

TTF Strategy 2016

London Hardwood Club

David Hopkins
September 8th 2016

“Connecting with Members & Customers”

Vision:

A strong, growing and profitable timber industry built on supplying the UK with sustainable and fit for purpose products.

Values:

Professional, Ambitious, Honesty, Responsibility, Integrity

Mission:

To promote our members as suppliers of quality Timber products and connecting with the market influencers on their behalf.

Vision

- TTF to be the Guardian of Product Standards, Quality, and Sustainability in the UK Market
- Buying from a TTF Member means buying with confidence

Key Strategic Objectives

- **Managing Risk and Reputation**
- **Communication and Engagement**
- **Education and Training**
- **Develop Membership Services**

Examples of Key Strategic Activities 3 year plan



- Enhancing reputation & reducing the trading risks of the Industry
- Supporting members to overcome the barriers to Trade
- Developing an Influencer engagement programme
- Growing membership at National & Regional level
- Diversifying TTF income streams to reduce dependence on membership fees
- Supply Chain capacity and development
- Creating a new Apprenticeship Scheme for the Timber Importers, Merchants & Distributors
- Creating and implement a new Ambassadors programme for Schools, FE Colleges and Universities to encourage and promote to Careers in the Timber Industry
- Developing a programme of involvement with Local Authorities
- Developing help lines, forums and chat room services for members and wider stakeholders

PR: Reputation & Values

**CPET
Training:
stakeholder
& market
engagement**

**Panels QA
Review:
Quality &
Standards
Improvement**

**RPP Review:
Raising
Standards,
Member
education**

**Product
Marketing:
Product
education in
the market**

Website: matching product to customer

Put the TTF back in the spotlight



Timber Trade Federation appoints new Head of Policy and Sustainability

ETTF News

UK TTF backs 2020 sustainability call



46 | Face to Face: David Hopkins

businessGreen

How the UK's Timber Trade Federation hopes to bust the illegal timber market



UK's Timber Trade Federation appoints David Hopkins as director

RAISING UP
AN ARMY



the timber network

TTF launches member survey to help improve its due diligence process

blue&green
tomorrow

Timber Trade Members Express Brexit Concern

BMN

BUILDERS' MERCHANTS NEWS

Strong start to 2016 for timber and panel importers

New communication campaign



Look for the logo...



...Ask a TTF Member



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CPET Training: stakeholder & market engagement





Introduction



Forest Legality & Sustainability



Certification



Legal & UK Govt Requirements



Specifying Sustainable Timber



Self-assessment

Outcomes

- Make TTF the Central Point of Expertise on Timber
- Improve brand value with key audiences
- Boost engagement with key stakeholders
- Reinforces the idea that buying from TTF Member means buying with confidence

