

Promoting wood as a sustainable and versatile natural material

Wood Marketing Federation

The Wood Marketing Federation (WMF) was founded in 1989 to promote wood in all aspects including wood products, design and usage along with related issues such as preservation and standards. All these aspects are represented at the Woodspace exhibition at Plan Expo.

WMF recognised the need to promote wood especially to builders, architects, engineers, designers, specifiers, State agencies and educational bodies as there was a dearth of good information on wood usage and design in Ireland up until WMF was formed.

Our mission and objectives reflect the role wood is playing in sustainable living and climate change. The WMF mission is: To promote wood as a renewable, sustainable and versatile natural material.

WMF members and other stakeholders support a range of projects, which meet with the Federation's following objectives:

Quality: to support the development of the

highest standards.

Education: to increase the knowledge and understanding of

wood and wood products.

Innovation: to promote and encourage new uses and

applications for wood.

Projects:

Most WMF projects have a strong educational content because we recognise that there is a lack of information relating to wood usage and design specific to Ireland. Our programme is aimed at a number of audiences including wood users, designers and specifiers along with our future audience such as students currently studying engineering, architecture and design in third level colleges. Projects to date include:

- Publication of a 376-page hardback book Woodspec A Guide to Designing, Detailing and Specifying Timber in Ireland.
- Students Wood Awards open to final year students in third level colleges – North and South.
- Wood promotional and educational literature including posters, website wood.ie and the Talking Timber series on a range of subjects on wood products, treatment, design and usage.
- Studies and seminars on wood usage, design in construction, fencing, leisure use, renewable energy, sustainable forestry and wood certification, aimed at architects, engineers, designers, wood specifiers, planners and other specialist groups.
- Shows and events including Plan Expo-Ecobuild in the RDS showcasing wood use and design.
- Sponsorship of About the House RTE series presented by Duncan Stewart
- Collaboration with other organisation such as the Tree Council of Ireland to promote wood.
- Lobbying Government, State agencies, EU and other organisations

ACKNOWLEDGEMENTS: We are indebted in particular to Ciaran O'Connor of the OPW for designing Woodspace. The award Winning architect has been a tremendous supporter of Wood Marketing Federation projects. Our thanks to Brian Quinn and the Woodmarque team and to Stefan Matthews and Eugene Boyle.

We wish to pay special tribute to Murray Timber Group for supplying eased edged spruce for the 2009 module, Glennon Brothers for decking material and Coillte SmartPly for OSB. Once again we acknowledge AHEC for their strong support for the hardwood element of Woodspace.

We also wish to thank the following people who have worked with us on this project: Patrick Murray, Findan Cox, Pat McCarthy, Lucy Peacock, Aimee Hartshorn, Clodagh Magner, Neil Foot.

Project Architect: Ciaran O'Connor Project Manager: Donal Magner

Construction: Woodmarque Architectural Joinery

Secretariat: Anne Jefferies Editor: Donal Magner

Photography: Neil Warner, OPW, Coillte, Murray Timber Group, DTE, Sikkens Akzo Nobel, Wood Marketing Federation, Magner Communications

WMF Chairman: Christy Conway. Directors: Michael Lynn, Gerard Murphy, Roy Dempsey.

Woodspace

Wood for Sustainable Living







Woodspace: innovative wood usage and design for



Woodspace – wood for sustainable living

Woodspace is a custom-built exhibition space to promote wood construction and design using timber from sustainably managed forests. Commissioned by the Wood Marketing Federation and designed by the award-winning architect Ciaran O'Connor, it explores challenging ways to use wood. Woodspace is a tribute to Irish craftsmanship and illustrates the vibrancy of the Irish forestry and forest products sector.

It acknowledges the diversity of the industry which combines home grown with imported timber including:

- eased edged construction timber from the Murray Timber Group based in Ballygar, Co. Galway and Ballon, Co. Carlow
- decking from Glennon Brothers based in Fermoy, Co. Cork and Longford; and
- oriented strand board (OSB) from SmartPly of the panel board division of Coillte.

