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Lumber exports of softwood lumber should target wooden packaging companies by Interpro Forest Products

Article published on March 7th 2012 | Business

Lumber exports from Canada have traditionally targeted distributors and end-users in the U.S, Japan, Mexico, China, and South Korea. Economical transportation costs to these countries and tailored products are reasons why Canadian suppliers have repeatedly pursued these regions.

Canadian lumber exports are currently targeting the residential/industrial construction and interior applications sectors. As a basis of business strategy, diversification is required.

It is in the best interest of Canadian suppliers to seek newer markets for their products. To lessen the risk of dependency, lumber exports should target wooden packaging companies in export-oriented countries.

In the handling, storing, and transportation of unitized industrial and consumer materials, wooden packaging provides additional support and stability. Softwood lumber has been historically used as the raw material to construct various packaging materials.

Any export-oriented industry requires wooden packaging. Manufacturers of industrial and consumer products must ensure their exports are safely bounded by packaging to avoid damage during transportation and handling.

The glass, aluminum, steel, copper, petrochemical, and many industries alike all require standardized packaging material for export. Supplying to this niche sector is a regular supply business without major disruptions even in uncertain economic times.

Countries which have poor standardization and lax export packaging regulations, softwood lumber is often replaced by hardwood, tropical, and local wood species. In these countries, quality of the wooden packaging is disregarded and price is considered as the sole factor of importance.

In emerging and developing markets, lack of standardization makes Canadian softwood lumber exports difficult to introduce and replace inferior timber products.

Many countries establish mandates on the treatment of the wood used in packaging which is exported. A majority of the lumber from Canada is accurately kiln dried and heat treated which provides a great advantage to many packaging producers.

It is vital for Canadian suppliers to communicate to the packaging companies the inherent advantages of Canadian lumber. Many export-oriented companies are unaware of alternative wood products and therefore educating the marketplace is essential for success.

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Interpro is a global supplier of forest products. The organization supplies softwood, hardwood, and panel products to more than 25 countries across the world. Interpro also operates a manufacturing division in the U.A.E. and supplies the local and regional market with a wooden packaging and furniture components. To learn more about Interproâ€™s products and operations, please visit us at a www.interprogroup.ca.

Article Keywords:
Lumber exports, softwood lumber, wooden packaging

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