



Plantation timber building Australia

## TIMBER INDUSTRY PRESS RELEASE

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### **New Australian timber processing video promotes a people industry with 21<sup>st</sup> technology**

A newly released video by Australian sawmilling company, Timberlink Australia, aims to promote the 'science of sawmilling' today, as well as the enduring benefits of the product's ecological and environmental benefits. Titled, "Links 2014," the company's objective in creating the new 25 minute infomercial about the business and softwood sawmilling industry is 3-fold:

- Provide current and high quality footage of a fairly technologically complex and sustainable manufacturing process in an important Australian industry
- Give an overview of the process "end-to-end" (tree seedling to house frame) and the various elements of manufacturing technology and control throughout, with the challenges of dealing with a natural product to start with
- Promote a greater understanding of the sustainability and value of the industry in Australian manufacturing landscape and to the Australian building industry

The company's own employees introduce and describe various processes of manufacture taking the audience on a journey from tree seedling to house frame in about 25 minutes – a process in real life that takes approximately 30 years! Once the log is harvested and available for processing, the main product, pine framing, which is used to hold up the vast majority of Australian homes, is produced in about a 10-day cycle.

Whilst Timberlink people are telling the audience about the processes of manufacture, they have avoided using too much jargon and successfully relate certain aspects of what they do to aspects of our everyday lives – log harvesting equipment that is something like a Transformers machine from the movies; kiln drying facilities that are like big ovens that bake the unseasoned timber into dry stable structurally strong product; replanting of the plantations like would occur with any commercial crop being replanted in Australia

Ms Brittany Mason, the company's Marketing Communications manager told us that "one of our main target audiences for the video is the staff and sales personnel of our customers' businesses – timber merchants, resellers, big box hardware chains and fabricators. Whilst within this group, there are many of our customers' staff, management and owners who have firsthand visited many sawmills over the years, there are still lot of people who sell the product every day and have not had that opportunity yet to tour one of the industry's sawmilling facilities. The DVD helps bridge this gap and give our customers more confidence in selling Timberlink's products to Tradies, Do-It-Yourselfers and major building companies – all of whom want to know today that the product they are buying or using is sustainably sourced and quality assured."

Working with Spotlight Productions, a professional video production company, who have worked on similar projects with a diverse range of industries including Telecommunications and Fashion, provided a creative partner who captured the reality of the manufacturing process but with a new creative and contemporary viewpoint. "It's

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a fairly typical scale manufacturing environment with big equipment and lots of focus on safety but the application of technology is amazing and the sustainability of the industry is impressive,” said Producer John Leonard, at Spotlight Productions.

“In line with digital marketing developments, the medium of a company video which can be made available on-line seems so much more appropriate and engaging than just a brochure explaining the A to B manufacturing process”, Ms Mason explained.

She also added that “the project for Spotlight included five days of filming based at our two sawmilling sites - Bell Bay, Tasmania and Tarpeena in South Australia. Six hours of footage was edited into just over 25 minutes which was a real challenge!”

As a part of this project, Timberlink is collaborating with Forest and Wood Products Australia to provide them with access to the footage to update their library of manufacturing images and use this footage in promoting the sustainability of the industry.

To view go to; [timberlinkaustralia.com.au/about-us/our-company-dvd-links-2014](http://timberlinkaustralia.com.au/about-us/our-company-dvd-links-2014)

Field Code Changed

#### **About Timberlink**

Timberlink ([www.timberlinkaustralia.com.au](http://www.timberlinkaustralia.com.au)) is a leading national timber products manufacturing business. The business has two sawmills at Bell Bay (Tasmania) and Tarpeena (South Australia) that manufacture Australian grown plantation pine, national sales and distribution teams based in Perth, Adelaide, and Melbourne, and a sales team based at the Bell Bay mill. Timberlink produces fit-for-purpose indoor and outdoor structural timber for Australian new homes and renovation projects. Aligning the Timberlink business with the forest resources enables the company to have a long-term committed approach to its business and customers.