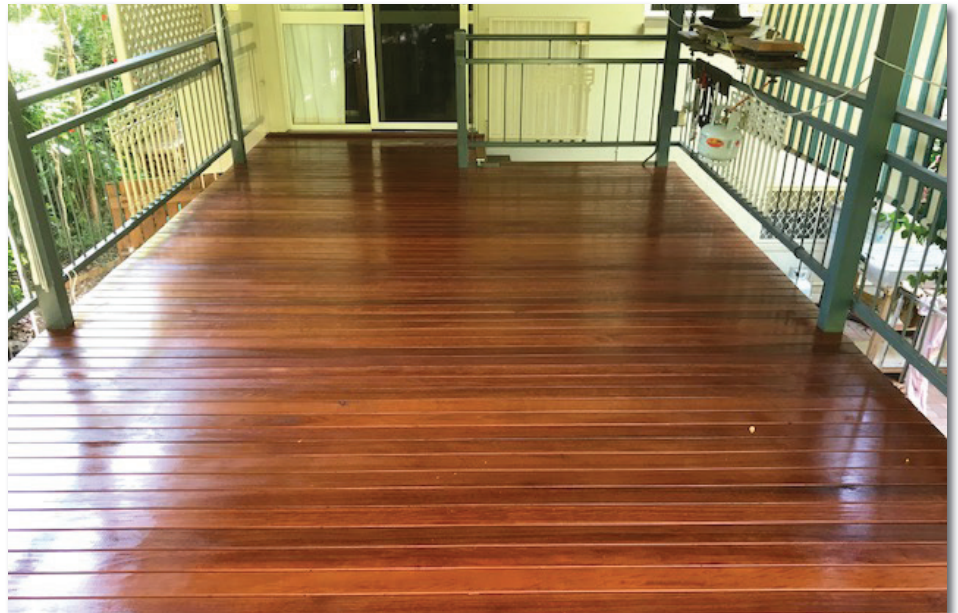
## New: High Quality Decking Alternative And We Have Plenty In The Yard

Royal Reds decking is a blend of Durability 1 above-ground mixed red Australian species. The species used include Red Ironbark, Turpentine, Red Mahogany, Grey Gum and Bloodwood which are all grown in sustainably managed and certified plantations.

We have stocked up on Grooved Royal Reds decking and we

negotiated a really good deal on it too. Obviously we are going to pass on the savings to our customers. With these savings Royal Reds will be cheaper than imports such as Kwila/Merbau decking.

If you need any additional information or need a quote get in touch with your rep now.





# Be Wary Of Overseas Knockoffs!

Insulated Panel is rapidly becoming the go to roofing product for patios. It's easy to install and it is much better value for money than the alternatives. However every time we see a breakthrough in a product we also get a rush of people who have the same dumb idea:

***"Lets Build It Overseas, Make An Inferior Quality Product And Sell It For Less."***

Why some enterprising manufacturer doesn't think the opposite way is beyond everyone here at Wilson timbers... but I digress.

The problem is that everyone assumes that products are of equal quality, but somehow they are magically cheaper when they are put together in a foreign country, then put on a boat and sailed here.

The reason it's cheaper is because it looks the same on the surface but the overseas knock off has often found ways to slash the quality which leads to problems down the line.

Here are the big differences between Solaris Roofing Panel and many of the cheap roofing panel knockoffs.

1. Solaris Roofing Panel is made from Bluescope Colourbond for both the roof sheet and the ceiling sheet. The knockoffs are not. Bluescope steel is thicker, uses 20% more steel per square meter than its competition, which results in an additional 20% engineered strength making it more impact resistant. Because it is Bluescope steel, Solaris roofing



panels are backed by Bluescope's 15 year manufacturer's warranty as opposed to the 7 years you usually get from overseas knockoffs.

2. The core material includes a pesticide and fungicide giving it black ant protection. The most common insect infestation you'll see with foam cores is black ants building colonies in it. They love it and I'm sure you love the idea of being overrun with ants on your patio. Nothing better than looking up at the roof and seeing ants crawling all over it. That's why Solaris uses pesticide/fungicide Coreplus as the core of their insulated panel.
3. Solaris roofing panel is compliant with the National Construction Code and has the 2018 Codemark Certification. It has its BAL40 certification from Fire Engineers and all of Solaris products are tested using their in-house NATA structural lab.