These timbers interface with American hardwoods tulipwood, red oak and maple just three of the species promoted by:

• the American Hardwood Export Agency – AHEC.

The resulting exhibition space houses a cross-section of organisations that play an important role in the Wood Marketing Federation including COFORD – the National Council for Forest Research & Development, Enterprise Ireland, wood preservation and coating companies – Akzo-Nobel, Protim Osmose, Joinery Solutions, Arch Chemicals and the Wood Marketing Federation.

Ciaran O'Connor designed the overall exhibition space. The challenge was to create a space where exhibitors could promote their products and services and also ensure that the various species – hardwoods and softwoods – worked in a cohesive design. O'Connor describes working with Irish spruce:

The design using Irish softwoods takes its concept from standard studwork, which is normally never seen. It transforms the studwork into a visually open yet structurally sound display system

sustainable living

adaptable to many end uses. It brings the elusive as well as the apparent physical properties of Irish Sitka spruce to the fore. It displays the essence of the wood rather than just an image of a species. It releases the invisible from the visible. It is at once elegant and self-effacing. It shows that Irish timber can be innovative, sustainable and contemporary.

Ciaran O'Connor has worked with American hardwoods in many large scale projects so was used to the species. He created three modules:

The structure of the stand is made up of 1.2m wide American tulipwood slatted panels which form three individual spaces of varying sizes, each using space and light in a different way. The smallest of these $(2.4m \times 2.4m)$ is placed in the section displaying furniture. The second space $(3.6m \times 2.4m)$ has two entrances with five structural fins spanning the open top for maximum light. This space features product displays and samples from the participating companies in a light open area. The third and largest space $(3.6m \times 3.6m)$ provides more exhibition area. Another American hardwood – maple – is used throughout for the floor.

Dungannon-based Woodmarque constructed the stand in a relatively short lead time. Woodmarque's Brian Quinn was impressed with the working properties of all species. He had worked with tulipwood last year and found that it performed exceptionally well. Although Sitka spruce is a popular construction timber he had little experience of the species and was delighted with its performance and the guidance from Murray Timber Group.

The stand was built by Woodmarque in two weeks and erected in the RDS in one day. The Wood Marketing Federation wishes to thank Ciaran O'Connor, Stefan Matthews and Brian Quinn for their co-operation. Special thanks are due to Patrick Murray, Murray Timber Group for making eased edged timber available quickly and to the desired specifications, to Declan Conlon, Glennon Brothers for supplying the decking and Neil Foot, SmartPly for the OSB.

Sponsors of Woodspace

MURRAY TIMBER GROUP

AHEC

GLENNON BROTHERS

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COFORD

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ARCH TIMBER PROTECTION

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WOODMARQUE



Quality brand — SNR — sustainable natural resource

Murray Timber Group

Murray Timber Group strives to provide ultimate product quality at the most competitive price to their customers in Ireland and the UK. This is primarily achieved by continuous capital investment in the latest technologies and machinery available.



Eased edged, planed Sitka spruce

Established in 1977 by its Managing Director, Mr. Paddy Murray, the Group has grown to become one of the largest, most progressive and flexible sawmills in Ireland. The company continues to invest

in state-of-the-art sawmilling equipment to satisfy customer requirements.

Murray Timber Group supplies products to the construction, garden, fencing and packaging markets in Ireland and the UK. Murray Timber currently processes in excess of 400,000m3 of logs annually.

Operating from two central locations, Ballygar Co. Galway and Ballon Co. Carlow, the company has two world class processing facilities capable of processing in excess of 800,000 m3 of logs annually.

Murray Timber Group Ballygar, Co. Galway

T +353 90 6624688 F +353 90 6624735

Ballon, Co. Carlow

T +353 59 9159178 F +353 59 9159206

W www.mtg.ie E info@mtg.ie



Above right: Murray Timber Group supplied eased edged Sitka spruce for Woodspace.