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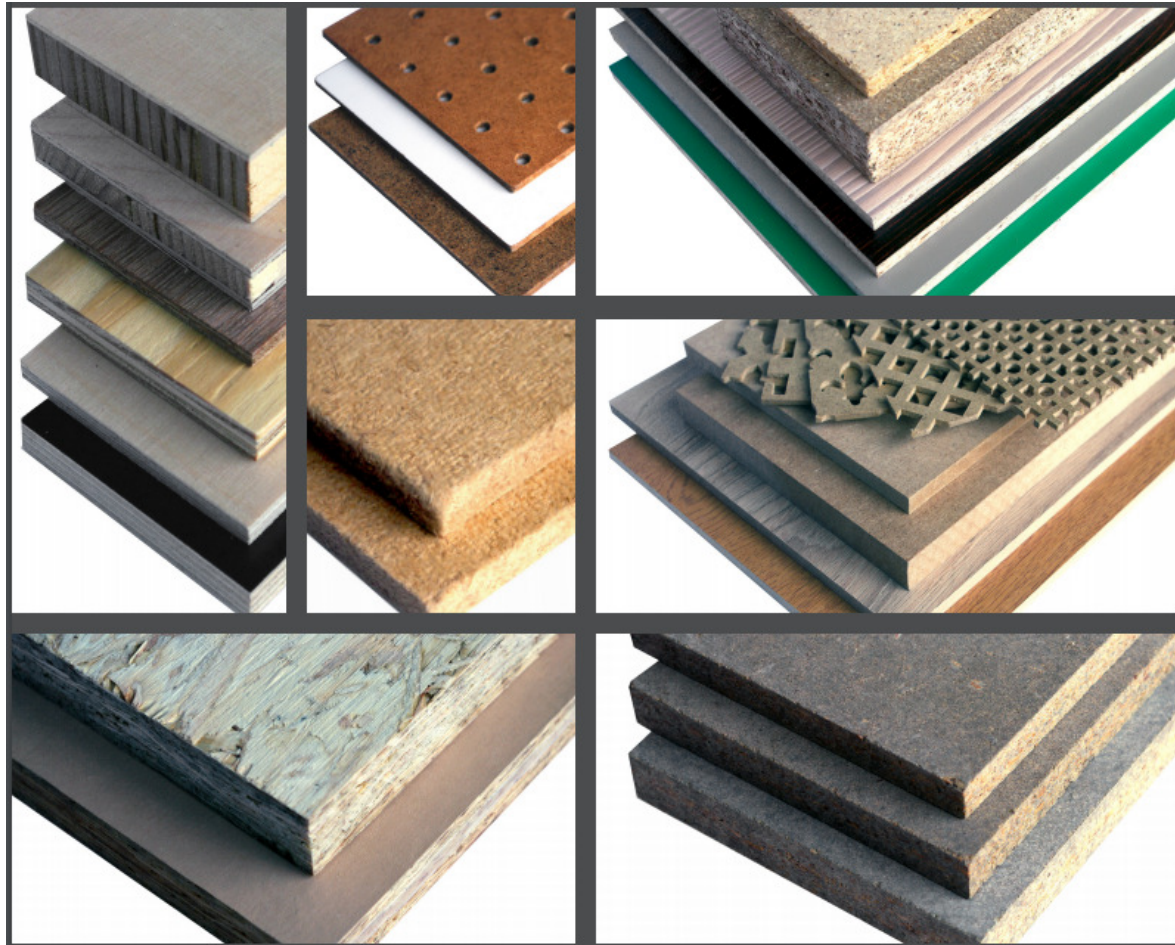
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Panels QA Review: Quality & Standards Improvement Customer Confidence



Outcomes

- Improved quality of product
- Improved confidence in the market
- Improved market status for TTF members

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Timber Trade Federation
growing the use of wood

TTF Guide: Verifying timber species and origin adding a scientific edge






Timber Trade Federation
growing the use of wood

Slavery, Trafficking and Supply Chains: A brief guide to the Modern Slavery Act


www.ttf.co.uk



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Due Diligence Guide

(updated Dec 2015)



www.ttf.co.uk



Timber Trade Federation
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Guidance on Risk-Managed Schemes

(updated Dec 2015)

Verified Legal Compliance



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Timber Trade Federation
growing the use of wood