The next time your customers are looking for an insulated panel for their roof, don't go with the cheap and nasty. You could end up with warranty problems you don't deserve. Stick with Solaris Roofing who have been servicing the Queensland market for over 10 years now.

If you have an upcoming project – send through your plans to Wilson Timbers and we can arrange a quote for Solaris Roofing panel for you and we'll send you a price and plenty of Solaris' collateral so that you can show your clients why they shouldn't consider anything else.



## Featured Project: LAK Constructions.

The fine folks at LAK Constructions were looking for an alternative option for shiplap or T&G VJ feature ceiling for one of their clients. They came to us and asked for some ideas.

We suggested they could use our DeckMate DIY to construct feature ceilings (or even a feature wall) for a fraction of the cost of doing shiplap or a T&G VJ feature wall. The client liked the option and agreed to 100m<sup>2</sup> of Queensland Spotted Gum installed with DeckMate DIY.

I have to admit we were blown away by how good the end result was.

The renovation went on to win The Renovation/Addition Project over \$1 million at HIA Brisbane's Housing Awards.

Well done LAK Constructions.



## Can You Do Us A Massive Favour?

Last December we floated the idea of doing a tradies calendar. Look you guys (and gals) are every bit as attractive as the firemen who pump those calendars out year after year after year.

So we thought we should show case your good looks in order to raise some much needed funds for charity.

After the last call out we got three volunteers who are ready and willing to help raise money for a worthwhile cause. We obviously need another 9.

We'll be selling these calendars as soon as they are produced (you're more than welcome to sell them too) – we will be working to make sure you can promote your business at the same time so it could be a good source of leads.

If you'd like to be featured in our calendar email [erin@wilsontimbers.com](mailto:erin@wilsontimbers.com) and she'll book you in.



## How You Can Win A \$2,000 Flight Centre Voucher.

We all need another holiday don't we? We've just had our summer holidays; we've been back at work for a few weeks and we know it's time for another holiday isn't it?

Thankfully the good folks at EasyCraft could solve our need for another holiday.

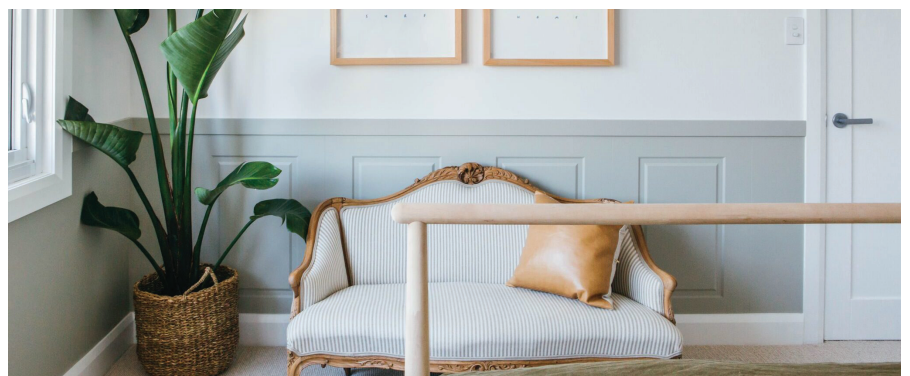
Here's the deal, every time you place an order for EasyCraft products for a client's project you go into the draw to win a \$2,000 flight centre voucher and other prizes. Each order is another opportunity to enter.

All you have to do is send through proof of purchase and a photo of the finished installation to [marketing@easycraft.com.au](mailto:marketing@easycraft.com.au)

### Why Your Clients Will Love EasyCraft.

EasyCraft has a range of stylish walls and ceilings – they can be used in any space. They are supplied pre-primed, they are extremely durable and impact resistant and are extremely cost effective. Best of all, EasyCraft's products are three times faster to install compared to plasterboard.

For more information call your Wilson Timbers' rep. They have flyers explaining the competition and can supply you with the EasyCraft's product catalogues and can help you find products to recommend to your clients to create the effects that they are looking for.



**WILSON TIMBERS**  
The Hardwood & Decking Specialists

Wilson Timbers  
13 Davey St  
Moorooka  
Qld 4105  
Ph: (07) 3277 1988  
E: [info@wilsontimbers.com](mailto:info@wilsontimbers.com)  
Web [www.wilsontimbers.com](http://www.wilsontimbers.com)