Right: Bound for the UK – truck load of eased edged, all-over planed construction timber leaving Murray's sawmill, Ballygar. When designing the structure for the softwood element of Woodspace, the eased edge construction timber produced by the Murray Group was an ideal choice. In addition to the high quality planed finish, all the company's construction timber is kiln dried and araded in accordance with NSAI standards.

Murray Timber Group is a major success story in Irish forestry and rural development. The company employs 135 people directly and 140 indirectly in transport, harvesting and service areas.





Proud tradition of innovation in Irish forestry



Since 1913, Glennon Brothers Ltd. have been manufacturing high-quality timber products and is now the premier name in the Irish and UK timber processing industry. Through Glennon Brothers plants in Longford and Fermoy, and Windymains Timber and Adam Wilsons in Scotland, the company supplies both the Irish and UK markets with products for the construction, pallet wood and fencing industries.

Products include kiln dried strength graded carcassing, pallet and packing case material, CLS for the timber frame manufacturing industry and machined whitewoods for the construction and garden shed industries. In addition, Glennon Brothers offer Glendeck timber decking and Glenfence fencing for outdoor use. The company offers residual products such as wood chips, sawdust, bark, and shavings to various end use applications.

Glennon Brothers also design, manufacture and supply timber frame homes and engineered roof trusses through Dempsey Timber Engineering in Arklow and Alexanders Timber Design in Troon, Scotland. Dempsey's are approved and monitored by the National Standards Authority of Ireland (NSAI), while

Alexander's are members of the Q mark plus scheme in the UK which is accredited and regulated by BM Trada



Quality decking from the Glennon Brothers Glendeck range which is used in the Wood Marketing Federation Woodspace exhibition

Glennon Brothers Dublin Road, Longford, Co. Longford

T + 353 43 3350800 F + 353 43 3350806

Glennon Brothers Cork Ltd. Farran South, Fermoy, Co Cork

T +353 25 37400 F + 353 25 36335 E info@glennonbrothers.ie W www.glennonbrothers.ie



Dempsey Timber Engineering DTE



Fast, safe, competitive – DTE erect another quality timber frame building.

Dempsey Timber Engineering specialises in the supply and installation of timber frame homes and engineered roof trusses to the construction industry and also to one-off self builders.

Products include the Lifestyle range, which has all the advantages an open panel system

offers to future-proof customers' homes. The range includes engineered roof trusses, Easi-joist metal web joists and Glulam laminated beams.

Dempsey Timber Engineering Scratenagh Cross, Dublin Road, Arklow, Co. Wicklow

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Innovative and sustainable management of a great resource

Coillte

Coillte is a commercial company operating in forestry, land based businesses, renewable energy and panel products. The company employs around 1,200 people and was established in 1988. It owns over 445,000 hectares of land, about 6.5% of the land cover of Ireland.

Coillte's forestry businesses include log sales, farm forestry services, plant sales and laboratory services. Coillte's core purpose is to enrich lives locally, nationally and globally through the innovative and sustainable management of

natural resources for which it receives internationally recognised Forestry Stewardship Council (FSC) certification.

The company also has a Panel Products Division comprising SmartPly Europe Ltd. which produces oriented strand board (OSB) and Medite Europe Ltd. producers of medium density fibreboard (MDF). These sustainable timber products play a key part of building for a carbon neutral future as well as demonstrating innovation.

Coillte, Newtownmountkennedy, Co. Wicklow

T +353 1 2011111 F +353 1 2011199

E pr@coillte.ie W www.coillte.ie



Environmentally friendly wood products



Smartply Europe Ltd.

SmartPly Europe Ltd. is part of Coillte's Panel Products division and produces oriented strand board or OSB. SmartPly OSB is a FSC certified, environmentally friendly wood product suitable for a range of structural and non-structural applications including wall sheathing, roofing flooring, hoarding, packaging, furniture, DIY and general building applications.

All the timber used to make SmartPly is carefully harvested to preserve forest biodiversity, productivity and ecological processes. No long-distance transport is involved as all SmartPly is manufactured near to its source, in Waterford.



OSB provided by Smartply for Woodspace. Ideally suited for a range of structural and non-structural applications.

