

END COATINGS AND PAINTS: FOR QUALITY AND MARKETING

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Before I get started here, I have a note I've been asked to read, as follows:

AVAILABLE: Mixed lots of Red Cedar, Douglas-fir, and Hemlock, all kiln dried;
Grades: Shop & Better, Dimension 2 Common & Better; Mostly 8/4 and
thicker; if not sold, must use for hog fuel.
Asking Price: \$20 per MBF.
ANYONE INTERESTED?

Two cents worth of end sealer will seal both ends of an 8/4 board, 12" wide. If that end sealer eliminates a 3" check at each end, you have just saved a board foot of lumber for 2 cents! Two cents per board foot equals \$20 per thousand. If the sealer prevents 6" checks, you have just "bought" two board feet for 1 cent per board foot.

End checking is one of the most common drying defects! It reduces the amount of lumber available for end use--just wastes it! End checking is also one of the easiest defects to prevent and avoid.

We are talking about quality and savings for yourself and your customers. Why do furniture companies, which dry their own lumber end seal? Because it adds value to their lumber, giving them more furniture for every board foot they dry.

Who are your customers? Are they looking for quality? If they have a choice, what will they buy? If they get 4% more usable grade lumber from you, won't they look to you to supply them in good times and in bad? End sealing is one way you can improve the **quality and marketability** of your lumber.

End paints are a tool for marketing. For about \$.50 to \$1 per MBF, you can paint the ends of your dried lumber bundles, and even put your logo on the sides of the packs.

When you do this, you aren't "painting" the ends of the bundles, you're **adding color** to the image of your product. **COLOR!** Color is what attracts the eye, what makes a product stand out, and what adds to the **quality** image of a product in the customer's eye.

You know how much is spent on packaging products, figuring out how to package something so that the customers' eyes will be drawn to it in preference to competitive items. Well colors--**end paints**--are part of your packaging possibilities.

You can use end paint to create your own "trademark" impression of quality. Customers--and potential customers--can come to associate quality lumber or quality service with the distinctive appearance of your end painted lumber. Your lumber, moving down the highway or sitting in their yard, will remind them of you.

End paint is a marketing tool, a packaging tool, and a low cost way to promote sales and increase inventory turnover. Your lumber can take on a distinct image for your customers and prospective customers. If you do a quality job of drying, you can remind your customers of it every time they look at your painted bundles.

Can you afford to **not** spend \$1.50 - \$2.50 per MBF to end seal your upper grades, knowing you can conserve 2% - 10% of the lumber by preventing losses due to end checking? (2% - 10% of the lumber by preventing losses due to end checking? 2% x 1MMBF - 20MBF x \$1.00/BF K.D. = \$20,000.)

When the lumber is unloaded at the docks, and the buyers look it over, is the painted, logo-stenciled bundle going to catch their eyes first, and get immediate favorable consideration?

Lumber packages properly prepared for export will have square, painted ends, will be strapped with 1 1/4 inch strapping, and will have a logo stenciled on the sides of the packages. It needs to look just like a present. Foreign buyers do prefer attractive packages, and equate the appearance of the bundle's exterior with what's inside--whether that's justified by what's inside or not. Foreign buyers select their purchases from the wholesaler's warehouse--and the more attractive bundles sell first. Lumber coatings should be applied prior to drying to minimize degrade.

End sealers and end paints: two low cost tools which can increase the **quality** and **marketability** of the lumber you sell.