

“Me & My Job”

Richard Pickles, group hardwood flooring manager

Richard has been a James Latham employee for 22 years, having joined straight from school and worked his way up the career ladder.

He began his life at Lathams as a timber measurer, during which time he gained the certificate and associate membership from the Institute of Wood Science. He has since held roles in telephone sales, as a sales representative, and as branch product manager before being promoted to group hardwood flooring manager. He is based at Latham's Ossett depot.

Richard commented: “My job entails promoting flooring sales, working with both the

sales staff and customers, and maintaining group flooring stocks. I also train our staff and customers in selling flooring.

Honest

“I enjoy working closely with both suppliers and customers, and being proud to offer new and innovative flooring products. James Latham is an honest, reliable company, and also a forward thinking company that has the back up to be able to offer customers the right goods for the job at the right price, and also has the ability to offer these products ex-stock to be delivered when the customer needs it. The addition of our stand alone website, www.bausenhardwoodflooring.co.uk shows our commitment to providing our customers with up-to-date information.”

When he is not at work, Richard is an avid Huddersfield Town



fan, and is also a member of the local Round Table which raises money for local children's charities. He is a keen hill walker, and likes to escape to the Dales and the Lake District with his family when he gets the chance.

NEW ONLINE LOOK FOR JAMES LATHAM

James Latham plc is pleased to announce that its revamped website with a fresh new look is now live!

The site provides prospective and existing customers with an easy to use, comprehensive guide to the company and also provides information on shareholders, the company's history, career opportunities and up-to-date press releases and stories.

A new stand-alone website has been created for Advanced Technical Panels, the specialist overlaid plywood supplier to the vehicle industry.

The Lathams Ltd website www.lathamtimber.co.uk, will go live in early October and this gives comprehensive information on the vast range of panel products, hardwoods, softwood and hardwood flooring that is held in stock.

Chairman Roger Latham commented: “Our website is a very important tool for us to keep customers informed about our products, and to showcase our materials to potential buyers. We wanted to give a new look to the site ahead of our 250th anniversary next year. Advanced Technical Panels is going from strength to strength, so we decided it needed an individual website so customers can view its product range easily.”

The websites can be accessed at www.lathams.co.uk and www.advancedtechnicalpanels.co.uk

Competition

If the summer holidays are a distant memory and work is back in full swing, chances are you'll already feel in need of another break, so Lathams is offering one lucky reader a one-night break for two with dinner, bed and breakfast at the beautiful Redesdale Arms hotel in Moreton-in-Marsh in the Cotswolds.

To enter, simply answer the following questions:

1. Name two of the WISA® products that James Latham is supplying.
2. What is the name of the timber frame housing manufacturer that is featuring Bausen flooring in its show houses?
3. Where is the dream mansion that AJB Woodworking Ltd recently completed work on?
4. Where did Chris Sutton and Jo Seal visit to identify opportunities to promote Lathams products?



Send your answers with your name, company name, address and telephone number to Catherine Brown, Connectpoint PR, St Johns Court, 19b Quay Street, Manchester, M3 3HN

★ Winner! ★

Congratulations to Graham Allison of Piper Cox Joinery in Kent, who won the patio heater competition in the last issue of Natural Choice.

Natural Choice

News from James Latham Autumn 2006

Issue 10



WISA® Works for Lathams Lathams teams up with UPM



Also inside: Bausen gets a grilling!
Egg-ceptional sales
Lathams goes Stateside



Message from

Roger Latham

Natural Choice

I am delighted to report that the new Lathams and ATP websites are now up and running. They contain updated and additional information on many aspects of our business and I hope you will spare a moment to visit them. For more details see page 12 of this issue of Natural Choice.

As some of you may know, due to strong economies in the Orient and partial success in reducing illegal logging, the availability of some African and Far Eastern timbers is becoming restricted. This has had the effect of increasing prices worldwide. Consequently our buyers are more active than ever trying to locate suitable timbers at acceptable prices for the UK market.

It is noticeable that darker coloured hardwoods are making a comeback so we have increased our purchases of American Black Walnut and African Wenge. And, continuing our policy to buy increasing quantities of third party certified timber, we have contracted for a sample shipment of Padouk, a red African hardwood, which is FSC certified.

In addition, we are working with reputable Chinese suppliers who can trace the source of their raw materials and have placed contracts for the supply of plywoods from that country. However, we are treading carefully because we are well aware that "all that glistens is not gold" and Lathams has a commitment to its environmental policy.