Responsible Purchaser
Timber Trade Federation
growing the use of wood

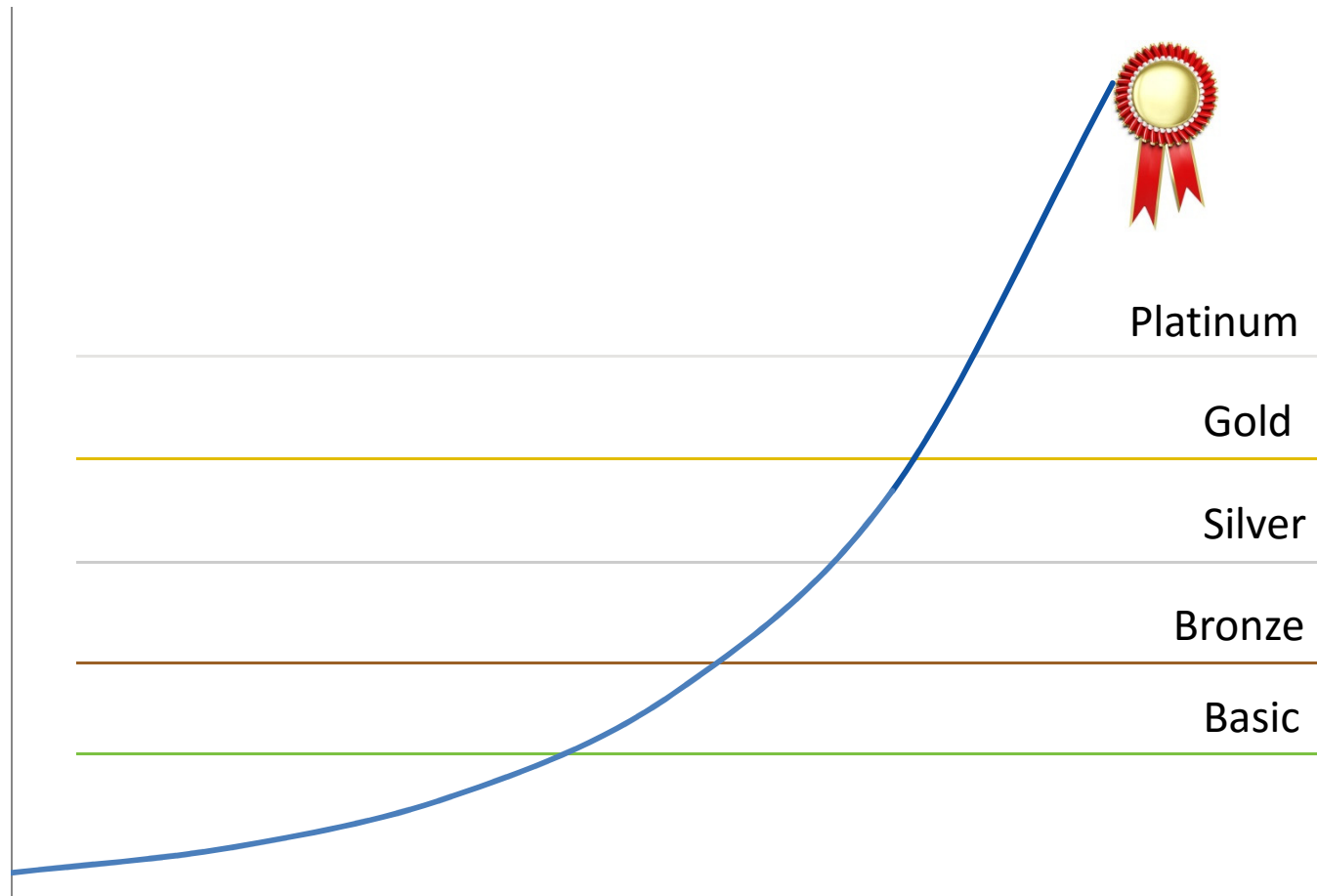
ator as confirmed by Box 8 of the CBR Administrative Document (SAD) Ensure copy is		
ried out by:		Date:
ut by		Date:

to be a template to use in the absence of formal processes for the presentation of due diligence. The filling of this form is not mandatory for
however please ensure your own processes mirror the information contained.

have the supplementary evidence that supports the claims being made. Notably if requested by the Competent Authority

or can not complete any of the clauses below, your due diligence is incomplete. All relevant clauses must be completed with adequate
mitigation taken place with a conclusion of negligible risk reached prior to any product first being placed onto the market.

RPP Development: Commercial advantage for TTF Members



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Product Marketing: Product education in the market



TIMBER POCKET GUIDE

Wood campus

Joinery | Strength & Span tables | Decking
Cladding | Engineered wood | Treated wood
Sheet material | Flooring | Fire doors | Windows

Engineered wood

Engineered wood products are made of wood sections that have had weaker areas, such as knots, removed before being glued back together.

The most popular softwoods are Redwood (glue) and Whitewood (spruce), typically from Sweden and other Nordic countries. They make up over 90% of all usage and certified suppliers are widely available.

