



## B.C. SHAKE & SHINGLE ASSOCIATION

### ***THE SHAKE NEWSLETTER***

February 12, 2008

Dear Members and Friends,

Here is an update of the activities and plans of the British Columbia Shake and Shingle Association.

**AD CAMPAIGN:** As mentioned in our last newsletter, after the unfortunate termination of our joint campaign with WRCLA, we planned to continue our U.S. campaign with ad placements that focused more clearly on our roofing sector. In addition to the three This Old House monthly ads we had already committed to with WRCLA, we were successful in placing our own “Real Cedar Shakes and Shingles” ads in Residential Design, Building Products Digest, Log Home Design, Timber Homes Illustrated, and Western Roofing. This continued ad effort effectively utilized our matching FII funding for the rest of the funding year which ends this March.

**TRADESHOWS:** I attended the Building Industry Association of Hawaii tradeshow in January, along with the B.C. Wood Products Association and Tony Wiens of Serpentine Cedar. Overall a great show with lots of traffic as the entry ticket was only \$4. This show was productive as there were two of our importer/distributors on hand with their own booths that we could direct purchase inquiries to. We gave out over three hundred Installation Instruction and Care and Maintenance cds at the show, which were very well received. We also presented a shake seminar at one of the importers offices, in which Tony was instrumental in describing our production and different types of shakes and shingles, as well as the benefits of Premium Grade and Preservative Treatment.

**NEW FISCAL YEAR FUNDING:** The new FII funded fiscal year starts April 01, 2008, here is a look at our funding application details and proposed plans.

**Tradeshows:** We are planning to attend the Salon Europeen du Bois, in Grenoble France April 03-06, and Bobat, in Paris In November. These new shows are wood dedicated in our growing French market and good targets for our on going promotional campaign. We are also planning for Interbuild in November, building on our successes in our on going campaign there as well. We will plan for U.S. tradeshow attendance once we have successful approvals for the Douglas Fir and Balsam additional species and have

something new to show the U.S. market.

**Additional Species:** Here is a photo from the early 1950s my grandfather John Engh, and Victor Noel, with a nice local cedar tree for hand split shake production. As I talk with our industry old timers as well as our current operators, all agree that, with preservative treatments, there are additional species that are indeed viable for roofing products. Our FII 100% funded testing of Douglas Fir and Pacific Silver Fir (Balsam) is well underway. With normal preservative treatment pressure, which provides .40 pounds of chemical per cubic foot of wood, the Douglas Fir treated to .50 retention, well on target, but the Balsam treated to 1.0, which is incredibly two and a half times the target treatment level. We are in now in the process of treating new Balsam test samples to obtain the .40 levels, before running the Accelerated Weathering test at the QAI laboratory. We have also applied for FII 100 % funding for Douglas Fir and Balsam Painted Sidewall Shingles, and are looking for go ahead approval from FII to start the process in the new fiscal year starting April 01.

**Comprehensive Ad Campaign:** Our FII application for funding also includes an ongoing U.S. ad campaign, with an ad placement in Architect, Builder, Roofer, Log Home, and Timber Frame magazines each quarter. The target is to provide an ad in each of the sectors of architect, roofer, builder, and specialty home magazines each quarter, a well rounded and comprehensive on going campaign.

**MEMBERSHIP:** We continue to provide this worldwide tradeshow promotion, U.S. ad campaign, and additional species investigation from industry dues of only ten cents per square with no dues increase anticipated or required. Thanks to the current members for their support, and as always we are open for new members.

All the best

Randy Engh  
Manager