In December I retire after 44 years with James Latham plc. It has been a privilege to work for the family business; rewarding, challenging, interesting, enjoyable. Since starting in 1962, there have been colossal changes in the products we sell, their sources of supply, the structure of the UK timber trade and our manufacturing industry. Without doubt, changes and evolution will continue in the years ahead and I am certain that Lathams will remain at the forefront of this exciting and fascinating industry for many years to come.

Finally, as we approach our 250th anniversary, I wish all our customers, our suppliers and staff happy, healthy and prosperous times.

Roger Latham



SHOULDER TO SHOULDER WITH GABON



Gabonese Forestry representatives, including the Director of Forests, visited James Latham in the UK recently as part of their European tour to learn about the requirements for certified timber from well managed tropical forests.

They spent time at Latham's Purfleet hardwood depot and saw African hardwood being selected against customer's orders. The delegation learned how Lathams identifies and segregates timber which has been verified as legal by SGS and certified as originating from forests which are managed in line with PEFC, FSC and MTCC's stringent guidelines.

Demanding

Director of Latham's timber division, John May, explained how the market, driven by environmentally aware customers and the Government's timber procurement policy, was demanding certified material.

At a meeting the next day in London, jointly chaired by Peter Latham and Geert Lejeune, conservation director for the World Wildlife Foundation, Gabon's forests resources and management practices were explored, with contributions from the Gabonese Forestry Department, NGO's and other members of the UK timber trade. UK market requirements both in terms of specification and environmental certification were allied to the material available and it was agreed that dialogue would be maintained as Gabon changes from primarily a supplier of logs to a supplier of value added products.



Jackson's Bonanza

Richard Pickles and Ian Milne joined in the fun at this year's Jackson Building Centres' Bonanza.

The annual bonanza was held over three evenings at the Lincoln Show Ground, and is organised by Jacksons to promote their products in partnership with their suppliers. The theme of the event this year was the World Cup. Members of the Lathams team were at the stand over the three nights to

advise customers and give information on Bausen Hardwood flooring which is available at Jacksons, and many enquiries were generated as a result.

Interest

Richard Pickles, group flooring manager, commented: "We had a great time at the bonanza, and it gave us a chance to showcase our new flooring products. There was a lot of interest in the FSC Manor Oak range, and we are looking forward to increasing our business with Jacksons in the future."

WE'RE ON THE UP!

James Latham Group has just announced its preliminary results recording a 6 per cent increase on last year's turnover.



The results show a significant increase in operating profits to £4,984,000 against £4,148,000 last year, an increase of 20.2 per cent.

Including disposals, the figure before tax is £11,644,000 against last year's £21,594,000. Excluding this year's profit on the disposal of Nevill Long, the ceiling, drylining and partitioning distributor and last year's profit on the disposal of fixed assets, the pre-tax profit is £5,423,000, 43.2% higher than last year.

Excellent

Commenting, Chairman, Roger Latham said: "Overall, the group shows an improvement on last year. Lathams Ltd, the panel products and timber distributor achieved a 3% increase in turnover. However, due to the global availability of timber products which put pressure on prices and margins, the third quarter was poor, but trading did pick up again in the final quarter."

Roger continued: "Nevill Long Ltd had an

excellent year. Prices of a number of the company's main product lines increased substantially and remained at the higher level. Sales were 20% higher than the previous year and, combined with an improved gross margin, resulted in a record profit of £1,990,000."

Nevill Long's profits had been volatile in the past relying on a narrow customer range and synergy with the rest of the James Latham Group was negligible and the opportunity was taken to sell the company on 31 March 2006, realising a profit of £6,229,000.

Strong Financial Position

After the sales of the Clapton site in 2005 and Nevill Long Ltd earlier this year, and with the pension scheme better funded, James Latham plc is now in a strong financial position and the directors intend to develop Lathams Ltd's core business of timber products distribution over the coming twelve months as and when opportunities arise.

LATHAMS TEAMS UP WITH UPM...

UPM and James Latham have joined forces to promote UPM's WISA® plywood products from Finland.

Lathams stocks a wide range of WISA® plywood products across its nine depots. The range offers solutions from construction to interior decoration, transportation and specific industry needs.

The Finnish plywood is accredited by the Finnish Forest Certification System, which indicates that the forests and forest eco-systems from which the timber is sourced are being used and managed sustainably. The FFCS is endorsed by Programme for the Endorsement of Forest Certification scheme.

