

MEDIA RELEASE

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TIMBERLINK LAUNCHES ADVERTISING CAMPAIGN IN TASMANIA

Timberlink has launched its “Made of Tasmania” advertising campaign to emphasize Timberlink Australia’s link to the Tasmanian community, economy and environment.

The print, radio, outdoor media and online advertising campaign highlights the positive role that Timberlink’s sustainably produced timber has in the Tasmanian community. The advert shows all of the Tasmanians employed in the production of Timberlink timber, from the forest, to the mill, through to the retailers’ shelves, as well end users and the community groups that Timberlink supports.

Timberlink Australia now employs more than 200 Tasmanians and has a 150 million dollar direct and indirect impact on the Tasmanian economy per annum.

Timberlink’s CEO, Ian Tyson, said the campaign reflects Timberlink’s leadership in the industry, impact on the local community and the continued growth of the company.

“The campaign is a great way to show our customers, their customers and all Tasmanians, how Timberlink positively impacts upon Tasmania” Mr Tyson said.

“Timberlink has a great story to tell. We are the only large scale, forestry-integrated plantation softwood sawmilling business operating in Tasmania”.

Timberlink is proud to be an environmentally sustainable company, manufacturing renewable plantation pine timber. Timberlink is also an integral part of its local community, using Tasmanian businesses and personnel wherever possible, as well having a strong involvement in community groups, schools and sporting clubs.

“Perhaps most importantly the business is a proud economically sustainable Tasmanian manufacturer” said Mr Tyson. “We are here for the long term and we want to convey this to Tasmanians.”

Using the tagline, “Timberlink. Made of Tasmania”, the campaign includes the launch of a new www.madeoftasmania.com.au website. The site will feature extended videos on key sections of the business, including an in depth look at Timberlink’s use of carbon positive, sustainable, pine plantations.

For more information about the Made of Tasmania campaign, go to www.madeoftasmania.com.au which will be live from Feb 12.

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About Timberlink Australia | New Zealand

Timberlink

(timberlinkaustralia.com.au, timberlinknz.co.nz) is a leading Australasian timber products manufacturing business. The business has three sawmills at Bell Bay (Tasmania), Blenheim (New Zealand) and Tarpeena (South Australia) that manufacture plantation structural pine products. Timberlink has sales and distribution teams based in Perth, Adelaide, Sydney and Melbourne and sales teams based at the Bell Bay and Blenheim sawmills. Aligning the Timberlink business with forest resources enables the company to have a long-term committed approach to its business and customers. Timber manufacturing is a carbon negative industry. For every cubic metre of dry finished timber produced, 631kg of carbon dioxide is drawn from atmosphere and retained in the timber over its entire lifetime.