

# INSIGHTS

OCT 2023



## ACCOYA® US CONSTRUCTION UPDATE

Construction of the Accoya plant in Kingsport Tennessee is progressing well and 300,000 contractor working hours have now been completed safely at the construction site, with commercial operation expected mid-2024.

The Accoya USA Operations Manager has spent the last 3 months working with the Arnhem Ops team building familiarity and planning for start up. The first team leaders are undergoing training of up to 4 weeks in Arnhem, (NL) and there are plans in place to bring on process operators in September.

Accsys has moved its US sales office from Dallas and now shares an office building with the Accoya USA team. Fred Pennington joined us in May to head up Operational Sales for North America out of this office. He brings a wealth of relevant experience from his previous role as GM of a large building products distribution company located close to Kingsport.

Accoya Color is now certified with a general building approval by the German Institute for Building Technology (DIBt) for load bearing structural applications. This DIBt approval qualifies A1 25 and 32mm thick boards for European Strength Class C22 (EN338).

Deutsches  
Institut  
für  
Bautechnik

DIBt

# ACCOYA NEWS

## OPERATIONAL SALES

We have identified several areas where we are strengthening capabilities and focus in order to deliver a solid service proposition and support mutual business growth.

Our customer service function is now integrated into the Sales Group and has taken on a greater responsibility for order management. We have increased the team to include Fred Pennington as Operational Sales Manager, based in our new North American sales office located at the Kingsport, Tennessee factory location. The Arnhem team continues to be led by Erik Hartman. We are currently recruiting for additional team members to further support our growing needs. Both teams report into Eve Johnson as Head of Operational Sales.

The initial focus is on communication of order planning, and a project is underway on the implementation of OTIF (on time, in full) measurements. We will communicate directly with distributors as this develops.



Back L to R: Toon, Fred, Erik  
Front: Emma and Willem

## BLACK: LARGEST LOW-CARBON BUILDING IN FRANCE CLAD IN ACCOYA WOOD

An urban renewal project in the Parisian suburb of Clichy-La-Garenne will become the largest low-carbon building in France.

The bustling 47,000m<sup>2</sup> urban campus, known as BLACK, is set to provide users with a true 'workplace of tomorrow' by creating a sustainable and inspiring modern workspace within commutable distance from La Défense, Paris – the busiest business district in Europe.

BLACK is a unique project which has been designed with sustainability at its core. Situated right beside Parc des Impressionnistes, the project's ethical design blends nature's elements with unique architecture to create a space that sits in harmony with its surroundings.

The distinctive timber cladding has undergone the Japanese charring technique. This ancient art involves burning the wood to create a decorative and protective layer of charcoal on its surface.

[READ MORE:](#)



### Project information:

- Client: Redman
- Architect: Emmanuel Combarel Dominique Marrec Architectes (ECDM)
- Area 47,000 m<sup>2</sup>
- Quantity of Accoya wood: 6740 m<sup>2</sup>
- Charring: Les Bruleurs de Bois
- Accoya distributor: Henry Timber
- Clip system: Grad
- Year: 2023

# NEW CEO FOR ACCSYS

Dr Jelena Arsic van Os joined Accsys as Chief Executive Officer on the July 1, 2023, bringing with her over 20 years' experience in senior leadership roles in multinational companies. She has a proven track record in transforming and driving complex businesses and successfully delivering large capital projects.

Jelena joined Accsys from Imerys, a global leader in mineral-based specialty solutions, where she was Vice President Plastics, Coatings, Adhesives and Rubber Performance Minerals EMEA and APAC. Prior to Imerys, Jelena held a number of senior executive positions at AkzoNobel, the large-cap, chemicals and coatings company.

Jelena has a PhD in Solid State Chemistry from Radboud University Nijmegen, Netherlands.

On her appointment, Dr Jelena Arsic van Os, said: "I am very excited to be joining Accsys. I will be committed to bringing my perspective and experience to the Company, collaborating with the talented Accsys team to drive the organisation in unlocking its full potential and maximising value creation for our customers."



## NEW FACES



### Pergas Sellappah joins the Benelux Sales teams.

Located in the Netherlands, Pergas brings a wealth of valuable sales experience in diverse sectors. Having worked in industries ranging from software to safety

and DIY products, Pergas has showcased his exceptional sales acumen, increasing sales in every role he has taken on. Pergas will be the Sales Manager for Benelux.



### Laurent Valensi joins the French Sales team.

Laurent, who joined Accsys in July 2023, has professional experience centred around sales within the wood industry, where he showcased his commitment to delivering

outstanding results. He is committed to expanding his expertise and understanding of the market and believes that this chance to contribute to Accsys as the new sales manager for France will do just that.



### Fred Pennington joins the North American Sales team.

Fred, who joined Accsys in May 2023, has a lifetime's worth of experience in building material sales and operations. His career for the last 12 years

has consisted of working for BlueLinX as a wholesale distributor and for the last 3 years as General manager of the Erwin, Tennessee location. Fred will be an Operational Sales Manager for Accsys.



### Tanya Boomsma joins the Marketing team.

Tanya originally started her career in the hospitality industry, completing the Hilton General Management Fast-Track program and subsequently working as Cluster Marketing & PR

Manager for Hilton Austria. More recently, she headed up the marketing team for Swiftpak, a B2B Packaging company, and Haiken, a B2B Office Furniture firm. Tanya joined Accsys in August 2023 as Marketing Manager for the DACH region.

## INTRODUCING THE GRAD SYSTEM

Grad is an 'invisible fix' system, where the clips are completely hidden under boards rather than being visible between them.

The benefits:

- Available as cladding and decking components
- Twice as fast to install compared to traditional methods
- Boards are securely gripped into each board
- Tools available to remove and replace boards if required
- 30 year system warranty
- Many proven projects with Accoya

[READ MORE:](#)



## INTERWOOD BECOMES NEW ACCOYA DISTRIBUTOR IN GREECE

Located in Elefsina, Greece and listed on the Athens Stock Exchange, Interwood is the largest timber and construction wood materials wholesaler in Greece. It was founded over 40 years ago and has more than 150 employees across Athens and Thessaloniki, with a strong focus on investing in innovation and committing to more sustainable materials.

Nicolaos Gerardis, CEO of Interwood-Xylemboria ATENE, commented: "Accoya is an impressive building material and ideal for the hot Greek climate due to its incredible stability and durability. We are thrilled to become a distributor in Greece and look forward to enabling more Greek manufacturers and builders to benefit from sustainable and long lasting Accoya."

Accoya has already been used in many projects across Greece, from decking to cladding to windows and doors.

With many opportunities across the region this added distribution helps support the growing demand for high performance sustainable products.



### EVENTS:

[Asla Conference on Landscape Architecture](#)  
Minneapolis, MN  
October 27-30<sup>th</sup>

[International Pool, Spa, Patio / Decking Expo](#)  
Las Vegas, NV  
November 10-15<sup>th</sup>

[Salon Habitat Immobilier Biarritz - by AIP Wood Solution](#)  
France  
6-7-8<sup>th</sup> October 2023

[Artibat](#)  
France  
18-19-20<sup>th</sup> October 2023

[Architect @ Work](#)  
Bordeaux, France  
30<sup>th</sup> November-1<sup>st</sup> December 2023

[Architect @ Work](#)  
Paris, France  
8-9<sup>th</sup> December 2023

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