

MORE FROM WOOD.



DISTRIBUTOR NEWSLETTER

PROFESSIONAL

FEBRUARY 2009



- ➔ **Introduction** It's difficult to escape the present economic climate and its unpleasant effects. However the current conditions highlight the need to have a clear business strategy in place says Bob Livesey Joint M.D (Commercial).
- ➔ **Improved Customer Service** Although we pride ourselves on making it easy for customers to deal with us, we always want to improve, so we've been busily reorganising our customer service distribution team.
- ➔ **New Products** As you'd expect from a leading manufacturer such as EGGER, we regularly introduce innovative new products designed to meet the needs of your customers.
- ➔ **Building Solutions Brochure** We have recently published a new brochure designed to help you and your customers by providing a comprehensive overview of our range of flooring solutions.



INTRODUCTION

Welcome to the first edition of our Distributor's Newsletter. We have developed this newsletter to keep you up to date with all relevant EGGER product and service related topics and will issue the newsletter on a quarterly basis.

It is difficult to escape stories of the economic difficulties and there is unlikely to be many companies in our related industries who have not been adversely affected by the financial crisis. However, it brings into even clearer focus the need for good business practices, principles and strategies.

Those companies who have invested in their businesses, whether this is through the most modern equipment or in processes, will be the one's who have made their production or operation as lean and efficient as possible and in so doing will have optimised their cost base.

Those companies that can offer true innovation, new products and something

new that solves a real need or problem for the customer will be the one's who can ride out the current situation and come out of it stronger companies.

We have recently reorganised our customer services team to improve service levels and have also undergone a re-branding exercise to strengthen the EGGER brand name by phasing out our Weyroc brand name, which we have used since we took over the existing Wayroc plant at Hexham in 1984.

Now after 25 years of manufacturing in the UK, we feel the time is right to simplify our brand structure so that the emphasis is on the EGGER brand and product communication is clearer for you and your customers.

Our long history of investment and optimisation has been demonstrated at our Hexham site, with the recent £110 million investment of the new chipboard plant. EGGER is now well positioned to tackle the challenges ahead.



Bob Livesey - Joint M.D (Commercial)

Of course, board quality will always be a core value and we will not compromise on that point. But if we can work with you and offer better service, a wider portfolio of products and greater flexibility we can come through the challenges ahead together. ■

Kind Regards
Bob Livesey



Customer Service Team. Left to Right: Gillian Tremble, Debbie Mattinson, Angela Milburn and Victoria Banks. Diane Webb not pictured

IMPROVED CUSTOMER SERVICE

Although we pride ourselves on making it easy for customers to deal with us, we always want to improve, so we've been busily reorganising our customer service distribution team.

Led by Gillian Tremble, team members Angela Milburn, Victoria Banks, Debbie

Mattinson and Diane Webb are now focused on merchant accounts only so that you are always able to speak to someone who knows your account.

The result will be even smoother and more efficient communication and a better service for you and your team. ■

BRAND EGGER

To strengthen the EGGER brand we have recently undergone a re-branding exercise. Some of our products have been given new names to make it easier for our customers to identify EGGER Products and we are phasing out our Weyroc brand name for Protect, Peel Clean Xtra, D3 & D4 Adhesive. These will now be known as EGGER. ■

EGGER NEW BRANDING

OLD PRODUCT NAMES

Weyroc P5
Weyroc Protect
Weyroc PCX
-
Weyroc D3 Adhesive
Weyroc D4 Adhesive
HDX P5
HDX P6
HDX Protect
HDX Reflect
HDX Class 'O'
EUROSTRAND® OSB



NEW PRODUCT NAMES

EGGER P5
EGGER Protect
EGGER Peel Clean Xtra
EGGER Decorative Protect
EGGER D3 Adhesive
EGGER D4 Adhesive
EGGER HDX P5
EGGER HDX P6
EGGER HDX Protect
EGGER HDX Reflect
EGGER HDX Class 'O'
EUROSTRAND® OSB

BRAND EGGER - PACKAGING

As part of the strategy to strengthen the EGGER brand you will shortly begin to notice the changing of our end cap packaging for our T&G boards.

