

accoya 

# INSIGHTS

NOV 2024







# PRODUCTION UNDERWAY IN KINGSPORT

We are pleased to share that the Accoya USA Tennessee facility has been manufacturing Accoya continuously since July 13th and supply to our distribution partners has switched from the Netherlands facility to Accoya USA. The production facility, a joint venture between Accsys and Eastman, replicates the design and technology of Accsys' established production facility in the Netherlands and has an initial capacity of 43,000m<sup>3</sup>.

This is an important international expansion and a huge milestone for the business. Local supply to our North American customers allows for faster delivery and enhanced reliability and service. As part of the joint venture, Accsys leverages Eastman's world-class acetyl production capabilities to produce its Accoya wood products, supporting the recycling of acetyls and enabling a closed-loop system, reducing emissions, and ensuring circularity. This adds to the already strong environmental credentials of Accoya, which is Cradle to Cradle Certified® Gold.

# OPERATIONS



## Wood Purchasing

In the Accsys Trading Update released on September 4th, the company reported strong demand for FY25, with positive revenue growth anticipated as a result.

In response to this demand, Accsys has increased its procurement efforts, particularly by ramping up the purchasing of raw materials. This strategic move ensures that the company is well-positioned to meet the growing market needs while sustaining its operational momentum in the coming fiscal year. The update highlights Accsys' proactive approach in aligning supply chain activities with anticipated demand growth.

## Operational improvements

At Accoya Arnhem, the team has been implementing ongoing improvements in operations and infrastructure to keep pace with growing demand and to enhance the customer experience. Some key examples of these improvements include:

### Stacker Performance

The stacker has been performing well throughout the summer, despite some initial commissioning challenges, ensuring smoother operations.

### Acetylation Efficiency

The acetylation process continues to meet its monthly production targets, demonstrating consistent and efficient performance.

### Production Debottlenecking

Efforts are underway to debottleneck production at the Accoya Color site in Barry, Wales, which will further optimize operational efficiency.

These enhancements are designed to support both increased demand and improve overall customer satisfaction.





# NEW FACES

We're excited to announce the expansion of our commercial team as part of our continued commitment to delivering exceptional value and service to our customers. To support our growing customer base, we've strengthened our sales team to focus on customer development, and our marketing team to increase our marketing efforts to drive demand growth.

Additionally, we've bolstered our operational sales capabilities, enhancing customer service and inside sales support in our Netherlands and USA-based sites.

**Our new recruits include:**

## Marketing



**Jim Flickinger**  
Group Marketing Director

Jim, formerly Senior Vice President and COO at Big Ass Fans, brings extensive commercial leadership experience from top door and window manufacturers.



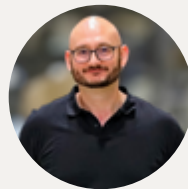
**Sue Engle**  
Marketing Manager North America

Sue spent the last 10 years as Marketing Manager for Clopay Corporation's Entry Door product line, North America's leading garage door manufacturer.



**Jeroen Bal**  
Marketing Executive DACH & BENELUX

Jeroen joins Accsys from Playseat where he was responsible for the international marketing and sales.



**Peter Grimann**  
Product Manager

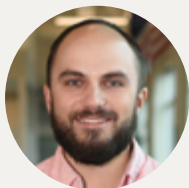
Before joining Accsys, Peter was working as a product manager at UPM ProFi, a composite decking producer.

## Sales & Customer Service



**Jason Rabon**  
Sales Manager East Coast, North America

Jason came to Accsys from AkzoNobel wood coatings division, where he was an Account Manager.



**Joshua Mowell**  
Inside Sales Representative, North America

Josh joins Accsys from D-B EXCEL High School where he served as a high school Math teacher.



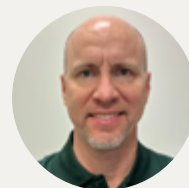
**Amy Ley**  
Inside Sales Representative

Amy joins us from Eastman where she held the position of User Experience and Global IT Help-desk Support.



**Lionel Alein**  
Sales Manager, France & Southern Europe

Lionel brings strong experience in the timber industry. Over the past 10 years, he managed the French, English, and Spanish markets at Pollmeier, the leading European group in hardwood and engineered wood products.



**Matthew Buller**  
Sales Manager, Northwest America

Matthew has just recently joined Accsys after spending 33 years as an Account and Technical Service Rep. at Akzo Nobel.