SmartPly Europe Ltd Belview Slieverue Waterford

T +353 51 851233 F +353 51 851130 E barbara.morgan@smartply.com W www.smartply.com

Medite Europe Ltd.

Medite Europe Ltd., part of Coillte's Panel Products Division, produces medium density fibreboard (MDF). Through consistent commitment to investment, research and development, Medite has established itself as the leading brand in the MDF market.

Medite MDF is a FSC certified, environmentally friendly wood product suitable for a range of applications including furniture, shop fittings, mouldings, wall and ceiling panels, shop fronts, external signs and flooring substrates.

Medite works closely with specifiers and end-users across Europe to meet, and often anticipate, their changing demands. Every Medite product is backed by full multilanguage support and technical literature, on and off line. Keeping close to their customers the Medite team ensure that their products meet the new challenges and new applications of the 21st Century.

Medite Europe Ltd Redmondstown, Clonmel Co. Tipperary barbara.morgan@smartply.com

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Longstanding tradition of sustainable forest management

American Hardwood Export Council – AHEC



AHEC is the leading international trade association for the American hardwood industry representing companies and trade association engaged in the export of a full range of US hardwood products including lumber, veneer, flooring, moulding and dimension materials.

American hardwoods derive from sustainably managed forests in the United States. American hardwoods can be used for a wide range of applications and offer a huge

diversity of colour and character. Examples are: interior and exterior joinery, furniture, and flooring.

The American hardwood industry, dating to the first European settlers, has a wealth of experience in processing the native hardwoods of North America. The eastern United States, as we now know them, were heavily forested from Maine in the North to the Gulf of Mexico in the South, and westwards across to the Mississippi valley. The Appalachian mountain range, which runs through the centre of the eastern states, provides a wide variety of growing sites at different altitudes, which in turn gives rise to the varied characteristics of many species. In fact, the USA has more temperate hardwood species than any other region of the world.

American Hardwood Export Council 3. St Michael's Alley London EC3V 9DS UK

T +44 20 7626 4111 W www.americanhardwood.org







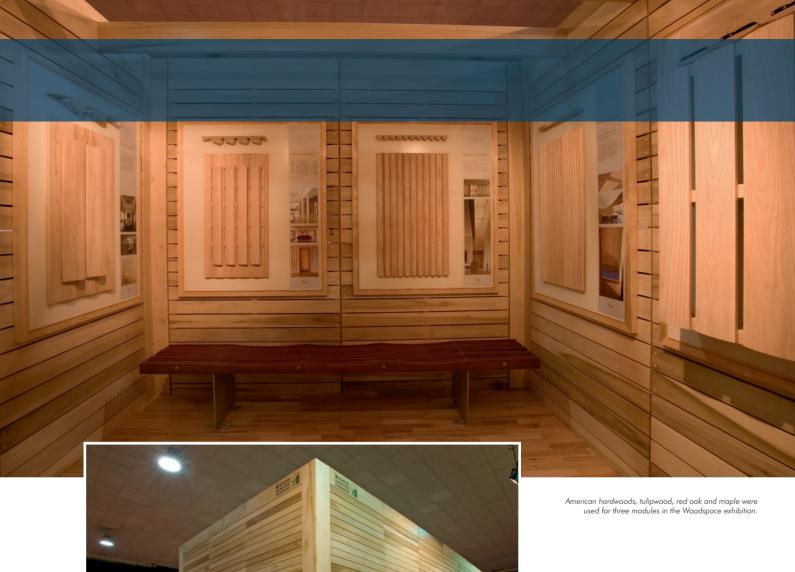








Ciaran O'Connor, project architect of Woodspace has designed a number of award winning buildings where hardwood has been the main material. These included the Marine Institute, Co. Galway and the EU Veterinary Centre, Co. Meath



 $\label{lem:american hardwood-strong, durable and beautiful.}$

Extensive range of colours providing protection and beauty



Sikkens Akzo Nobel

Specification of coatings can be a daunting task for both specifiers and end users. With such a wide range of timber species and coatings, and so many different timber coatings and coating application methods, it is vital that the end user and specifier has sufficient information to select and specify with confidence.

