



Measure Twice Cut Once

NOVEMBER 2017

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

Getting To Know You: Dave Ferry.

Dave is a driver here at Wilson Timbers. His job is to make sure that your orders get to where you need them, on time, every time. Pretty important guy if you ask me. We caught up with Dave to ask him a few questions.

1. How long have you worked at Wilson Timbers for? *"27 years, 4 months and 5 days"*
2. If you won \$1M what is the first thing you would buy/do? *"Pay off my mortgage, buy an Indian and drive it around Australia."*
3. Favourite quote? *"Work hard and love your mum."*
4. Someone you look up to and why? *"David Attenborough. He's*

concerned about the future of the environment and the world. For the same reasons I really looked up to Steve Irwin too."

5. Biggest fear? *"Losing me job and not having a way to pay the mortgage."*
6. Best accomplishment? *"Keeping me job for so long."*
7. Where do you see yourself in 10 years? *"Sitting on an Indian and seeing Australia. Which way I go around depends on if it's summer or winter when I finally retire."*
8. What is the one thing you have learnt this year? *"Life is getting dearer. Everything is F***ing dearer these days."*
9. What gets you fired up? *"Idiot Drivers on the road – and there are more and more of them these days. It really pisses me off when people overtake from a left lane when they know it's ending."*
10. What do you hope your last words will be? *"I hope man becomes extinct and the world can go back to what it was."*
11. What would be your spirit animal? *"An Albatross. It soars and soars and sees the world."*
12. What makes you roll your eyes every time you hear it? *"Political crap. I hate voting... it shouldn't be compulsory, we should get paid for it."*



In This Issue

- We have a chat with Dave Ferry.
- Some things you might not know about the Melbourne Cup
- Explore your options
- When industry norms are not in your best interest

13. What's the most ridiculous thing you have bought? *"Pass. Everything I buy is sensible."*
14. What's the funniest word in the English language? *"Fart... looked it up in the dictionary once. A small explosion between the legs."*
15. What about the opposite sex confuses you the most? *"They're all different – there's no way to write a book on 'em. And we need one – the divorce rate is higher than the marriage rate these days."*
16. If your life was a book, what would the title be? *"Concerns Of The Natural World."*
17. Tell us a joke?
*"Knock. Knock.
Who's there?
Dr...
Dr Who?
Don't steal me jokes."*

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We love seeing how you are
putting 'our' timber to use on your
jobs!

We'll keep you in the loop about
all the adventures we get up to
here too.

#weloveourbuilders



Some Melbourne Cup Trivia...

The race that stops a nation has been and gone for another year. Unfortunately to keep our production schedule for the year, we put this newsletter to print before the cup is run and you get it after the race is won... so well done to the winner...

The Melbourne cup is a race serves up some truly remarkable bits of trivia over the duration... here are some of our favourites.

- 2003's Cup set the modern attendance record 122,736
- **Race Record:** Kingston Rule 1990-3 minutes 16.3 seconds
- **Slowest Winning Time:** Archer 1861-3 minutes 53 seconds (in the first ever Melbourne Cup)
- **Biggest Winning Margins:** 8 lengths achieved by both Archer in 1862 and Rain Lover 1968

- **Heaviest Weights Carried By A Winner:**

- o 10st 5 lb (66.0 kg) Carbine (1890) ,
- o 10st 2 lb (64.5 kg) Archer (1862),
- o 10st 0 lb (63.5 kg) Poitrel(1920)

- **Lowest Weight Carried By A winner:** 1863 33.5kg, Banker
- **Heaviest Weight Carried In A Melbourne Cup:** 10st 10lb (68 kg) Phar Lap who lost
- **Weights most commonly carried by the Winner:** 52.5kg and 53kg with eight wins each, followed by 47kg, 48kg, 51kg, and 56kgs each have seven wins
- **Owners With The Most Wins**
 - o John Tait 4 Wins (1866, 1868, 1871, 1872)
 - o Etienne de Mestre 4 Wins (1861, 1862, 1867, 1878)
 - o Dato Tan Chin Nam 4 Wins

(1974, 1975, 1996, 2008)

o Lloyd Williams 4 Wins
(1981, 1985, 2007, 2012)

- **Trainer With The Most Wins**

o Bart Cummings 12 wins
(1965, 1966, 1967, 1974, 1975, 1977, 1979, 1990, 1991, 1996, 1999, 2008)

o Etienne de Mestre 5 wins
(1861, 1862, 1867, 1877, 1878)

o Lee Freedman 5 wins
(1989, 1992, 1995, 2004, 2005)