# PROJECTS

## Silt Casino

Location: Middelkerke, Belgium

Size: 39,200 m<sup>2</sup>

Material: 3,060 m long Accoya wooden beams

Architect: ZJA, OZ, DELVA and Bureau Bouwtechniek

Encompassing a hotel and casino surrounded by a wooden skeleton-like facade, the SILT building is visible along the coastline from Oostende to Westende. Given the coastal location, Accoya was the ideal material for this demanding project and Accoya glue laminated beams were used for the façade of the casino.





# PROJECTS

## Elegant Accoya Decking in Germany

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Location: Ebringen, Germany

Project: Pool surround and terrace

Material: Accoya Color Grey and original stone

Architect: Hobi Holz

This sustainable wooden terrace frames the pool on one side of the house, creating an elegant connection to a dining and seating area at the rear of the property. Some of the original stonework was retained at the pool's edges to create a stylish contrast with the new wooden elements.



# PROJECTS

## Forskaren Innovation Centre

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Location: Stockholm, Sweden

Project: Dynamic Building Facade

Material: Accoya wooden slats

Architect: 3XN

Forskaren is a revolutionary innovation center for health and life science companies – playing a crucial role in the development of world-class research in health, life science and treatment. Sustainability, health and climate consideration are featured within every element of the building's design.





# SUSTAINABILITY

## Accoya gets certified for Declare



## German Building Council has officially recognized Cradle to Cradle Certified®



The DGNB (German Sustainable Building Council) has officially recognised Cradle to Cradle Certified®, a globally acknowledged standard for safe, circular, and responsibly made products. This certification emphasizes the importance of sustainability in building materials and promotes environmentally responsible practices within the construction industry.

The DGNB's recognition reflects the growing alignment between sustainable building certification systems and the Cradle to Cradle principles, which focus on material health, reuse, and reducing environmental impact throughout the product lifecycle. Accoya retains Cradle to Cradle certified® Gold and Platinum for Material Health.



# FIRE BEHAVIOR & WUI

While Accoya siding has historically had a Class C fire rating under the U.S. system, we're thrilled to announce that Accoya wood siding can now be used on buildings in designated Wild Urban Interface (WUI) areas! This is significant as WUI areas are expanding rapidly across the United States.

WUI compliance is generally associated with a specific construction assembly, which includes a variety of materials incorporated in a wall structure. For more information on the approved assembly tested with Accoya, see the link below to the Fire Behavior flier.

The market opportunities of this WUI compliance are huge, offering solutions for architects, builders and designers with Accoya as a material option for their projects in FHSZ (Fire Hazard Severity Zone) applications.

