

GROUP INTERNAL COMMUNICATIONS



Rob Barclay, CEO

“ Introduction from Rob Barclay

Welcome to the latest National Timber Group (NTG) news round-up. The last quarter has been extremely busy across the Group, which is reflected in the number and quality of the stories below. It's great to see how well each individual brand is performing and celebrate their success. ”

Financial & Market Update From Richard Myatt - Group Finance Director

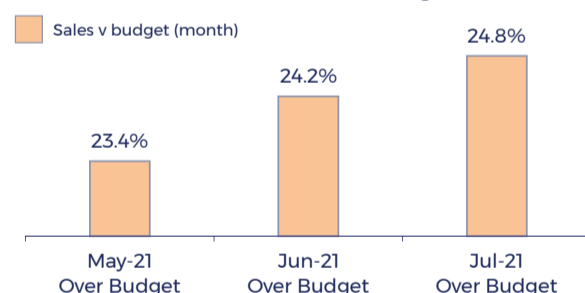
Following the upturn in trade in March and April, we have seen NTG go on to repeatedly break trading records in the quarter May to July.

After the unlocking of COVID restrictions, we have seen favourable market conditions that have been supported by strong price inflation. However, the business has had to navigate around a number of key product shortages in the market and has done this successfully by working together as a team across NTG.

Our Scottish businesses continue to perform particularly strongly and the team have now formed an excellent base for the remainder of 2021 and beyond.

In England, we have seen the Core and Trade businesses perform consistently well and our recent branch openings are accelerating and making a significant contribution to NTG as a whole. It is also really pleasing to see our recent acquisition, Hymor Timber, has transitioned seamlessly into NTG and its trading performances have been exceptional.

Total NTG Sales versus Budget



The outlook for the market going forwards looks positive for 2021 and into 2022 with the Construction Products Association reporting continued growth next year. In terms of NTG, we share these positive sentiments with the forecast for the final months of 2021 continuing to be strong.

I would like to thank everyone who has worked tirelessly over the last challenging 18 months to put NTG into the strong position it now stands in. It is your efforts that are delivering these excellent results in 2021.

Zero Harm / Safer Together Launch



Keeping everyone safe is the number 1 priority of the business and in July we launched the Zero Harm/Safer Together Programme.

It's an ongoing programme to further develop our health & safety culture. There are 8 Golden Principles which underpin the programme (Care, Speak Out, PPE & Equipment, Plan, Protect, Drive, Health, Skills).

Each one of these principles will be explained in more detail and promoted individually starting from September. To ensure every site is informed of their Health & Safety statistics and progress, they will be published every month together with the Group statistics.

The performance numbers will be published on your site noticeboard which is the centre point of the programme. The noticeboard will also feature posters showing the Principle of the Month, minutes from local meetings and local actions.

We are still looking for volunteers to join the Staff Health & Safety Council. The first meeting will be held in October, and the feedback will go straight into the Group Health & Safety Board. This will ensure that views from every part of the Group are represented.



Any feedback on the newsletter? Please email: marketing@nationaltimbergroup.com

Milton Keynes Trade Day



Arnold Laver Milton Keynes celebrated their first trading anniversary with a long overdue opening trade day that was supported by 12 suppliers and attended by more than 120 customers, generating an additional £9000 of collected business on the day.

Branch Manager Alex Bennet worked closely with the marketing department to promote the event up to 6 weeks before, including in-branch outbound calls to personally invite customers, a telemarketing campaign to drive new business in-store, email marketing, in-store point of sale, and customer giveaways and prizes. A short video introducing the trade day was shared across social channels which generated over 9,000 views!

We're looking forward to seeing trade mornings resume across the Group as we return to normal.

You can watch Alex's video on LinkedIn here - <https://bit.ly/3m0mXF5>

Edinburgh Relocations



There's been lots of change in Edinburgh, where Thornbridge has relocated its Iona St branch to Hawkhill, near Easter Road, and we've also opened a brand-new branch just south of the city, in Loanhead. The business now has three Thornbridge branches and one Rembrandt branch in the Edinburgh area, so we are well placed to provide a great service to our local customers.

The Iona St branch has only moved half a mile down the road, meaning minimal disruption to existing customers; plus, it now has a much more modern and efficient site. Whilst the Loanhead site is located on a new and rapidly growing trade park, which has great potential for high footfall.



Update from NYTimber

NYTimber has broken its sales record four months in a row and business is booming. Sales have been boosted by the introduction of new product lines including Accoya, Composite Prime, and the completion of a £468,000 order for machined Iroko.

Established in 1979, NYTimber has six branches across the North East and North Yorkshire. It has differentiated itself by supplying a much wider range of timber. Local joiners and carpenters are its core customer base and value the company's specialist knowledge, products, and services.

Alco update



ALCO
MERCHANT SOLUTIONS

Alco Timber is a new division of the business, supplying timber and builders merchants. This up and coming team of four is

led by Mark Terry, Head of Sales, and is based at Mosborough. Alco has had a very successful first year with the support of the branch network. The strong relationships it has developed within our supply chain have also contributed to its growth.