- The first woman trainer to 'officially win' the Melbourne Cup: Sheila Laxon in 2001 with Ethereal
- It's worth noting the 1938 Melbourne Cup was won by Catalogue trained by Kiwi Allan McDonald. However the actual trainer was Allan's wife, Hedwick Wilhelmina McDonald better known as Granny- a New Zealand trainer of some renown... Unlike New Zealand, in Australia women were not allowed to compete as trainers. So she put her husband down as the official trainer. Catalogue's owner Mrs Jamison was so upset she nearly scratched the horse from the race when the VRC refused to grant Granny a licence.
- The first radio broadcast of the Melbourne Cup was made by the Australian Broadcasting Company in 1925
- The photo finish camera was first used in the 1948 Melbourne Cup
- Jockeys in Victoria must have blood-alcohol readings under 0.02.
- Save this one for your next trivia night: What Australian sporting event did Russia win in 1946? The Melbourne Cup. Russia was a horse. He won by three lengths.

Remember You've Got Options!

Over the last few weeks we've seen a few clients ask us about options so that we can look at different ways to save them some money on their material costs for their upcoming builds.

One of the key ways to do that is to know which building products offer the best value for money (or ask us for options so that we can help there...)

For example, we've been able to save between 15 and 30% on similar materials just by using a different brand – which happens to be the same quality but doesn't have the same price tag.

For example BGC (which is Australian made and owned) offers products that directly compete with Hardies but at a significantly lower price – despite the quality being similar. I guess it has to do with the difference in advertising budgets for the two companies.

Here are the products side by side...

Hardies

Linea

Stria

Matrix

Axon

Secura

Easylap

BGC

Nuline

Stratum

Duragrid

Duragroove

Durafloor

Durascope

Here is the price difference we're able to quote to our clients (who can either pass the savings on their clients in order to win the job or bank the extra profits on the job)

Customer # 1- saved \$2,800 on a \$11,000 quote

Customer # 2- saved \$2,000 on a \$13,300 quote

Customer # 3- saved \$5,100 on a \$16,700 quote

This makes a big difference to the profitability of the job.

There is Still Some Space To Fill.

We're really filling out our hardware section now. However there is still some space left. Nobody knows better what they need on a job than you do. So Let us know – we'll gladly take your feedback on board and build our hardware section so that we can best serve our loyal clients.

What is your "Damn, I wish I could get {blank} when I'm ordering from or dropping by Wilson Timbers..." product?

Email erin@wilsontimbers.com to let us know what you need



Want To Win a \$100 Dan Murphey's Voucher?

Yes me too... It's simple, we really need some help.

If you can tell us what you love about Wilson Timbers we'll enter you in the draw to win a \$100 Dan Murphy's voucher.

All too simple really.
Email your entry to
erin@wilsontimbers.com



Congratulations Tammy!

Tammy tied the knot with her partner of six years Shaun Debattista on the 21st October.

She's just gotten back to work after her honeymoon – two weeks in Thailand!



The Problem With Tradition.

Everyone at Wilson Timbers is keenly aware of just how much effort it takes to finish a job well. How much planning is required so that you get maximum profit from every job that you do.

The bottom line is when you strike a price with a client they don't care how you get the job done, as much as they are concerned with the end results. They have to live in the house you build, live in the extension you build or use the deck you build...

Because of that I find it really interesting that so many of our clients leave their decks unfinished for 3 months because that is how it is 'supposed' to be done. We've talked to our timber suppliers and come to the conclusion that exterior timber in Queensland should never be untreated/unprotected.

It Needs A Protective Coat From Day 1 To Last As Long As It Can...

This is important for your clients – they are making a long term investment when they get you to build a deck for them. They want that to last, and they want it to look good – they want their friends to be impressed with it. They want to show it off – what they will be imagining is the look of envy on their friends faces when they come over for the first barbie...

They want their big reality TV reveal moment.

Getting back to the untreated timber problem...

The unfinished deck denies them that moment – which could be costing you referrals and recommendations.

This is a simple problem to overcome in many ways. We've been oiling decking for some of our clients for a while now. With our process we are able to apply a coat of Tanacoat for the price that you would buy the tin for – so our clients are saving the labour costs of applying it themselves – so there is some extra profit in the job for you.

The best part is once job is finished – there is no 'come back in three months' or telling your client "to get a painter in or doing the oiling themselves after three months." Jobs done – it looks amazing and it is ready to use. They get their big reality TV reveal moment straight away.

The next time you've got a deck, screening or timber that is going to be exposed to the elements remember that we can apply Tanacoat to those materials for you, for about what it would cost you to get the product for. Save the labour costs and WOW your customers.



WILSON TIMBERS

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