This change will be implemented over the next few months. ■



NEW PRODUCTS

AS YOU'D EXPECT FROM A LEADING MANUFACTURER SUCH AS EGGER, WE REGULARLY INTRODUCE NEW INNOVATIVE PRODUCTS DESIGNED TO MEET THE NEEDS OF YOUR CUSTOMERS. RECENT EXAMPLES INCLUDE:

➤ EGGER Decorative Protect - A value-added chipboard flooring which features all the benefits of EGGER Protect, such as protection on both sides of the board and resistance to the elements of upto 42 days during the building process, with impressive structural qualities. Furthermore, the unique wood grain finish creates an attractive appearance to add value to the property.

➤ EGGER Peel Clean Xtra – a moisture-resistant, P5 flooring grade chipboard covered by an anti-slip peelable film. The film protects the surface against site traffic, wet trades and weathering. Once

the floor is complete the peelable film is removed to reveal a clean and well presented floor.

➤ The new EGGER HDX range - heavy-duty 38mm chipboard T&G panels for use in mezzanine flooring and storage platforms. Quick and easy to lay, their new rounded T&G profile creates significantly stronger and more reliable joints and allows the panels to accommodate wider load spans which enables your customer to save on expensive steelwork. Available in a variety of value added options including Protect, Reflect and Class O (pictured, left). ■

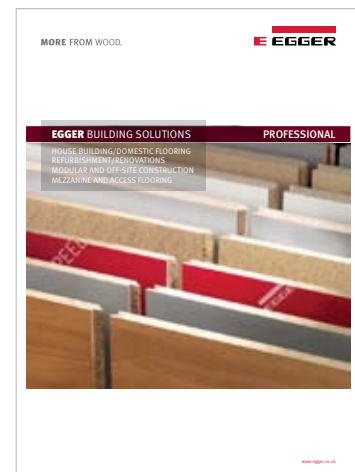
NEW BUILDING BROCHURE

We have recently published a new Building Solutions brochure designed to help you and your customers by providing a comprehensive overview of our range of flooring solutions. It details such products as:

- Peel Clean Xtra flooring panels with removable protective film
- The Rapid Deck floor laying system
- EGGER HDX heavy duty panels for mezzanine flooring and storage platform applications

It provides data on loading capabilities, physical properties, installation procedures and other technical subjects.

You can request a free copy by calling 01434 613304, or emailing building.uk@egger.com or download a copy of the new brochure from our website. ■



CHEERS!

Our free prize draw is your chance to win 12 bottles of Austria's finest premium beer, direct from EGGER's very own brewery.

Just e-mail us the answers to 3 simple questions about this newsletter and you could be one of three lucky readers who will sample EGGER Märzenbier.