While it may be a separate brand, all of Alco's sales are allocated to the ledger of the branch that supplied the stock so it's win-win! The team are expecting strong growth in 2022 and it will no doubt be a great asset to branches throughout the Group. To learn a little more about Alco, please watch a brief interview with Mark .. video - <https://vimeo.com/591112573>

TIMBERWORLD UPDATE

E-commerce is a key part of our strategy and we were delighted to launch our new integrated trading website, Timberworld, in April. Since then, we have been busy building the team, expanding the product range and responding to feedback from both our colleagues and customers about ways we can improve.

What should you know about the new website?

- Customers place orders on Timberworld and these orders are automatically passed to Bistrack and allocated to the closest branch to fulfil.
- Customers can place orders for delivery or collection, but collection is only an option when the branch is holding all items on the order in stock.
- Stocked and direct from supplier products are automatically split onto separate orders.
- The central Web Support team now process all Direct orders, saving time for branches.
- The Web Support team are always on hand to help with any questions you have about the website. You can get in touch with Paula, Calum and Carmela via Web-Support@timberworld.co.uk or you can call the Timberworld sales and support line on 0808 181 9200.

Timberworld is a new and emerging channel and we're continually looking for ways to improve the website and ecommerce operation. We would love to hear your thoughts on how we can improve.

CUSTOMER SERVICE AWARDS



Arnold Laver Sheffield



“Ordered and got delivery on day I wanted. Good service from Ian Weston from Sheffield thank you”

Thornbridge Hawkhill



“Driving our vehicles can be challenging at times, yet Lee has proved to be a great ambassador for NTC Scotland, demonstrating great customer service, skill and care in his duties”

Arnold Laver Reading



“Great team especially Adrian Sadler”

Arnold Laver Leeds



“The salesperson I dealt with was brilliant, Stephen Greenhaugh”

Arnold Laver Essex



“Ryan Gooch who served me was so helpful, I've never used this company before, but I will in the future as I do a lot of building work”

Rembrand Dumbarton

“Kevin McGlinchey made sure that the branch ran smoothly and effectively, with no fuss despite a lengthy period of self-isolations and holidays among the management team”

Arnold Laver Hull

“Michael Gott was extremely helpful and efficient. We are very pleased with the oak gate posts which were delivered by a very helpful driver. Thank you!”

😊 😐 😞 😡 Rate Us

DID YOU KNOW?

Arnold Laver Bristol supplies all the plywood used to build the biggest Nuclear Power Station in the UK, at Hinkley Point in Somerset.

Keep it in the family! There are 13 fathers and sons, 11 brothers, 6 husbands and wives, 2 mothers and daughters, and 1 father and daughter working together within the Group.



The Great Gadget Giveaway, a campaign to increase monthly spend, reactivate lapsed customers, and attract new customers, has helped Thornbridge and Rembrand generate an additional £130,000 of sales in April and May!

Customers were incentivised to try and win an iPhone 12, iPad, or Amazon Echo depending on their spending levels. The results were fantastic and the effort from the sales teams was even more impressive. A special mention goes to Rembrand Baldovie, who opened 58 new accounts during the promotion - what a great team effort.

FSC Accreditation

Following a recent audit, NTC Scotland has secured FSC Chain of Custody certification, which will cover all branches in Rembrand and Thornbridge. Sustainability, like health and safety, is a priority and it's great we can now offer customers full traceability on the timber products they purchase. Well done to all those involved.

Long Service

Our collective knowledge and experience are why many of our customers hold us in such high regard. The 18 people below have amassed a remarkable 555 years of service between them. Huge congratulations to:

Derek Fleetwood, James Goucher, Kevin McCloud, Nigel Sutcliffe, and David Taylor on 45 years' service. Kevin Berresford for 40 years. Mark Catherall, Steve Gilmore, Justine Kettlewell, Stuart Smith, and Graham Vaux on 30 years' service. Colin Day, Kurt Faulkner, Michael Goodchild Jnr, Andrew Guymner, Jayne Jones, Rachael Parker, and Gary Shardha on their 20 years with us.

There is so much loyalty within the Group that there are also 49 people celebrating 15 or 10 year anniversaries in 2021.

TTJ Award Nominations



We were delighted to receive news that Rembrand Timber, National Timber Systems, and Arnold Laver have all been shortlisted for the Timber Trades Journal 2021 Awards.

Rembrand Timber has been nominated for Timber Merchant of the Year and National Timber Systems will compete for Structural Timber Supplier of the Year. Arnold Laver is on the shortlist for 3 categories - Panel Trader of the Year, Timber Merchant of the Year, and Hardwood Trader of the Year.

Watch out for more news on Reward Gateway.

Any feedback on the newsletter?
Please email:
marketing@nationaltimbergroup.com

Senior Appointments



Congratulations to Intelligent Door Solutions' Commercial Director, David Oldfield, who has been appointed as President of the British Woodworking Foundation (BWF). In his role at the trade association, he will help support more than 700 manufacturers, distributors, and installers of joinery products. David has been a member of BWF for more than 10 years and played a major part in the creation of its Fire Door Alliance, which aims to improve industry fire safety standards.