S W E D E N

+ WEI WG marketing

Mikael Westin
The tax issue

• Review of old legislation for tax on heavy metals, pesticides and biocides

• Tax proposals was given at the end of 2017 – not on biocides!

• BUT: written public consultation may lead to new arguments

• Parliamentary elections on 9 September
Lobbying/Communication

• 20” euros in Government sponsoring of school yards
• By application from communities

• We are cooperating with a community in South Sweden + co-financing + our PhD student will design

• Will produce 3 short inspirational films on the project

• Similar project in the autumn in North Sweden
• X euros in Government sponsoring for outdoor environment in suburbs with problems

• We are lobbying some larger cities to encourage cooperation, with the aim of building a better environment with treated timber
WEI WG Marketing

• Meeting in January in Birmingham
• Deborah Clason, Edward Wasson-Beese

• Now three languages on website
• Trying to optimize S E O
WEI WG Marketing

- Image library, contributions welcome
- Marketing of web to national target markets, architects, landscape designers....

- Members pages, Forum for WGs

- Updating the Generic presentation
Welcome to WEI

European industry trade association
Why Choose Wood?
Why choose Wood?

- It is lightweight, easy to work with infinite structural and decorative uses;
- it has a high strength to weight ratio;
- it has outstanding thermal and sound insulation properties;
- its natural mechanical properties give it residual strength
- wood is the only renewable construction material
- wood has a low carbon footprint - requiring less energy to produce than any other construction material;
- Growing trees remove CO2 from the atmosphere.
Durable Wood Products for Outdoor Applications
Tailored Wood Protection: Copper - Organic (water based)

- Use class suitability: UC4 and 5.
  Application process: high-pressure

- Suitable for situations where risk of bio-deterioration is high e.g. ground and fresh water contact components, fencing, decking, timber embedded in masonry. Treated wood has no smell and does not discolour or taint adjacent materials. Treatment imparts a greenish colour to the timber making it easy to identify. A dye can be added to impart a brown colour.
Tailored Wood Protection: Microemulsions (water based)

- Use class suitability: UC1, 2 and 3 (coated).
  Application process: low pressure (double vacuum)

- Ideally suited for internal construction timbers. Although water based, the treatment has little effect on dimensions of timber but may raise the grain. Can be used on joinery items where surface appearance is not of prime importance.
Tailored Wood Protection: Organic Solvent (LOSP)

- Use class suitability: UC1, 2 and 3C (coated)
- Application process: low pressure
- Organic solvent preservatives do not change the dimensions of timber or raise its grain; they do not change the colour of the timber (unless tinted for the purposes of identification), making them particularly suitable for joinery products.
Life Cycle Analysis
www.wei-ieo.eu

- Login: wei
- Password: password
The arrow represents the treatment or impregnation into the wood.

utilising the motif, the logo is born from the organic shape of the x-section contrasted with the bold and solid shape of the directional arrow.
Thank You