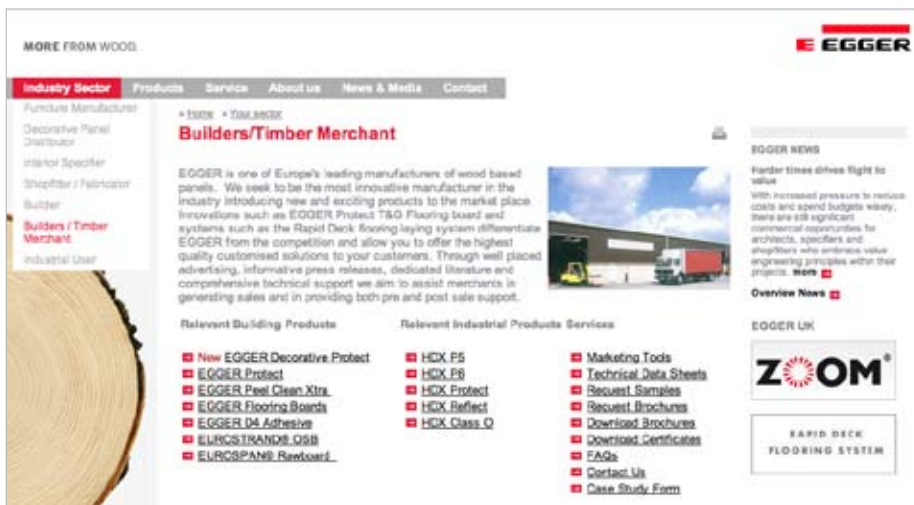
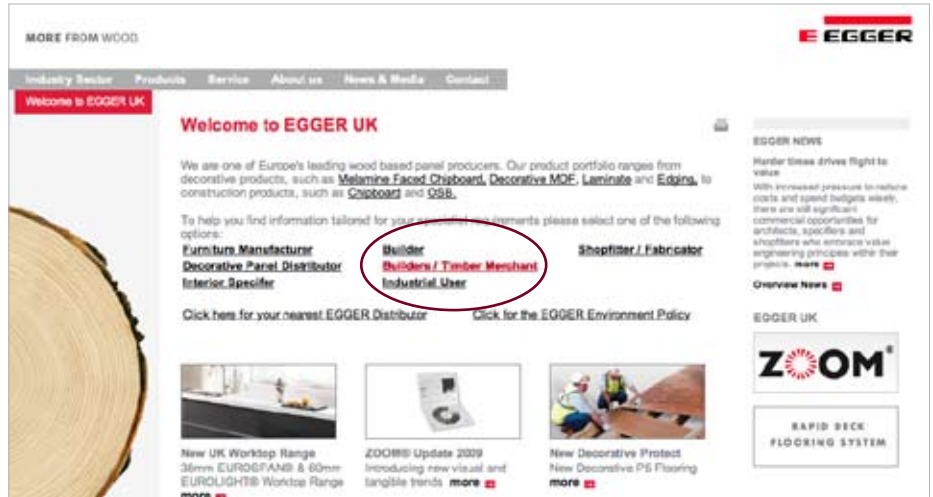
Send your answers by email to: building.uk@egger.com to be entered into the free prize draw.

Questions:

- 1 In 2009 EGGER will mark how many years of manufacturing in the UK?
- 2 What is the advantage of the new rounded profile on our HDX product range?
- 3 What is the name of the person leading the new distribution customer services team?

HELP FROM THE WEB

Yes, you'd expect Europe's leading wood based panel producer to have a comprehensive website, but to make finding relevant information easier for you we have created a special section of the website specifically for our builder/timber merchants.



On our website you'll find:

- Product brochures and technical data sheets to download
- Product information tailored to the building industry
- Marketing tools
- Frequently Asked Questions
- Request product samples and printed copies of our brochures. ■

Above: Website Homepage

Left: Page view of Builder/Timber Merchant section



TELL US ABOUT YOUR PROJECT & RECEIVE FREE EGGER BEER!

Have you recently been involved in supplying EGGER HDX (new rounded profile) boards or our new product EGGER Decorative Protect for a particular project? Have you been involved in an innovative/environmental project that used EGGER Boards? If you have, why not tell us about it. Simply fill in the case study form which is included in this newsletter and either fax, email or post it back to us and if your story and images are used we will give you **free EGGER Beer!**

••• 3 packs of EGGER Beer if you provide a story and project images on EGGER HDX using the new rounded profile or EGGER Decorative Protect and it's selected to be used on our

website and published as a case study in the general building press.

••• 2 packs of EGGER Beer if you provide a story and project images on an environmental or innovative or unusual project that used any of EGGER's boards and is selected for use on our website and also published in the general building press.

How to send us your story either e-mail (using the template in the Builders/Timber Merchant section of egger.co.uk) to building.uk@egger.com or fax 01434 613302 or post to: **Katie Burton, Case Study, EGGER UK Limited, Anick Grange Road, Hexham, Northumberland, NE46 4JS. ■**

GET IN TOUCH

We're always looking to improve the service we provide, so we're keen to hear any feedback, either from you or from your customers. If you've anything to tell us, or any questions you'd like answered, simply email and let us know.