Benefits

- Strength and stability
- Consistency
- Available in long lengths and spans
- Can be installed in heated buildings without shrinkage

I-beams or I-joints

I-beams consist of flanges, typically solid timber or CLT, connected by a panel product web, usually OSB.

Cross Laminated Timber (CLT)

Cross-laminated sections of kiln-dried spruce in large solid panels, for walls, roofs, floors etc. 15-300mm thick, 4-8 metres wide and 15 metre lengths.

Glulam

Parallel layers of solid timber (normally spruce, pine or larch) glued together under high pressure. Standard widths 90-240mm, lengths up to 12 metres.

Laminated Veneer Lumber (LVL)

Made from rotary peeled veneers glued together to form continuous panels. Good bending resistance, tension and compression properties greater load bearing capacity than solid timber.

Other engineered products

Other engineered products available include trusses, concrete floors and spanned panels.

Joinery timber

Softwood and hardwood

The most popular softwoods are Redwood (glue) and Whitewood (spruce), typically from Sweden and other Nordic countries. They make up over 90% of all usage and certified suppliers are widely available.

The supply of certified timber from some species of tropical hardwood is limited. Most softwoods need to be pressure-treated with preservative to be durable outdoors.

However, some, such as larch, western red cedar and Douglas Fir, can be used outdoors with no preservative treatment (as long as the sapwood is removed).

Prepared softwood timber

PAKPOL, Bereng, Coring and many other moulded softwood sections are available in a range of grades.

www.woodcampus.co.uk

Joinery timber

Softwood

Southern Yellow Pine from N. America is dense, stable and reddish-brown, with a distinctive grain. It is used for windowboards, stair stringers and decking.

Redwood (glue) from Sweden and other Nordic countries has yellowish-white sapwood and reddish-brown heartwood. It is one of the most widely used species for all types of interior and exterior joinery.

Whitewood (spruce) from Sweden and other Nordic countries is creamy white to yellowish and widely used in construction and for interior and exterior joinery.

Hemlock from N. America is clear and pale pinkish-brown with a fine texture. It is used in mouldings, staircases, kitchens, bedrooms and shopfitting.

Douglas Fir from N. America is clear, straw-coloured and relatively stable. It can be used internally and externally without preservative treatment.

Western Red Cedar from N. America is highly durable and can be used internally and externally without preservative treatment. It is widely used for cladding.

Hardwood

American Ash is a light-coloured temperate hardwood suitable for internal use only.

Beech is a non-durable temperate hardwood. It is a creamy white, going reddish-brown after staining. Traditionally used for furniture.

European Oak is a yellowish-brown temperate hardwood with a medium to coarse texture. Durable. It has medium movement and is susceptible to stain staining. Used for cladding, flooring and decking.

American White Oak is a light-grained temperate hardwood from a pale straw colour to pale red. Although durable, it can swell if used externally.

American Tulipwood is a yellowish-brown temperate hardwood with a fine texture. It is slightly durable and used for furniture and interior joinery.

Sapele is a tropical hardwood from West Africa. This is pale red in colour, it can be used internally and externally.

Dark Red Meranti from Malaysia is a red-coloured tropical hardwood, suitable for internal and exterior joinery.

Iroko from West Africa is a light-brown tropical hardwood. As it is highly durable, it is suitable for external as well as internal use and sometimes used as a teak substitute.

Download TRADA's Wood Species app from <http://www.woodcampus.co.uk/woodspecies/>

www.woodcampus.co.uk

Product education & training



Outcomes

- TTF to become trusted voice of product quality & knowledge in the market
- TTF to be suppliers of choice for the market
- Buyers to “look for the logo and ask a TTF Member”

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Website



Switching from the all-in-one container...






Timber Trade Federation
growing the use of wood

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


Search the website... 

About TTF Membership Timber Industry Sustainability Learning Centre Members' Area Contact Us

Member Login

bantuono@tff.co.uk


Forgotten Password? 

