



New Zealand
Pine Manufacturers' Association

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NEWS RELEASE

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New President for Pine Manufacturers' Association

Tony Clifford was elected President of the New Zealand Pine Manufacturers' Association Inc at its annual general meeting in Christchurch 13th October 2006.

Clifford replaces Owen Griffiths, Marketing Director of McIntosh Timber Laminates Ltd who served three years as president.

Tony has worked in the forestry industry for 15 years at Pan Pac – Napier, where his involvement has been with the development of the sawmill complex in 1996 and then in lumber business development, involved with the establishment of subsidiary companies in Tianjin China and Portland Oregon for the distribution and sales of lumber and remanufactured products.

He is currently CEO of Pan Pac subsidiary - Pacific Wood Products, a pine remanufacturing operation producing a range of solid and finger jointed products for export and domestic markets.

Prior to his involvement in the wood products industry, Tony worked in aluminum smelting in Victoria and petrochemical in Taranaki.

In taking up his role as President Tony comments:

“The Pine Manufacturers Association value is in assisting its members to achieve their business goals through its pan industry connections. PMA has a proven track record of facilitating manufacturing collaboration, coordinating market research and in market visits or connecting export customer enquires with NZ suppliers.



The NZ lumber manufacturing environment is extremely unforgiving with global competition in all markets. In the last five years improved manufacturing efficiencies, improved 'in market' sales prices and just doing business smarter have all been eroded with uncontrollable exchange rates and increasing freight costs. Significant margin improvement must now come from other areas".

What is of real interest to Tony is that of the learning we can gain from other manufacturing sectors which have used market research, design and product development to move portions of their business away from commodities while still keeping the company breathing on traditional products.

Tony says, "Collaboration between market research, designers, and manufacturers is now essential to deliver a differentiated value proposition to the paying consumer. The "ForWood" advertising initiative should be active during 2007, so PMA members need to be prepared and ready with products and systems to leverage off this multi million dollar advertising campaign".

During his term as President Tony is keen to test membership needs; he believes "the PMA enjoys a strong and active membership as always witnessed at the annual conferences. PMA has many strings to its bow and it is now timely to check with members which areas should be given emphasis and resource allocation".

Ends.
