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MEDIA RELEASE

10 November 2005

Neville Smith Timber's GoodWood™ lays seeds for healthy future

Australia's largest processor of native hardwoods, Neville Smith Timber, has stepped into a new era, unveiling a unique brand to highlight the best properties of its Victorian Ash and Tasmanian Oak product.

Neville Smith Timber (NST) is part of the listed Integrated Tree Cropping (ITC) group, and launched its GoodWood™ brand at an industry function in Melbourne's National Gallery of Victoria on 10th November 2005.

ITC Chief Executive Officer, James Neville Smith, told architects, designers, manufacturers, builders, and other industry leaders that the Company had identified a need for an Australian hardwood brand.

"Our research said there was an opportunity for a brand that spoke clearly about us as an organisation, about the quality, versatility and durability of our products, and our commitment to the strongest principles of sustainability," he said. "We also recognised that the only way we can ensure continued supply of timber to our customers is to ensure that all our operations and those of our suppliers, are conducted on a sustainable basis for the benefit of today's and future generations. We must continue our commitment to nurture the future."

NST Chief Operating Officer, Brian Murphy, said the purpose of GoodWood™ is to build partnerships with people who want to design with, build using or buy sustainable timber products. "We want to work together with our partners to promote the benefits of using GoodWood™ to consumers," he said.

Independent research indicates Neville Smith Timber's GoodWood™ offers long term environmental benefits, with the conclusion that if every home built in Australia last year used GoodWood™ floors, doors and window frames instead of other materials like steel, concrete and aluminium, this would be equivalent to saving the CO₂ emissions from 127,000 cars.



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GoodWood™ is a stylish and high quality hard timber that is easy to work with and can be used in a range of residential and commercial applications including: flooring, architraves, skirting, windows and doors, stair treads, handrails, balusters, furniture, commercial shop fitouts and glue laminated products.

Mr Murphy said choosing Melbourne's National Gallery as the venue to launch GoodWood™ was of great significance: 9000m² of Neville Smith Timber was laid as parquetry flooring in the gallery's public areas.

"We want to encourage architects, builders, designers and end-users like do-it-yourself consumers to choose GoodWood.™ And they'll choose it because not only will it create a beautiful finished job, but it will also help to nurture a healthier future," Mr Murphy said.

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