

One Success Story *After Another*

We have advertised since 1985, the inception of **The Softwood Forest Products Buyer**. We believe in keeping our name, products and services before the markets we serve, being the wholesalers and wholesale distributors. Several of our customers have told us they enjoy reading your paper! As a result, we feel that it is a very worthwhile investment.



Alden Robbins
Robbins Lumber, Inc.
Searsmont, Maine

Currently utilizing: Seven 1/2 Island, four color ads in The Softwood Buyer and the Inside Back Cover in the NAWLA Special Edition

ROBBINS LUMBER INC., Searsmont, Maine, produce 28mm of 4/4 and 5/4 Eastern White Pine lumber. They have a drying operation to accommodate lumber production, their own paint/priming plant called Penobscot Bay Coatings, and a cut-up shop that produces clothes drying racks and wooden buckets. They may be reached at Tel.: 207-342-5221; Fax: 207-342-5201 or at www.rlco.com.

THE SOFTWOOD FOREST PRODUCTS BUYER

P.O. Box 34908 • Memphis, TN 38184-0908 • Toll Free: 800-844-1280 • FAX (901) 373-6180

Web site: www.millerwoodtradepub.com

E-mail address: apryll@millerwoodtradepub.com

www.softwoodbuyer.com

One Success Story After Another

West Bay has been advertising its Cedar products continuously in **The Softwood Forest Products Buyer** since 1991 when we started our first annual Ad program with black and white quarter pages. Today we use two quarter pages and one half page horizontal in the special NAWLA Traders Market edition in four-color. Our advertising commitment has grown over the years along with our company.

Recently, our Cedar sales team was pictured on the Front Cover of your paper. In a very short time, we got at least 40 phone calls from people we do business with who noticed the photograph. This is proof to us that our Ads are in the right place. We know the people we do business with read '**The Softwood Buyer**'- both suppliers and buyers. To us it makes perfect sense for our Ads to be seen in a newspaper that was created to bring suppliers and buyers together and that is regularly read by industry members.



Chad Findlay, Sales Manager
West Bay Forest Products & Manufacturing Ltd.
Langley, B.C.

Currently utilizing: Three quarter page, four color ads in The Softwood Buyer and one 1/2 Horizontal, four color ad in the NAWLA Special Edition

West Bay Forest Products & Manufacturing Ltd., established in 1988, is a wholesale distributor of Western Red Cedar products. Their products include: fascia, rough dimensions, decking, timbers, fencing and pattern stock. Company offices, yard and milling facilities are located in Langley, B.C., on the outskirts of Vancouver. Chad Findlay, sales manager, says, "The success of our company is due to the success of our customers. We work hard to build strong relationships with them and to understand and service their needs."

You can reach West Bay Forest Products & Manufacturing Ltd. at 9770-199A Street, Langley, B.C., Canada, V1M 2X7, Web Address: www.westbaygroup.com, Phone: 604-881-2850, Fax: 604-881-0259, E-Mail: sales@westbaygroup.com.

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We have been very pleased with the phone calls and inquiries we have received as a result of our advertising in **The Softwood Forest Products Buyer**. As a remanufacturer producing ornamental timbers and specialty products with an extensive milling facility, we were amazed by the phone calls we received from our customers regarding the feature story you did accompanied by photographs. Our company has a small sales staff and **'The Softwood Buyer'** provides Richardson Lumber and Manufacturing the ability to target our customers and potential customers. We definitely see the VALUE!



Jamie Hursh
Richardson Timbers
Dallas, TX

Currently utilizing: Six 1/2 Horizontal, four color ads in The Softwood Buyer

Richardson Timbers is a remanufacturer providing profiling and mill capabilities on large timbers and lumber. They supply Fir timbers as large as 20'x20'x40', Cedar 16'x16'x32' and Oak 12'x12'x20'. They keep a large inventory of timbers on their four-acre yard that is completely paved. Their milling facility consists of rip saws, gang rip saws, resaws, Weinig moulder, surfacers, band saws and an extensive file room. Tel: (214) 358-2314 - Fax: (214) 358-2383.

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Over the years we have advertised in several different magazines and other avenues to reach our customers, but nothing has proven to be as effective as advertising in your paper. Each time one of our Ads appear in **'The Softwood Buyer'**, we always get calls, which proves to us that people take the time to read it. That fact alone gives us, as the advertiser/ manufacturer, the opportunity to let our current customers know we are a progressive company and potentially reach new customers as well.

You and your staff do an excellent job at canvassing the different people in our industry to get a 'feel' for what's really happening and then report it for the benefit of all of us.

Over the years, Wayne, we have gotten to know you personally, and appreciate the integrity and 'extra mile' you put into your business. You manage very well that fine line of good business decisions for your company as well as keeping the best interest of your clients in mind too.



Ralph Schmidt
Columbia Cedar
Kettle Falls, WA

Currently utilizing: Two Back Cover, four color ads and five 1/2 Island, four color ads in The Softwood Buyer and one Back Cover, four color ad in the NAWLA Special Edition.

Ralph and Merry Schmidt are the owners of Columbia Cedar in Kettle Falls, WA. Columbia Cedar is a full service sawmill and finish plant specializing in Western Red Cedar producing KD 4", 6" and 8" V-Joint, a full line of 2 x 4", 6" and 8" Architectural Knotty S4SEE and a full line of 1" boards. Contact Chris at Columbia Cedar: (509) 738-4711.

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We believe in keeping our name, products and services in front of our customers and potential customers.

'**The Softwood Buyer**' has enabled us to do that. We have had inquiries from other parts of the country that in the past, we were not selling. We have advertised since 1985 and are continuing our Ad program.



**Matt Duprey, VP; Sawmill Sales Manager
Hancock Lumber Company
Casco, Maine**

Currently utilizing: Six Full Page, four color ads in The Softwood Buyer and one Full Page, four color ad in the NAWLA Special Edition.

Established in 1848, Hancock Lumber Company is a sixth-generation, family-owned business operating a land company, a sawmill division, and a network of retail lumberyards, home design showrooms, and a truss manufacturing facility. They produce 90 million board feet of Eastern White Pine annually with 3 sawmill locations.

You can reach Hancock Lumber Company at P.O. Box 299 Casco, Maine 04015

Website: www.hancocklumber.com; Phone: 207-627-4201; email: eplummer@ HancockLumber.com

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