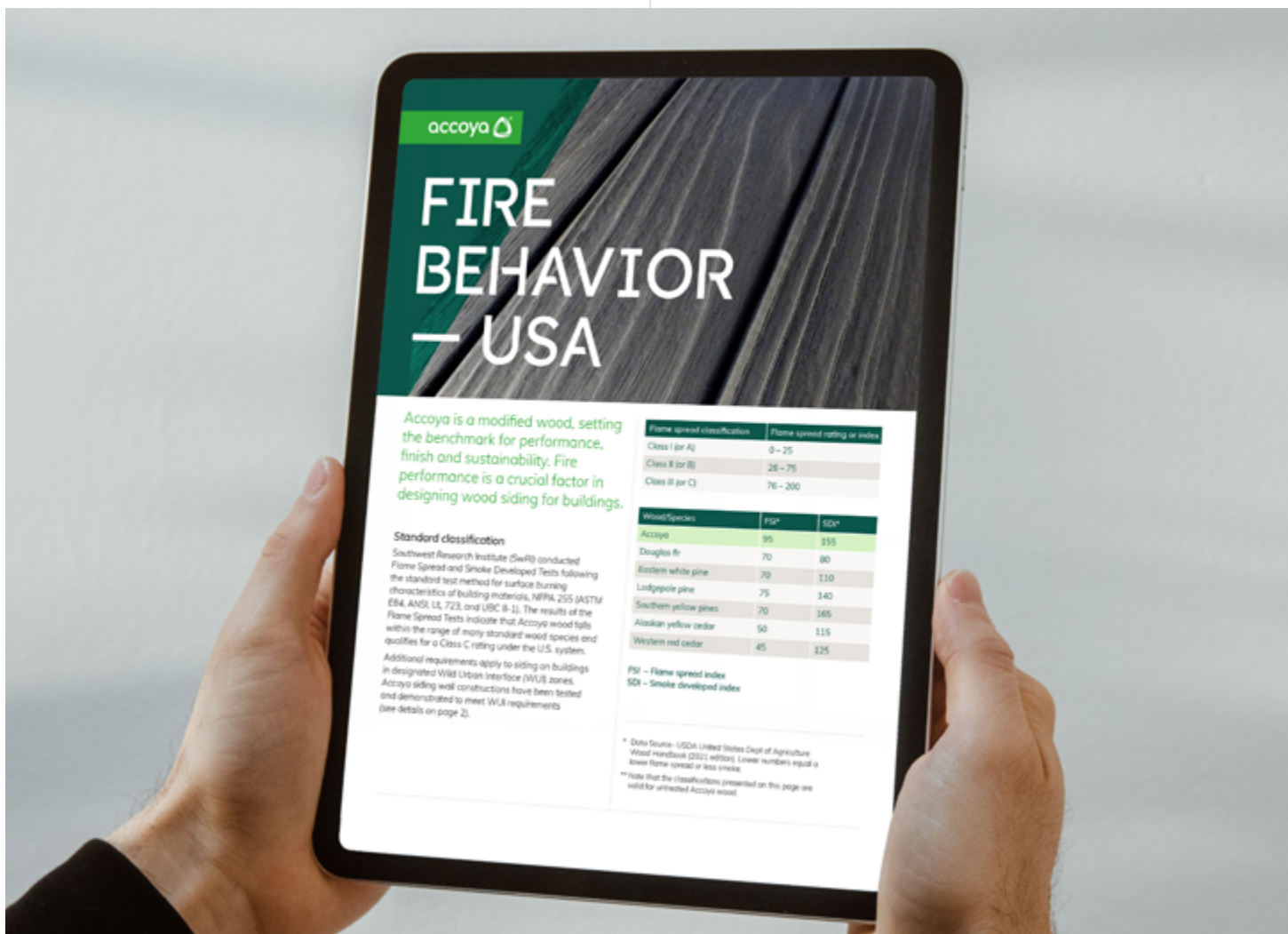
These updates are reflected in the following documents:

[Accoya Data Sheet](#)

[Wood Information Guide](#)

[Accsys US Siding Guide](#)

Please refer any questions to your Accsys sales representative.



# MARKETING

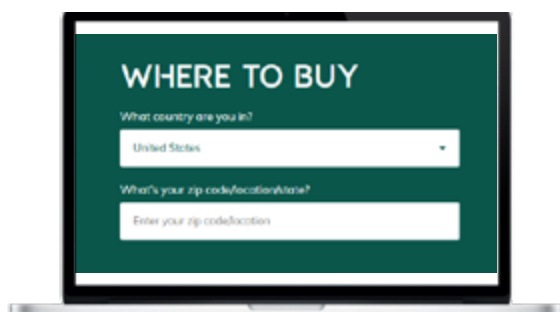
## Where to buy

We are excited to share some recent updates to our Accoya.com website with you.

Our primary goal is to help new leads and customers discover where to buy Accoya products more easily. With this in mind, we have made several enhancements:

- **Built-in Contact Form:** Customers can now fill out an enquiry form directly on the website. These forms are automatically sent to you, providing more qualified and specific leads.
- **Improved Profile:** New features such as gallery and video content will allow users to engage more interactively and dynamically with your business.
- **Optimized Search Filters:** New categories have been added to the search filter for more precise and relevant search results.
- **Enhanced Speed:** Page speed has been improved for a better user experience, higher search engine rankings, and increased conversion rates.

To ensure your profile is up to date and you maximize these opportunities for potential leads, please contact [marketing@accoya.com](mailto:marketing@accoya.com).



## Events

We will be showcasing Accoya wood at various events and exhibition in the coming months.

This initiative offers architects, builders, and consumers the opportunity to learn more about the product's unique properties, such as its sustainability, durability, and wide range of applications in construction and design.

Key dates and locations:

### EUROPE

- BAU Munich Germany — 13 – 17 January 2025
- Futurebuild - London UK — 4 – 6 March 2025

### NORTH AMERICA

- International Builders Show, Las Vegas — February 25-27, 2025

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