



Promoting wood and wood products home and away

The Wood Marketing Federation (WMF) was founded in 1989 to promote sustainably sourced and produced wood and wood products. The Federation's promotional programme covers wood processing, manufacture, design, usage and treatment from traditional applications to product innovation. The WMF mission reflects the role that wood is playing in sustainable living and climate change. Its mission is to *promote wood as a renewable, sustainable and versatile natural material.*

2015 PROJECTS

The Federation organised and supported seven projects in 2015 including a national conference and seminar, design projects in Ireland and the UK, Third Level Student Wood Award and the Irish Timber Information Centre as well as shows and promotional events. The following is a brief account of some WMF events in 2015.

Red Pavilion-The Laboratory – designed by the Irish architects, Clancy Moore Architects and Steve Larkin Architects. The striking building used Sitka spruce, eased edged planed sawn wood supplied by Glennon Brothers and a range of panel boards supplied by Coillte Panel Products (CPP).





Yellow Pavilion 2 – The Archive – designed by Hall McKnight Architects, this tall structure with the box on the inside and the filigree work around the outside – was used to house an exhibition of architecture. Funded by WMF, Coillte and COFORD, the main material used was Tricoya supplied by CPP. This new innovative board material is regarded as a substitute for tropical hardwoods.

New Horizons

Ireland was selected by London Festival of Architecture as the inaugural Focus Country for 2015 New Horizons Programme. The festival was a citywide celebration of architectural experimentation, thinking and practice. The WMF supported the New Horizon ‘Pavilion’ projects while two members – Coillte Panel Products and Glennon Brothers Sawmills – supplied materials (sawn wood and panel board products). COFORD, Department of Agriculture, Food and the Marine and Coillte part-sponsored the project.

Student Wood Awards

The flexibility of wood was demonstrated by students throughout Ireland at the WMF 2015 Third Level Student Wood Awards, presented by Minister of State Tom Hayes.

UCD student Liam Farrelly, winner of the architecture award, explored the use of timber in construction as a more sustainable alternative to concrete and steel while Graham Watson, Queen’s University Belfast, winner of the engineering award, completed a research project to create “a lightweight, low cost timber floor cassette that could compete structurally with precast concrete floor units”.

Sean Burns, Letterfrack College won the innovation category by utilising modern technology so that wood could be used in a variety of bowed and rounded applications in design. The awards featured a new craft/fabrication category won by Barry Flanagan, Bray Institute of Further Education for using discarded scaffolding boards in his project ‘Scaffold Furniture’.

The awards were judged by Duncan Stewart, director Earth Horizon (chairman), Simon O’Driscoll, O’Driscoll Furniture and Des O’Toole, business development manager Coillte and supported by COFORD, Department of Agriculture, Food and the Marine, Coillte, the main sponsors, and the Society of Irish Foresters.

Timber in ground contact seminar

While the WMF seminar ‘Timber in Ground Contact’ in Farnleigh House covered a wide range of subjects, service life of fencing posts was the main topic. The consensus was that home grown timber is suitable for ground contact use “providing it is treated in accordance with Irish standards” said Paul Harvey, WMF chairman. “There has been much work carried out over the past two decades in developing and revising Irish standards for IS 435 (post and rail), IS 436 (farm fencing) and IS 437 (stud fencing),” said Dr. Eugene Hendrick, Senior Inspector, Forest Sector Development,



Stuart Hayes (left), Dublin Institute of Technology, winner of the design award category at the Student Wood Awards with Minister of State Tom Hayes and WMF Chairman, Paul Harvey. Stuarts project ‘Incognito’ an occasional table, had cleverly designed hidden and movable panels.



Promoting home-grown timber to a wide audience is part of the WMF's remit. The Murray Timber Group supported the 2015 Sligo Fleadh Cheoil by supplying eased edged planed all over timber after a request from the WMF and Fleadh committee. The timber was sawn to the architect's specification and delivered to the site where it was erected outside the Town Hall. The project proved to be a huge success for the organisers, the performers and over 300,000 visitors to the Fleadh.

Andrew Kidney, production director, Balcas Timber Ltd., Donal Slattery, purchasing manager, FRS Fencing Systems, Janet Sycamore, operations director, TDCA, Barry Matthews, certification officer, NSAI and Dr. Eugene Hendrick, senior inspector, Forest Service at the open forum in Farmleigh House at the seminar 'Timber in Ground Contact'.

Forest Service. "With these standards in place the sector has been able to capture and retain important markets."

Dr. Ed Suttie, director of research at the UK Building Research Establishment (BRE) outlined developments in "timber thermal modification and acetylation as well as bio-based composites" and research carried out by BRE such as their national field trial of wood in ground contact. Janet Sycamore operations director, Timber Decking and Cladding Association (TDCA) broadened the seminar discussion to include a range of external timber uses from engineered wood to traditional leisure uses.

The main area of concern for many in the audience related to the service life of treated timber posts as outlined by Donal Slattery, Purchasing Manager, FRS Fencing Systems. Andrew Kidney, production director of Balcas demonstrated that Sitka spruce had an excellent future as a fencing product "providing certain pre-treatment techniques – drying and incising – were employed to ensure long service life."

What shall we do with the hardwoods?

WMF combined with the Society of Irish Foresters to organise the national conference "What shall we do with the hardwoods?" in May 27. This was a timely conference, because many of the broadleaves planted in the late 1990s and early 2000s "are now in urgent need of management intervention" Paul Harvey told the audience. The conference focused on hardwoods, their management and utilisation.

2015 PROJECTS

The Federation plans to continue its wood promotional programme in 2016. Projects include the second Wood Awards Ireland in association with the Royal Institute of the Architects of Ireland, Third Level Student Wood Awards and a national conference.

Donal Magner
Secretary, WMF