Find a Member

Search city/postcode


Search by product

Search by type of business




[A-Z List of members](#) [Member name search](#)

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Latest Tweet




TTF Team
@TimberTradeFed

Global Sawlog Price Index down almost 22 per cent bit.ly/1ROvYwU via Pulpapernews #timber #trade #logging



 28m



Welcome to the TTF Website

Members, please login using your registered email address as a Username. Your Password remains the same. We hope you enjoy the site!

The Timber Trade Federation is growing the use of wood through innovative representation and a suite of value added business services for its members. Spanning the timber industry supply chain from the Sawmiller to the Manufacturer through the distribution network of Agents, Importers, Distributors and Merchants, TTF Members account for around two-thirds of the £8.5 billion value of the UK timber industry

If there is anything you want to know about timber and timber products then search this website via our Resources page, or give us a call and make sure you sign up to our Newsletter.

News from TTF

The return of Timber
29th March 2016

TTF launches member survey on Strategic Development Review of RPP
29th March 2016


[Read more](#)


Industry News

UK Government issues 3 major Construction reports
29th March 2016

Weekly Timber Supply Chain News
Update 18.03.16
18th March 2016


[Read more](#)

[Join Now](#) 


[TTF Resources](#) 

Specifinder
Materials Monthly

THE BUILDING CENTRE




What's new in timber? Check out the latest news, views, case studies and projects in the world of timber construction.




David Hopkins of the Timber Trade Federation tells us why the oldest building material is now returning as the most innovative, fashionable and still the best.

[Read more](#)




Five reasons to choose timber cladding

[Read more](#)

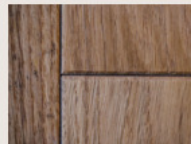


Kebony vs Acetylated wood - what's best in the modified timber sector?


[Read more](#)



Creating a luxurious modern finish with walnut



Real wood for raised access flooring.



The surprising benefits of using timber in your office.

... To a more
focused website

Key target:

Matching product to customer

- Clear, easy-recognizable sections
- Simplified search engine
- Better connection TTF members/ buyers

Improved Communication tools



TTF Media Room

This section of our website is designed to give access to our latest press releases, news, media mentions, newsletter and multimedia contents.



Industry News



Mentions



Press Releases



Newsletter



Publications



Photo Gallery



Recordings



Videos



Maps



Blog

- Email distributions
- Newsletter
- Social media
- Media contents
- Industry News



Since 1892 the Timber Trade Federation (TTF) is at core promotes timber as the world's leading renewable, low ca

