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WESBEAM APPOINTS NSW DISTRIBUTOR

Sydney-based timber wholesaler Swan Le Messurier has been appointed as an official Wesbeam distributor for New South Wales and the ACT.

The partnership with Wesbeam will enable Swan Le Messurier to supply Wesbeam's complete range of Laminated Veneer Lumber (LVL) products to timber merchants and frame and truss manufacturers.

Swan Le Messurier has a long history of adapting to the changing dynamics of the timber industry, according to Managing Director Michael Swan.

"When my father established Swan Le Messurier in 1989 it revolved primarily around imported timber, particularly North American Douglas fir," Michael said.

"The product mix has changed dramatically since that time, with the Douglas fir market declining and hardwood becoming more difficult to source. Engineered wood products such as LVL have replaced much of that demand, and we see that as a long-term trend for the industry."

The company has also adapted to a changing market by ensuring it maintains a responsive distribution service from its five acre site an hour's drive west of Sydney's CBD.

"We have recently completed construction of a purpose-built warehouse facility for Wesbeam's products," Michael said.

Wesbeam and Swan Le Messurier share a common approach to doing business that will stand the partnership in good stead, according to Michael.

"We saw in Wesbeam a new state of the art mill, a quality and secure resource, and a committed and forward thinking management team," said Michael.

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“This makes them an excellent fit for Swan Le Messurier.”

Swan Le Messurier has its own technical team that provides a take-off service for customers. This will be backed up by ongoing technical support from Wesbeam, said Denis Cullity, Wesbeam’s Sales and Marketing Manager.

“We are looking forward to working closely with Swan Le Messurier to ensure their customers have access to all the technical and after-sales support they require to maximise the benefits of working with Wesbeam LVL,” Denis said.

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For further information:

Louise Richardson, Louise Richardson + Associates 0411 141 842