

# North American Markets from User/Importer Perspective

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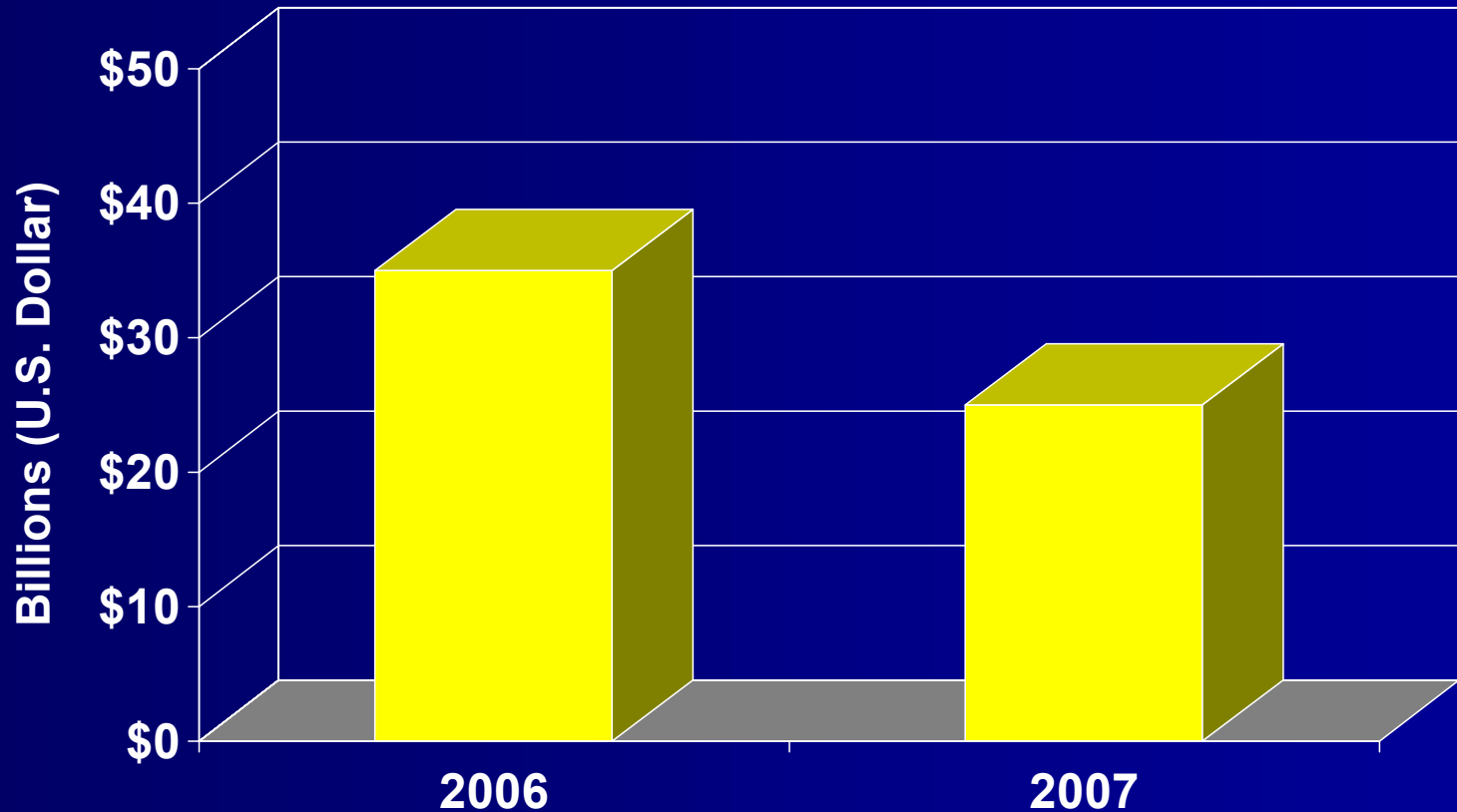


# North American Wholesale Lumber Association (NAWLA)

- Founded 1893
- Currently 711 Member Companies
- Company types include:
  - Lumber and Building Materials Wholesalers
  - Lumber and Building Materials Manufacturers  
and
  - Affiliated Service Providers



# NAWLA Wholesaler Member Annual Sales



# NAWLA Members

- Constitute the largest single channel for forest products distribution, including:
  - Sawn wood
  - Plywood, structural panels and other panel products
  - Engineered wood products



# U.S. Housing Slump

- Our single biggest consumer of sawn wood, panel and other engineered wood products is in trouble



# Weak U.S. Dollar

- Relatively neutral for U.S. manufacturers and not so good for Canadian manufacturers
- Bad for North American wholesalers and offshore suppliers wanting to sell them
- Good for the rest of the world
- 40% discount to the Euro



# A Rapidly Growing Interest in Wood Alternatives

- Low Maintenance
- Perceived Environmental Friendliness  
(be it right or wrong)
- Flexibility – If you can think it, you can extrude it



**TOO  
MUCH  
WOOD**

*Or is there?*





**Maybe much of that  
wood is in the wrong  
place**

**Misery  
loves  
Company**



**We have  
LOTS  
of company**



**There are  
reasons  
for optimism**



**Don't  
Bank  
on  
HOPE**



**In America**

**HOPE is a four letter word**

**Don't Hope, just do!**



**We are a dynamic industry**

**And**

**Never slow to respond to  
market forces be they good  
or bad**



**Competitive Products  
merely drive our industry  
to do better**





- We are entering a U.S. Presidential election cycle
- It is a fact of life the world over that politicians will buy votes through their legislative initiatives and through their promises
- Money will be pumped into the U.S. economy and fast



U.S. homeowners will be saved from  
their credit crunch  
Because  
They are voters!

And where government intervention  
doesn't help our banking sector,  
it will provide mortgage workouts

U.S. Bankers have no interest in owning  
millions of empty houses



~~When~~

~~If~~ the U.S. Homeowner is  
saved, the forest products  
industry rides the wave with  
them



# The Renaissance of Wood



# It Just Keeps Getting Better

- Higher yields through technology
- Better quality
- Engineered products
- Certification makes us even better
- New uses and better wood promotion
- People are finally understanding,  
Wood is Good!



**And now we're part of the  
solution to a new global  
challenge**

**Wood is energy disguised as  
trees!**



# Wood as fuel...not a new idea



**Patience is not a strong  
virtue of our industry  
from the head rig and  
down the channel**





# Don't Hope – Just Do!

- Look for the U.S. political scene to bolster housing activity
- The U.S. Banking sector will get its own house in order
- Look at historical cycles and have confidence in the future
- The U.S. continues to demonstrate its economic vitality
- Embrace change, be it energy related, geo-political uncertainty, or a host of other reasons that make it interesting to go to work each day



# Thank You!



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