When specifying wood, a key concern for every architect, specifier and end-user is the preservation of the selected substrate, and Sikkens is a brand of choice for those who require advanced-performance coatings they can rely on.

Sikkens is a high-performance, innovation-led stains and specialist paints brand that continues to receive the investment in research, marketing and distribution to build on its reputation as a premium brand amongst the trade and to ensure that it continues to provide the performance required by specifiers in all markets from architectural to local authority, property and maintenance.

Sikkens are the market leaders for joinery coatings in Europe, with a complete range of complementary brush-applied coatings for maintenance and redecoration, ensuring same colours, shades and sheen levels

The Sikkens range includes both translucent coatings (woodstains) for external timber and solid paint colour that can be specified with confidence. RAL, NCS and an extensive range of colour choices are now available that can provide for many years of protection in any colour.

Sikkens provides coatings to cover the following timber end uses:

- Stable Minimum movement (doors and windows)
- Semi-stable Some movement permitted (tongue and groove cladding, wood houses and garden furniture
- Non-stable free movement permitted (overlapped cladding, fencing, decking)

sikkens

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Protim Osmose Ltd.

Protim Osmose Limited, is regarded as a leading timber technology provider to the Irish and international timber industry.

Protim Osmose supply timber preservative systems for use in the timber frame and landscape sectors along with specialist fire retardants, wood densification systems for softwoods and stabilizing oil processes which can be pigmented for enhancing timber such as cladding and decking.

Contact Colin Molloy and Gemma O'Brien for information on Osmose Wood Preservative, Stabilizing Oil, Fire Retardant, Wood Modification, Anti-Sapstain, Colouring and Remedial, and Micro Pro.



Contact: Industrial Sales Office, Protim Osmose Limited, Unit 803, North West Business Park, Ballycoolin, Dublin 15. T + 353 1 880 9000 F + 353 1 880 9093

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Timber protection and enhancements



Arch Timber Protection

Arch Chemicals, Inc., Arch Timber Protection specialises in the research, development and supply of timber protection products and processes.

Leading brand preservative products such as TANALITH® E and VACSOL® Aqua are used by a wide range of timber companies throughout the UK and Ireland to pressure treat timber and provide long term protection against decay and insect attack. The resulting treated timber can be used with confidence in every possible timber end use situation, from internal building timbers to timbers used in both ground and water contact applications.

DRICON® is the most renowned fire retardant protection available for timber. Used around the world for over 25 years, DRICON® treated timber has a proven surface spread of flame protection for interior and weather protected external applications, which meets both British



Arch DRICON and NON-COM Exterior fire retardant treatments allowed the safe and imaginative use of timber for the construction of the Robin House Children's Hospice in Scotland.

and European building standards. It is the only fire retardant treatment for timber that carries the prestigious BBA (British Board of Agrément) certificate.

NON-COM® Exterior treatment also has a proven track record of fire protection for exterior timber applications. Both of these fire protection products are applied under strictly controlled operations within industrial vessels to ensure the correct levels of protection.

T 00353 87 687 5246 F 00353 1 890 8011 E advice@archchemicals.com W www.archtp.com



Joinery Solutions

Joinery Solutions is a new Irish Company which specialises in External Wood Coatings and has brought exciting new wood protection products to the Irish market.

The Company's products are concentrated in area protecting External Wood Joinery and External Wood Cladding. It has successfully launched Drywood Coatings range of products to the Irish market. Drywood Coatings is a Dutch Company manufacturing and marketing high performance Joinery Coating systems throughout Europe.

Joinery Solutions is also the distributor for Osmose Royale pre-finished softwood Cladding. The Royale pre-treatment process which was developed by Osmose offers a fully protected low maintenance External Wood Cladding in a range of stable colours.



Joinery Solutions Kilmacradock, Leixlip, Co. Kildare

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COFORD - the National Council for Forest Research and Development – is an advisory body to the Department of Agriculture, Fisheries and Food on the development of national forest research and development policy and priorities.

COFORD's mission is to:

- establish and strengthen links between research and industry;
- · determine forest research and development needs to maintain international competitiveness, sustainable employment, encourage innovation and enhance environmental aspects of forestry;
- evaluate research and development progress.

The council is a representative body of the forestry sector, appointed by the Minister of State for Forestry.



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Innovative use of wood at Electric Picnic 2009 by Eugene Boyle. Project known as "Wood Collective -Meitheal Adhmaid" involved collaboration between COFORD, Glennon Brothers, Wood Marketing Federation and other organisations.



Supporting innovation in the Irish forest products industry Enterprise Ireland Enterprise Ireland's core mission is to accelerate the · promoting interactions between industry and Irish development of world-class Irish companies to achieve academic researchers strong positions in global markets resulting in increased · simplifying R&D grant support structures and national and regional prosperity. Our priority is helping increasing support measures for technology transfer companies develop innovative market-led products and in the Institutes of Technology. grow and develop new export markets. We also provide assistance for international companies who are Enterprise Ireland works with clients across a range of searching for world-class Irish partners and suppliers, activities, with a clear focus at all times on maximising impact and bringing real benefit to the companies. This helping to internationalise Irish industry. can include supporting companies to: In the science, technology and innovation sphere, Develop and implement strategies Enterprise Ireland has a lead role in delivering a number Access new international markets of the key objectives of the Government's Strategy for Invest in R&D Science, Technology and Innovation 2006-2013. Compete through productivity Enterprise Ireland works closely with IDA Ireland and Build strong management teams Science Foundation Ireland, and has developed a Finance growth and innovation number of initiatives that focus on: • the commercialisation of technology generated from publicly-funded research Enterprise Ireland The Plaza, East Point Business Park Dublin 3

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Contemporary furniture for sustainable living





O'Driscoll Furniture has been designing high-quality original contemporary furniture for over 15 years. The company's designs are simple, yet distinctive, combining the best of natural and man-made materials to create contemporary classics, made to client's specifications and needs.

The company produces a wide range of furniture, lighting and accessories for architects, interior designers, and corporate and domestic clients.



Spine bench by O'Driscoll Furniture

O'Driscoll Furniture 26-28 Lombard Street East Dublin 2

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E simon@oddesign.com W www.oddesign.com

Furniture

Aimee Hartshorn

Aimee Hartshorn is a recent graduate from DIT Mountjoy Square. She has a huge passion for creating and designing, which is reflected in all of her finished pieces.

The three pieces she is exhibiting at Woodspace, Plan Expo-The Eco Build are a result of a year's work, in which she focused on Ireland as her inspiration. Each piece is made using traditional craftsmanship methods and locally sourced native Irish wood. The influence of Irish culture is a central theme which permeates each of Aimee's pieces.

She has been working freelance since finishing college in June 2009 and has now moved to London to gain valuable work experience and learn different styles and methods of design.

Aimee is one of the founding members of the up and coming design group 'Tales of Design' which recently exhibited with Designers Block alongside 100% Design in Earls Court during the London Design Festival 2009. This was a huge success for the group and they found themselves exhibiting alongside world leading designers.

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Also check Tales of Design website: www.talesofdesign.com



Members of the Wood Marketing Federation:

The membership of the Wood Marketing Federation includes the following organisations involved in trading, processing, manufacturing, construction, research and development, preservation and promotion:

- American Hardwood Export Council
- Arch Timber Protection
- · Cladding Solutions
- Coillte
- COFORD National Council for
- Forest Research & Development
- Enterprise Ireland
- Glennon Bros. Timber Ltd
- Grainger's Sawmills Ltd
- ITFMA Irish Timber Frame Manufacturers Association
- ITTA Irish Timber Trade Association
- Laois Sawmills Ltd
- Medite Europe Ltd
- Murray Timber Group
- Protim-Osmose
- SmartPly Europe Ltd
- Sikkens-Akzo Nobel
- Woodfab Timber Ltd
- Wood-NI

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