Specialties
timber trade, consultancy, import export

Website
<http://www.ttf.co.uk>

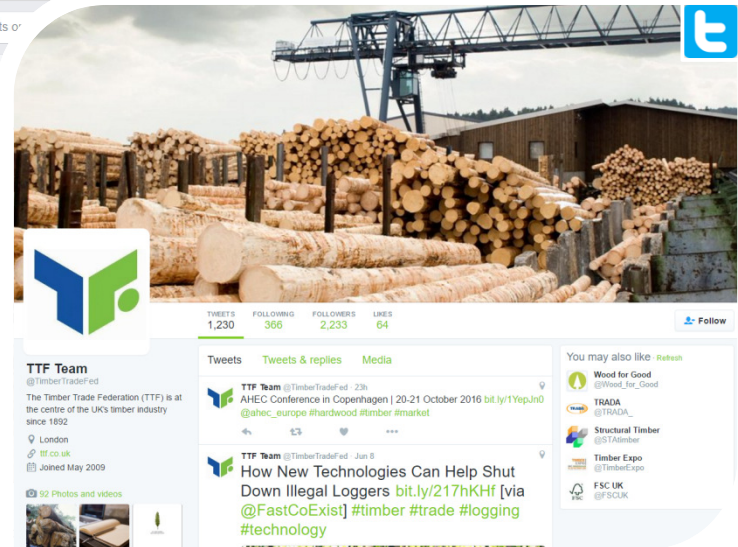
Industry
Import and Export

Type
Privately Held

Headquarters
26 Store St London, WC1E 7BT
United Kingdom

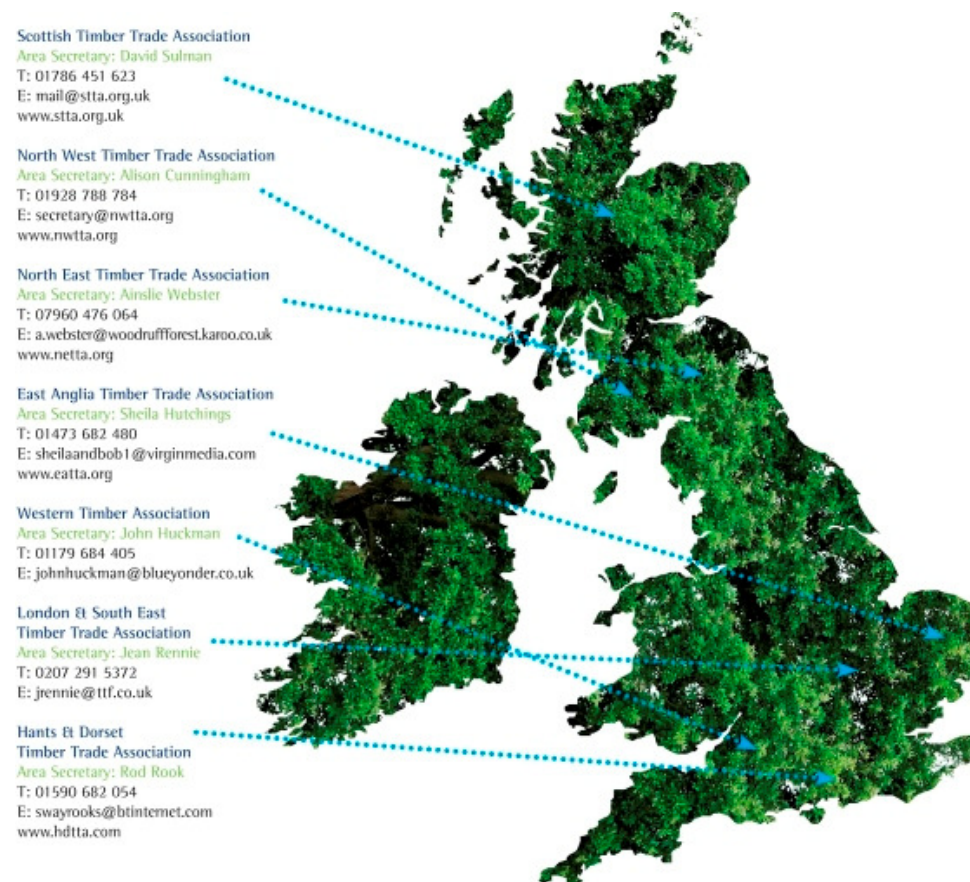
Company Size
11-50 employees

Founded
1892



Regional pages on TTF website

- Developing common templates
- Providing regular updates on Regional events/meetings
- Promoting better information exchange between central TTF office and regional members



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growing the use of wood



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Statistical Review 2016

Industry facts and figures
for the year 2015



Membership Services Strategy & Development

- Reviewing and updating membership offer
- Investment in staff training for members
- Investment in H&S services for members
- Networking and Promotion
- Advocacy & Regulatory Affairs

Education & Training

- Mapping training courses available to members
- Online guide to accessing training
- Assessment of member needs and gaps in provision
- Support of “Make It” and other national awards programs
- Driving member of Wood Industry Board
- Training package for TTF Members

Online Apprenticeships



Occupational Awards Ltd.
Approved Centre



Wood Campus Level 3 Award in Timber Merchancing

- The UK's first certificated online Timber Merchancing Award
- Accredited by OA, the awarding body of the Proskills Group
- 18 modules representing two days' classroom learning
- Providing significant Recognition of Prior Learning (RPL) towards the level 3 NVQ Diploma in Merchant Supplies
- Cortexa, as an EQF Approved Centre, delivers the programme through its Campus framework

