



# INSIGHTS

APRIL 2023

## ACCOYA ARNHEM

Our January trading update noted record production and sales in the quarter from October to December 22 and an expectation that sales and underlying production from Oct 2022 to March 2023 would be double the level of the prior six months of April to September 2022. Through the great work of our colleagues at the Arnhem, the Netherlands and Barry, Wales production sites, we remain on track with this forecast as the benefits of extensive capital investment programs continue to come through.

The Ops and Engineering team at Arnhem have been making solid progress with increasing output from our new stacking line and have been able to keep up with the record reactor output with all finished Accoya bundles being stacked on it for the past eight weeks.

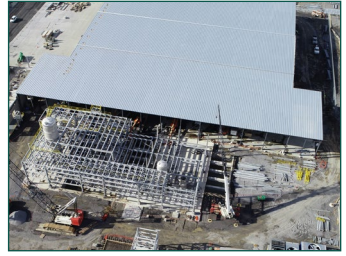
We're pleased to report Stephen Cox joined us in March to take on a new position of Group Manufacturing and Projects Director with oversight across all the Accsys manufacturing facilities. Stephen brings extensive experience and capabilities to this strategic and important role as Accsys works to bring through further production expansion to market in the next 12 to 18 months.



## ACCOYA USA UPDATE

We're pleased to report the two Accoya reactors completed their multi-modal journey from Europe to Kingsport, TN in March, crossing the Atlantic, sailing up the Mississippi river and navigating the final leg on a special heavy goods transporter. The reactors were successfully set in place and pipework around the reactors is now underway. We're looking forward to hosting our distributors at the Accoya Worldwide Conference, taking place in Kingsport in May and showing them the progress.

Construction of the new 43,000m<sup>3</sup> (18 million board feet) plant continues to progress well and remains on track to commence commercial operation in March 2024.

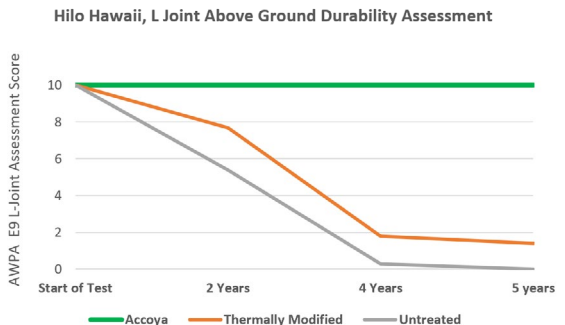


## PRODUCT TESTING - HILO, HAWAII

Work continues on our global testing programme to demonstrate how Accoya stands the test of time in the most extreme environments. We know a little something about rain in London, with an average rainfall of 23 inches / year. The average rainfall in Hilo however, is 142 inches / year which combined with year round warm weather, makes it one of the most aggressive locations for wood decay in the world. Also, a standard location for the North American research institutes and wood protection industry to set up test fields to accelerate durability performance outcomes.

Oregon State University set up Mortise and Tenon (L-Joint) test racks with radiata pine, Accoya radiata pine and commercial thermally modified radiata pine. The most recent assessment, at 5 years highlighted distinct performance differences between the products. Untreated pine was rated 0.0 out of 10.0, effectively destroyed. Commercially sourced thermally modified radiata pine was rated at 1.4 out of 10.0. Accoya radiata pine remained in perfect condition with a rating of 10.0.

This continued investment in worldwide testing programs builds further confidence in service life expectations for Accoya.



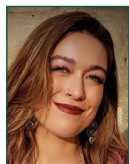
## MASS TIMBER - OREGON, NORTH AMERICA

In late March, we exhibited Accoya at the Mass Timber Conference, Oregon USA. Accoya isn't used for Mass Timber structural elements but has been utilised successfully as a façade on a number of mass timber buildings around the world.

Thank you to HESS Timber for producing the Accoya CLT/GLT table for us using offcuts from the Google London office facade.



## NEW RECRUITS



### Savannah Perry joins the North American team.

Savannah studied at East Tennessee State University and is passionate about creating impactful marketing

campaigns. With experience as a social media manager for a local gym franchise, Savannah has a keen eye for identifying target audiences and developing content that resonates with them. Welcome aboard Savannah.



### Remy Torrico joins the North American Sales team.

Located in the North East, Remy brings experience in construction and building materials along with a strong passion for development. His career to date has been

spent working for two leading US building product manufacturers, achieving promotions at both. Remy will be leading the Approved Manufacturers Programme alongside distribution in the North East as well as creating specification sales. Welcome aboard Remy.

## ACCOYA WOOD FEATURED ON UK TV – FIRST TV COMMERCIAL GOES LIVE ON SKY AND YOUTUBE

A new UK national advertising campaign, "Lasts a Lifetime", highlighting the high performance of Accoya wood to homeowners launched in February on Sky TV.

The advertising campaign sets out to raise brand awareness of our end consumer/homeowner audience, and drive leads to our Approved Manufacturers through the 'Where to Buy' section of the Accoya website.

So far, this campaign has led to 3.7 million impressions on Sky and 1.5 million hits on YouTube.



## APPROVED MANUFACTURERS PROGRAMME

The Accoya Manufacturer Programme and certification provides you with valuable factory floor based user training and marketing support to compliment your marketing literature and generate leads for your business.



If you are not part of our programme please reach out to our **training team** now.

## PROJECT – SAN DIEGO NORTH AMERICA



### Pacific coast home features Accoya

Accoya wood was the ideal choice for a Pacific Ocean residence designed by Greg Coleman Architects. The project aimed to create a beautiful, long-lasting space for the homeowners to enjoy the stunning ocean views.

The architects used approximately 1,900 square feet (175m<sup>2</sup>) of Accoya wood that was milled into 2x2 (45x45mm) slats. The slats were installed as a privacy screen around the second floor decks and for the railing at the exterior stair for the ADU.

[READ MORE](#)

## TRADE SHOWS COMING UP:

### Bau – Munich, Germany

Join us on stand B5.136 to see Accoya, Accoya Color and Finsa Tricoya at the world's leading trade fair for Architecture, Materials, Systems April 17–22, 2023 Munich Germany.

### Ligna – Hannover, Germany

Also showing Accoya and Tricoya will be at LIGNA the world's leading trade fair for woodworking and wood processing plant, machinery and tools. 15 - 19 May 2023, Hannover. Booth (Hall 027, stand G72) in the 'Weinig hall.

For more information please contact: [sales@accsysplc.com](mailto:sales@accsysplc.com)

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