



- NEWS RELEASE -

Cutting-Edge Wood Stands Out From the Crowd

The performance of a revolutionary new longer-lasting wood has been praised, with many industry observers stunned that the product was "not plastic."

The remarkable qualities of Accoya, which has been developed specially for windows, doors, conservatories and cladding, impressed hundreds of delegates at the Interbuild at the NEC show last month.

BSW Timber has signed an agreement with Titan Wood to be the exclusive supplier of Accoya across the UK and Ireland. BSW has developed a marketing partnership with Sikkens and jointly showcased the new product at Interbuild.

John Alexander, head of business development at BSW Timber, says there has been extremely positive feedback about Accoya at the show:

"Accoya matches or betters the best tropical hardwoods and is superior to many artificial alternatives. We firmly believe it is set to become the industry standard for exterior applications. Many people at the show remarked that they could not believe it was not plastic.

"It is a new wood species whose performance credentials of both 50-year above ground and 25-year life in ground contact have been extensively researched and demonstrated.

"This high performance wood product has excellent environmental credentials and will raise the standards of reliability and performance for timber windows, doors and cladding to new levels. Accoya has properties that match those of the best tropical hardwoods and non wood products, yet it is manufactured using a non-toxic treatment and wood from sustainable resources."

Kees Kuijken, Director of Akzo Nobel, Decorative Coatings Europe adds: "Showcasing Accoya at Interbuild on our Sikkens stand gave us the opportunity to put the case from a performance and commercial aspect to key joinery customer in the UK and Ireland.

"It also put into action a marketing partnership between BSW Timber and Sikkens prior to the commercial launch of the product at the end of the year".

Accoya incorporates breakthrough technology and is produced using a patented process that boosts the amount of acetyl molecules in sustainably-grown softwoods and non-durable hardwoods.

Natural wood has two per cent acetyl molecules and oak four per cent, but Accoya has a massive 20 per cent. Wood acetylation is crucial because it protects wood from rot by making it inedible to most micro-organisms and insects, without making the product toxic. The process also greatly reduces the wood's tendency to swell and shrink, making it less prone to cracking and ensuring that, when painted, it requires less maintenance.

Acetyl molecules are already present in all wood species so the process does not introduce anything that does not already occur naturally in wood.

Initial commercial volumes of Accoya are expected to be available in the UK through BSW towards the end of this year.

BSW is already promoting Accoya to many of the UK's leading window and door manufacturers, along with joinery firms and the timber cladding sector.

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NOTES TO EDITORS: