



Issue 8 Vol. 2
Oct. 2004



BC Logbuilders & Timberframers News

BC Wood Seeks Input From Log Home & Timberframe Firms on New Business Model.

British Columbia's large and diverse wood product industry has given rise to a surprising number of industry associations. The industry associations, which represent industry sectors, geographical regions or various wood species, must be careful to ensure that their respective mandates do not overlap. To reduce the risk of overlap (i.e., duplication of services) and increase cooperation, staff and directors of BC Wood Specialties Group (BC Wood) and BC Log and Timber Building Industry (LTBI) met recently in Penticton. The main topic of discussion was BC Wood's initiative to structure the organization by "sectors" instead of by "markets", and to begin this process with the log home and timber frame sector - there are over 50 log home and timber frame companies that belong to BC Wood, making it one of the largest sectors in the organization.

BC Wood's mandate is to assist British Columbia's secondary wood product manufacturers to develop export markets for their products. BC Wood is in a unique position to deliver on this mandate with 250 members, in-market staff, and 15-year track record in market development. The organization is currently structured by target market (e.g., United States, European Union, China, Japan and Korea), since this is the mechanism by which both provincial and federal partners allocate

Continued on p. 8

LTBI Presses For Massive Wood in 2010 Games

Your association began a campaign to ensure maximum use of log and timber in 2010 venues as early as last spring by exhibiting at the 2010 Business Summit at the Wall Center in Vancouver.

We followed this up when Brian Lloyd and Wally Bramsleven met with the VP of Venues for the 2010 Games and received an encouraging response.

Our latest initiative took place after the announcement of the winning Request

"We...will ensure our members have the opportunity to bid on projects which have massive wood elements."

For Proposal (RFP) was announced by the 2010 Olympic Committee for the Whistler Nordic Center facilities. Brian Lloyd met with the venue project manager in September. With their support we will next establish meetings with the two architectural firms designing the facilities. This is the first of many venue RFPs and is expected to be the first venue completed. Design will take place in 04-05 with construction happening in 2006. Slated for construction are a 10,000 sq. ft lodge as the center piece, three 3000 sq. ft specific event centers, several smaller service structures, and even a ski jump which could be a timber structure.

Your association will continue to pursue opportunities to guide designers to log and timber structures. We have offered design consulting support, and will ensure our members will have the opportunity to bid on projects which have massive wood elements. •

President's Message

Buying Within the Industry

In accordance to our ambitions and mandate, the LTBI is establishing itself as THE voice of the BC log and timber building industry. We have been able to proudly maintain our self-funded status for another year, and are gathering the financial resources to continue with our many projects including:

- ◆ Lobbying for continued access to wood fibre.
- ◆ Presentations to decision-makers and architects etc., advocating log and timbers structures in the 2010 Olympic venues.
- ◆ Access and information on bidding on the KVR trestle rebuild.
- ◆ Writing of the final curriculum of our apprenticeship program.
- ◆ Providing training and information related to the running and growing of your business.
- ◆ Input into the ICC, the new building code for the USA, soon to be implemented.
- ◆ Marketing our high quality wood products worldwide (see feature article by Bill Downing CEO of BC Wood).
- ◆ Our Quarterly Newsletter

Continued on p.4

**Plan on Attending the
Big Event
2005 AGM & Conference
Feb. 25-27,
at Quaaquot Lodge Resort,
Chase BC**

Table of Contents:

- P.1- "BC Wood Seeks Input on New Business Model"
 - "LTBI Presses for Massive Wood in 2010 Games"
 - "President's Message: "Buying Within the Industry"
- P.2- "Trust Online and the Bottom Line"
 - "LTBI Moves Ahead With Fibre Access Proposal"
- P.4- "Your High Injury Rates are Linked to Four Issues"
- P.5- "Allied/ Supplier Associate Listings"
 - LTBI Board of Directors and Committees
- P.6- "New ITA New Now In Operation"
- P.7- "Russia Has Plenty of Timber"
 - Associate Carvers' Listings
- P.9- "Contractors' Log and Timber Building Manual"
- P.10- "Roof Layout Using Dietrich's FREE D-CAD-L Software"

Trust Online and the Bottom Line

When the first settlers came to British Columbia they built log and timber frame buildings for warmth and security, today's log and timber frame homebuyers from all over the world apply those same elements to choosing a builder. The difference 100 years or even 20 years makes is the Internet, and that buyers on the Internet are thousands of kilometers away. How do you give them that feeling of trust via a computer screen?

In 1997, the Council of Better Business Bureau's was first approached to help business increase consumer's confidence of doing business on what had become the wild west of the modern era, the web. The BBBOnline Reliability Program was launched in April, 1997 with the support of 11 major corporations: AT&T, Ameritech, GTE, Hewlett Packard, Kodak, Netscape, Road Runner, Sony, US West, Visa USA and Xerox. The BBBOnline Reliability program became available in Canada in December 1999. This is what two respected magazines had to say about the program after just one year in existence:

Money magazine, November 1998. "We did some clicking around to check out the more prominent trust marks, and our view is that the Better Business Bureau's is the gold standard. To qualify, a retailer must, among other things, become a BBB member, provide detailed management information and agree to binding arbitration."

PCWorld, September 1998..

PCWorld reviewed a number of online seals of assurance and found BBBOnline to be the "Best Of The Bunch", saying, "A seal is only as good as the company awarding it. The seal of the Better Business Bureau—an organization that existed long before anyone heard of the Internet—offers more meaningful protection than the others we examined."

From its inception business people recognized the value of the BBBOnline seal based on the 90-year history of the Better Business Bureau organization. In 2004 the Bureau will surpass 20,000 registered web sites, ranging from one-person operations to Fortune 500 companies. Internet users almost universally recognize the Better Business Bureau name. Just under 90% of online shoppers say they would feel more confident buying from a site displaying the BBBOnline Reliability Seal, than from one that does not. (Source: Greenfield Online Survey - 2001)

Currently there are over 40 Log and Timber Frame builders in North America using the BBBOnline Program and many more log and timber frame companies and related suppliers that are members of one of the over 150 Better Business Bureaus in North America.

The standards of membership for the BBBOnline Reliability Seal:

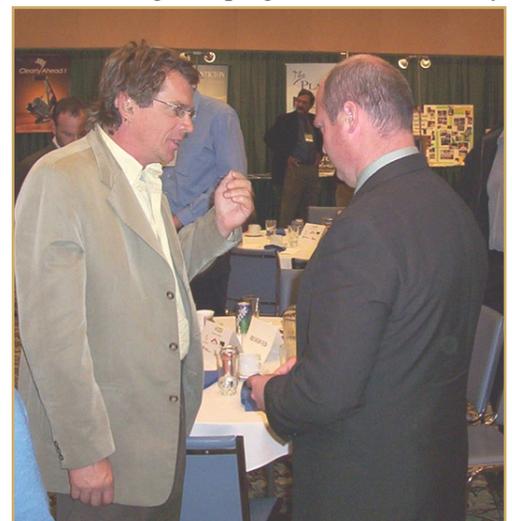
Makes a commitment to high levels of ethical business practices and customer satisfaction. Has been in business for more than a year. Has a satisfactory record



LTBI Moves Ahead With Fibre Access Proposal

Co-Chairs Of The Committee To Meet With The Minister of Forests

The LTBI is moving ahead on plans for a very specific and focused campaign of lobbying that has already caught the ear of the BC government Minister of Forests. Our goal is to ensure we have access to the type and quantity of houselogs we need to fuel the continued growth of our industry. This will not be a minor, or half-hearted effort. The main thrust will begin with a meeting with the Minister of Forests—Hon. Michael de Jong. This past month, Brian Lloyd had the opportunity to meet Hon. Michael de Jong in person, at a conference in Penticton. The Honourable Minister was receptive to our strategy of offering solutions and agreed to a formal meeting with us. We will follow with a letter-writing campaign that will see key



Log & Timber Access Committee Co-Chair Brian Lloyd meets Hon. Michael de Jong, Minister of Forests in Penticton.

BC Ministry of Forests personnel, BC Cabinet Ministers, and local MLAs all receive a letter, personally addressed to them. We will then follow the letter with personal meetings with the all MLAs who have Member Companies in their riding. We may be approaching you to set up a meeting with your MLA to reinforce the strategies outlined in the letter, an abridged version of which follows:

"We are looking to achieve long-term solutions, which create stability to our industry and other value-added producers in British Columbia. We see continued shut down of major sawmills

in smaller communities as the major companies look to increase viability through increase manufacturing scale and increased technology. Where major licensees have been prepared to trade and sell logs during the challenges of the current softwood barriers to the USA, we recognize that it is likely this source will again be reduced as demand for lumber exports return to historical levels. Fibre is the currency of trade. Provide us with access to this currency and we can source trade agreements.

“We wish to make proposal on 4 issues: “1) BC Timber Sales available for open market bidding – 11,300,686 cubic meters – are marketed in very large blocks. To provide access to most value-added producers we request that 10% of this volume be put to bid in smaller cut-blocks. With partnering, several companies can combine to bid on blocks of 20,000 to 30,000 m3. Single companies could bid on 5,000 to 7,000 m3.

“2) Category 2 Sales for companies with manufacturing facilities, yet again these

licenses are larger than small value-added producers can manage. We propose 10% of Cat. 2 sales be made available in bid lots of 5000m3 to 7000m3.

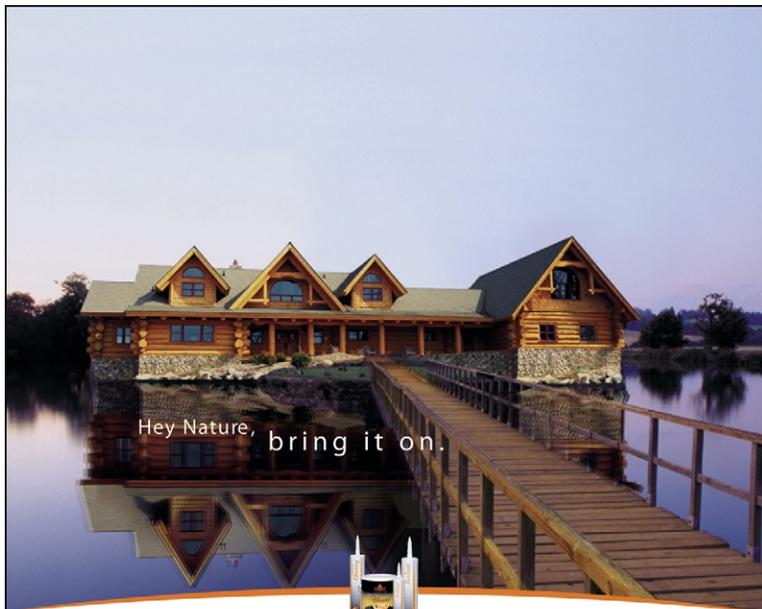
“3) The LTBI supports a multiple access system such as Sort Yards, Community Forests, Salvage Loggers and First Nations licenses. This diverse approach provides further options for woodland communities, especially where major licensees have abandoned community mills for the advantage of regional scale.

“4) We suggest that the success of the Lumby Sort Yard should form the basis of a model for a network of 4 sort yards throughout the province where Major licensees can help ensure Value Added Businesses access to fibre.

“This industry is also capable of utilizing beetle-killed wood and to act as part of the solution to infested forests. To make this feasible, smaller cut blocks with a high percentage of appropriate timber for our members can have an effect on employment in small

communities. We do recognize that creating smaller bid blocks will increase management of licensees, although we feel the advantages to employment in small value added industry will more then make up for the additional administration.”

Since the effectiveness of this effort largely depends on presenting a unified voice, as well as a consistent and non-contradictory message, the LTBI will urge members to maintain focus on our four issues of proposal rather than engaging in independent lobbying efforts. We thank you for your consideration in this matter, and trust that the entire BC industry will profit from the foundation we are laying for a stable fibre supply both now and in the future. The LTBI Log and Timber Access Committee Co-chairs are Brian Lloyd (ph. 250-549-3821) and Kevin Mitchell (ph. 250-547-2700). ●



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Your High Injury Rates are Linked to Four Issues

By Don Nelson, WCB Manager of Industry Services—Construction

Logbuilding is an industry that has no shortage of on-the-job hazards. This seems clear from your experience over the last five years — an average injury rate four times higher than all other B.C. industries.

Besides the physical pain felt by workers, that record over the last five years resulted in \$1,185,000 in total compensation costs. In 2003, each claim took a logbuilding employee away from productive work for an average of 27 days.

In large part, bringing down those numbers means improvement in four accident types that affect most logbuilding operations — either in the yard or at construction sites. Dealing with these industry problems requires action by companies and by individual workers.

The maddening thing is how much of this isn't complicated, but maybe that's because it's the simple things that trip us up — literally. Here's the list of what needs to be addressed. For more details on any of them, contact a WCB officer in your area or check our web site at <http://construction.healthandsafetycentre.org>.

The LTBI, together with WCB, has developed an Occupational Health and Safety Manual template that is available to BC log and timber building companies. If you are interested in a copy, please email Colin at: info@logbuilders.net.

Taking a fall: Over the last five years, falls generated 54 logbuilding claims costing \$510,000. Most could have been prevented by simple fall protection. It's required by regulation wherever a fall of at least three metres is possible, or a fall from a lesser height involves an unusual risk of injury.

Depending on the situation, mandatory fall protection includes guard rails, harness or safety nets and warning lines. More information will be available in the revised WCB booklet, An Introduction to Personal Fall Protection Equipment, to be published early next year.

Whether two metres or ten, falls too often end in serious injuries. Last year, a **4** worker with 18 year's experience

broke his wrist, elbow and shoulder, falling from a three-foot step ladder. He landed just right, or wrong.

Being hit: Called "struck-by" in WCB jargon, this category over the last five years accounted for 40 accepted claims, six of them occurring in 2003. The typical accident involved equipment like forklifts, tower cranes and hiabs. Operators didn't see someone in time or at all; workers didn't realize in time what was coming at them.

Prevention involves more and better training on an ongoing basis. The goals are to improve operators' skills and knowledge and to raise and maintain on-the-job survival awareness for anyone working near this equipment — which is to say just about everyone.

Strains and sprains: Known as musculoskeletal injuries (MSIs), these cost the logbuilding industry \$115,000 in compensation over the last five years.

MSIs generally result from poor material handling, and most often involve the lower back. Frequently, however, shoulders, wrists, knees or other body parts are affected. A good guide to controlling these risks is the WCB publication "Preventing Musculoskeletal Injury (MSI): A Guide for Employers and Joint Committees", available at our web site.

Feel the power: Logbuilding needs power tools like chain saws, but their risks need to be controlled. The painful alternatives include cuts ranging up to and including amputations, hearing loss, and blood vessel problems caused by vibration.

To prevent injuries like those, it's important to wear leg protective devices, properly fitting gloves, hearing protection, a hard hat and face shield.

For more information on any of these for issues, contact a WCB officer in your area or check our web site at <http://construction.healthandsafetycentre.org>.

I'd be interested in knowing what you think of these and other safety issues in the logbuilding industry. Phone me at 604-231-8631 in the Lower Mainland, toll-free elsewhere to 1-888-621-7233. Or email me: dnelson@wcb.bc.ca.

President's Message *Continued from p. 1*

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—Peter Sprelich, LTBI President •

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Theo Weiring

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Scott Jackson

Albert Smith (Board Advisor)

Committee Chairs:

2010 Olympics, Wally Bramsleven:
sitka3@bcinternet.net

Fibre Acquisition, co-chaired by

Brian Lloyd: bg_lloyd@hotmail.com

Kevin Mitchell: kmitchell@uniquetimber.com

Marketing, Peter Sperlich:

sperlich@junction.net

Membership Services, Peter Sperlich:

sperlich@junction.net

Education & Training,

Bob Warren: rgw@khita.com

Business Building, Brian Lloyd:

bg_lloyd@hotmail.com

AGM & Conference, Peter Sperlich:

sperlich@junction.net

Health & Safety, co-chaired by

Brian Lloyd: bg_lloyd@hotmail.com

Peter Sperlich: sperlich@junction.net

Administration, Colin Williams:

info@logbuilders.net.

250-592-9004. Fax: 250-592-9048

Please contact Colin for general membership, newsletter, AGM and Association inquiries.

New Industry Training Authority Now in Full Operation

Skills shortages are a top-of-mind issue for a growing number of industries in B.C., and there's a broad consensus that we need to expand and improve industry training options and outcomes.

So how will this be achieved? Who will lead the process? And what are the implications for employers and apprentices already in the system?

The answers to those questions have become much clearer since the Industry Training Authority (ITA) became operational earlier this year. The ITA, a provincial government agency, now has responsibility for the governance and development of B.C.'s industry training system. And it is already working to bring about concrete improvements.

The ITA is industry driven, and employer and learner satisfaction levels will be among its key benchmarks. The ITA provides information and services province-wide through a contract with Service B.C. – Government Agents.

The ITA has a small and cohesive board, and legislative changes have ensured that, in contrast to the previous system, it is able to act quickly and decisively to bring about improved training outcomes.



Brian Clewes

"Significant change is already underway," says ITA CEO Brian Clewes. "But at the same time, it's important for employers and others to realize that we are continuing to fully support existing apprenticeship programs

and trades. We want to see as many current apprenticeships as possible completed, and want to significantly increase the number of new apprenticeships registered."

The ITA has already implemented various measures designed to encourage more employer engagement and expanded training opportunities. Employers are being given more flexibility in terms of how they integrate work-based training opportunities into their operations.

For example, compulsory trade designations and prescribed apprentice-to-journeyman ratios have been eliminated. Such changes will go hand-in-hand with a stronger focus on training outcomes and other quality and safety-assurance measures.

6 The ITA has also begun to work with industry groups on

the review of proposals for new training programs, and recently approved B.C.'s first new industry-led training program. The Residential Construction Framing Technician program was developed by the Canadian Home Builders' Association – B.C., and is expected to be broadly rolled out this fall.

"This program will help address one of the most pressing skills shortages in a very significant and booming sector," says Clewes. "It also has clearly defined linkages with the existing carpentry credential, and provides what we are confident will be an attractive new training pathway."

The ITA expects to maintain a fast pace of developments in the months ahead. At www.itabc.ca you can sign up for an e-newsletter, in which the ITA will provide updates on new developments of particular interest to employers and industry. Further information on how to access industry training information and services is also provided below.

Industry Training Authority

Located in Richmond, the ITA has responsibility for:

- governance and development of the industry training system
- service quality for employers and trainees
- review of industry proposals for new training programs

Telephone: 604-214-8700

Fax: 604-214-8701

Service B.C. and the Industry Training Centre

Trust Online and the Bottom Line

Continued from p. 2

with the Better Business Bureau. Commits to work with its customers and the Better Business Bureau to resolve disputes that might arise. Has membership in a local Better Business Bureau. Ensures website has a privacy policy.

Why you need the BBBOnline Reliability Seal on your site:

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Protection for your customers and your business. The Better Business Bureau will work with you to resolve any disputes that might arise, including offering an arbitration process managed by the Better Business Bureau should it be necessary. British Columbia companies can compete on a level playing field with companies closer to American consumers, and hold an advantage on companies not registered with BBBOnline.

Investment: In January 2004 the Better Business Bureau of Mainland BC announced a significant reduction in the cost of the BBBOnline program, just \$200 dollars per year, which can include multiple URL's provided they are under one company banner. In addition, local BBB membership fees apply, which are based on the number of employees involved in the company, starting at \$310 dollars per year, with discounts for two-year memberships. These memberships include a number of business services programs to help your business run more profitably including free Human Resources and Legal assistance.

Kevin Rothwell is the Vernon based representative for the Better Business Bureau of Mainland BC. . You can reach Kevin at 250-545-0219 or kthothwell@shaw.ca. •

Continued on p.10

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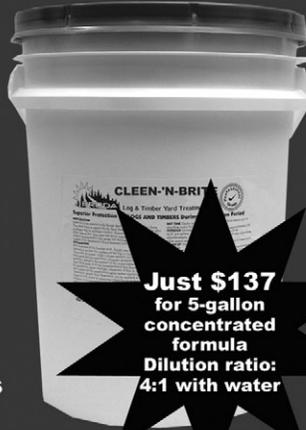
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Russia has Plenty of Timber

And may be an Immerging Player in the Value-Added Market

“Think Canada has tremendous forest resources? Russia has the greatest share of timber resources in the world. The total harvestable forest stands at 722 million hectares (this is equal to 75 billion cubic metres of timber). Canada, in comparison, has an estimated 234.5 million hectares of commercial forest. Currently in Russia, about 135 million cubic metres are harvested annually, which is equal to the combined Annual Allowable Cut for Quebec and British Columbia.

“The Russian timber industry is comprised of largely unprocessed raw and semi-processed exports. The relatively low investments in this sector solidifies Russia as a “cost basis competitor” for world markets of timber. However, Russia is entering higher value markets. This is a trend to watch in the immediate future.”

—Irena Litvinovna, *Logging and Sawmilling Journal*, September, 2004, p. 78. •

2004 Associate Carvers

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Robert Whitehead

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Darren Yelton, Coast Salish Artist

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Mark Coe
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coearts@wlbc.net
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Lester Ned

These carvers have generously supported the LTBI. Please support them.

BC Wood Seeks Input

Continued from p. 1

funding. However, this structure makes little sense for the sectors that BC Wood represents (e.g., Log and Timber Frame, Furniture and Fixtures, Remanufactured Products, Millwork, Engineered Building Products, and Cabinets). We think that it makes more sense for market development priorities to be determined by individual sectors, not by market.

BC Wood is implementing a major shift in its business model. We are proposing to divide the membership up by sectors and pool all the dues paid by the members of each sector. Approximately one third of the dues will go toward covering BC Wood's fixed costs. The remaining two thirds will be leveraged by BC Wood (between 2.5 to 5 times) through government funding programs. To determine how the money will be spent, each sector will establish an advisory committee that will rank priorities; BC Wood will then implement the program. There are two major benefits of this model: 1.) Members will see their dues leveraged several times over; and 2.) Members, through the advisory committee, will determine the marketing priorities for their sector.

Based on our discussion, the LTBI was supportive of this new business model and agreed to help BC Wood seek input from the log home and timber frame sector. **BC Wood would now like to meet with log and timber frame companies to discuss this proposal. The meeting is set for 2:00 pm Friday, November 19th in Kamloops at The Plaza Heritage Hotel, 405 Victoria St.**

As an added incentive to attend this session, BC Wood will present a draft version of recently completed market study on Hybrid Timber Frame homes. This study assesses opportunity for Hybrid Timber Frame homes in the US market and provides recommendations on: the geographical areas in the US to target; the best customer group on which to focus marketing efforts; and a strategy on how to market to the target customer group.