Key Strategic Objectives

- Managing Risk and Reputation
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FGMC Grant from DfID

- FLEGT has been acknowledged as lacking Trade input
- Project designed to give EU trade a greater voice
- Host trade workshops in country, to ensure trade learns from trade. Working in Ghana, Cameroon China
- Benefits members, with exposure throughout the supply chain, places the UK TTF at the forefront of policy decision and making.
- Increased reputational benefits, by engaging with multiple stakeholders showing UK TTF as a credible and engaged trade body

CTI

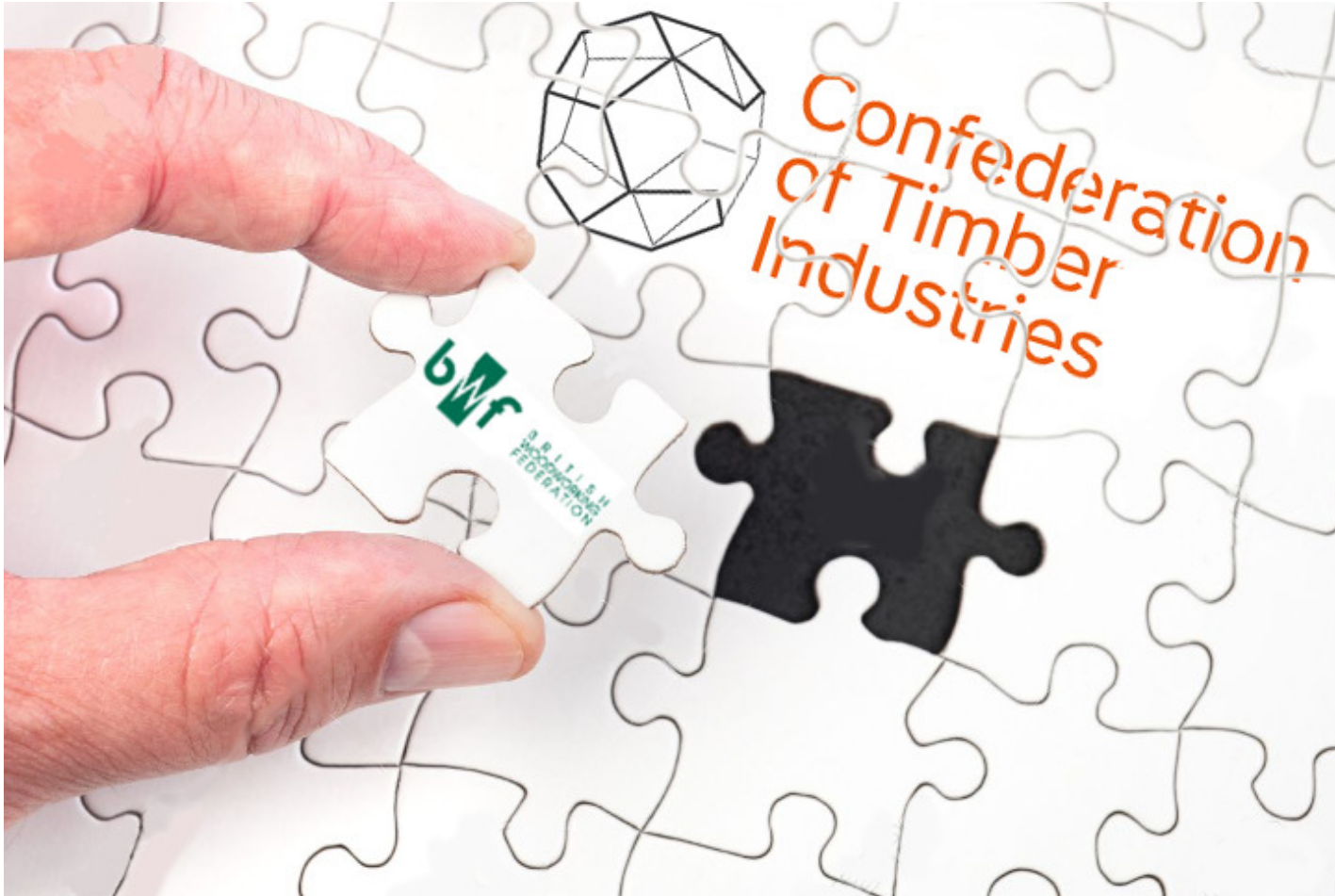
One voice for the Timber Supply Chain



Outcomes

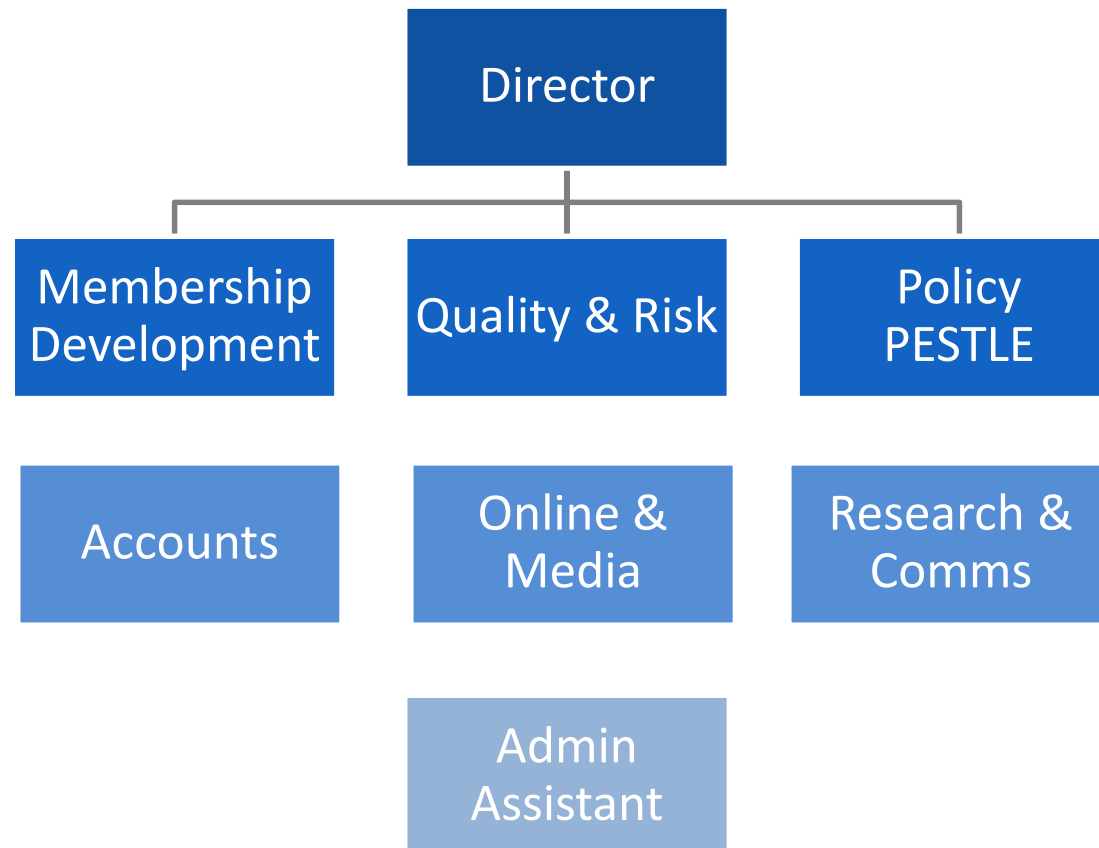
- Gathering multiple stakeholders from all across Timber Supply Chain
- Recognition from policy makers – Timber Industries APPG
- Bringing Timber Industry case to Westminster
- Mapping the Industry through 3 policy reports
- Conference in Westminster to take place in November 2016

BWF joins the CTI!



We are Timber United!

TTF Structure





Timber Trade Federation