To register for this event, please call BC Wood at 1-877-422-9663. Thank you and I look forward to meeting with you in Kamloops

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—Bill Downing, CEO, BC Wood Specialities Group •

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Contractor's Log and Timber Building Manual

The log and timber building industry in BC is one of the most valuable sectors of the value-added wood industry in Canada. With this in mind, several of our member companies have found that there are certain elements we can improve on as far as marketing our products. One hurdle we have constantly had to overcome is the fact that many American—as well as other foreign—general contractors feel uncomfortable contracting log homes with their clients, due to the procedures involved in finishing log and timber buildings. In more cases than we care to imagine, many general contractors simply talk their clients into a conventionally framed home, even though the clients at first wanted a log or timber home. We feel that this is limiting our **“One hurdle we have constantly had to overcome is the fact that many American—as well as other foreign—general contractors feel uncomfortable contracting log homes with their clients.”**

potential in building sales. But if our industry had a tool to educate and inform potential clients, we could then maximize our opportunities for further export growth.

At this point, there are limited publications that can educate and promote the use of log or timberframe structures as opposed to conventionally frames buildings. And most publications that are available are simply outdated. Our industry's technology is continually evolving, and almost every year, there are multitudes of changes in building techniques. Furthermore, there are several basic techniques with many minor variations within them. We are seeking to develop a basic template for a manual that then can be adjusted by each individual company to their own capabilities, methods and standards.

Also, we are seeking to develop a generic video showing and explaining the most common techniques of framing and finishing our buildings to be used with the manual.

This will be a very valuable tool for the industry to educate potential clients and general contractors. If we had such a tool in place, we

could see exports increase dramatically, thereby improving workforce levels at home.

We are seeking outside funding to review and look into the possibility of developing a General Contractors' Log and Timber Building Manual/Video for the BC log and timber building industry. At this point, we would envision the procurement of a professional consulting

firm to gather such information and submit to a professional writer or writing team to the degree for publication.

We feel this to be invaluable investment for the BC log and timber building industry as well as to the taxpayers of Canada. With increased exports, BC and Canada will be rewarded with increased employment and revenue, which, in turn, produces a healthier business environment and lifestyle for all. ●

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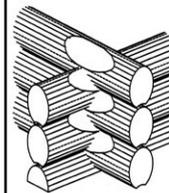
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New Industry Training Authority *Continued from p. 6*

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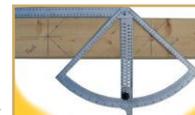
Friday, February 25, 9:00 AM - 5:00 PM

Before the LTBI AGM & Conference in Chase, BC

The workshop will begin with an introduction to our easy-to-learn 2D software, by training you to create floor plans and elevations for log and timber frame structures. You can already download D-CAD-L from the Dietrich's website, however, for the workshop DNA will include some extra features that will benefit participating log builders and timber framers.

Next, the Dietrich's team will teach you how to use the software generated drawings to layout intersecting roof areas. Learn basic roof calculations using both the plan and elevation drawings derived from the free D-CAD-L software.

Participants will also get an extra special price on the NEW Alpha Protractor, including the Dietrich's Roof Layout Manual. The new Imperial measurement protractor is currently in production and will be similar to the protractor pictured in this article.



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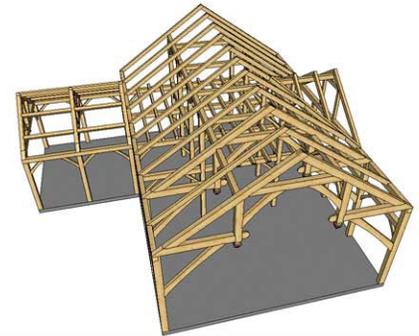
Hand-crafted timber frames are the building tradition in central Europe, so this style of structure formed the basis for the Dietrich's software development. However, as beam processors and SIP manufacturers entered the market, the Dietrich's programmers added modules to assist these industries. In Europe, more beam processors, including the Hundegger, are programmed using Dietrich's software than any other software.

In 2002, Dietrich's began development of a module for round log builders, which continues to be expanded as our clients request innovations. Wil Dancey, Managing Director of Dietrich's North America, is an experienced log builder and timber framer. This has enabled him to guide this development and attract industry leaders as clients.

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