Lathams can offer WISA® Birch, WISA® Craft, WISA® Birchfloor and WISA® Spruce across its depots, and



ATP can supply a wide range of overlaid plywood panels from UPM.

Lightweight

WISA® Spruce is a lightweight and economical plywood which is ideal for structural uses. Its low panel weight makes it perfect for roofing, and it is easy to work and nail. In addition, dimensional changes of WISA® Spruce when subjected to moisture variations are minimal. The structural properties of WISA® Spruce are listed in BS 5268 part 2 and it is CE marked Structural 2+.

It is phenolic resin cross-bonded with weather resistant glueing, and is available in 9mm, 12, 15, 18 and 24 mm thicknesses. The standard panel size is 2440 x 1220mm. Tongue and groove is available on request.

WISA® Birchfloor is perfect for creating hard-wearing, easy to

maintain, yet modern flooring. It is available in board sizes 1200 x 600 and 600 x 600, in four thicknesses and is produced to meet the requirements of the Construction Products Directive EN13986 and BS5268 Part 2.

Important

WISA® Birchfloor is ready surface treated with hard-wearing acrylate UV lacquer, either clear or stained oak or dark walnut.

Piers Latham explained: "The WISA® plywood range is very versatile, and we are very pleased that we can offer it to our customers. The birch and spruce used in these plywoods are of the highest quality, and of course, it is very important to us that they are endorsed by PEFC."

NEW TIMBER PURCHASING GUIDE NOW AVAILABLE

The latest Timber Purchasing Information Guide from James Latham is now available, outlining important details about the company's Responsible Purchasing Policy.

The guide lists the certified timber available at Lathams, including the FSC, SGS and PEFC ranges; a portfolio which is expanding rapidly.

A comprehensive Frequently Asked Questions section answers some of the common queries that customers have about responsible timber purchasing, such as why it is so important to purchase legally sourced wood.

The guide also details alternative schemes to FSC, including the Malaysian Timber Council Certification scheme (MTCC) and the Sustainable Forest Initiative (SFI).

A list of ten environmental commitments can be found at the back of the brochure. Lathams is dedicated to purchasing all timber from legal sources and won't trade in endangered species.

For a copy of the brochure, please email marketing@lathams.co.uk, or phone 0116 257 3415.

CHINA IN HIS HANDS

Director Chris Sutton visited China recently to identify opportunities with new suppliers. He travelled to Linyi and Pizhou, situated north of Shanghai, and during his two week trip visited over 20 plywood factories to identify those which could manufacture to Latham's specification.

While there have been some concerns about the legality of species that are used as face veneers, Chris made it clear to his hosts that illegal logging isn't acceptable to Lathams. The company is now developing the use of face veneers that are classed as Domestic Chinese Plantation Specie with the domestically grown Poplar as the core material.

As always, Latham's strict environmental policies were a key focus during the trip, and Chris was pleased to find several mills who are prepared to look at sourcing legal materials and work towards FSC Chain of Custody. In the meantime, Lathams will proceed with caution and will closely inspect the first arrival of Chinese plywood in early September.

Develop

There is also a big opportunity to develop a range of further processed timber components; finger jointed panels and laminated timber.

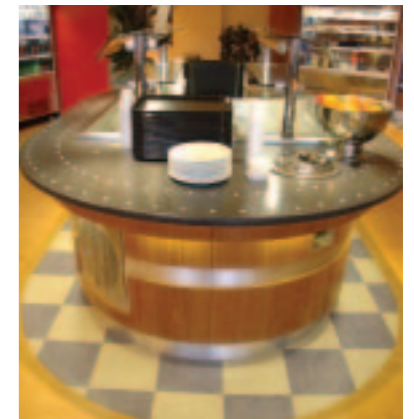
Chris commented: "I was very pleasantly surprised at the quality of products being manufactured, the attention to detail that was given to the finishing and the willingness of the mills to work towards producing to our specification. They expressed a real interest in learning what we expected from them as potential suppliers regarding grades, glue lines, thickness and marking. There is real scope for us to develop quality plywood products for some of our merchant and consumer customer base."

Lathams plans to visit China again in spring 2007 to review developments on plywood and to further progress the processed timber opportunities.

CUSTOMER FOCUS

Prime Design

Prime Design is a Manchester based turnkey package company specialising in the catering sector. The company was established 17 years ago and has been a customer of James Latham for four years.



Prime Design can perform all aspects of any design project. Its highly professional team will draw up the initial design and complete the job right through to the installation, from the floors to the ceilings and even the electrics and the plumbing. The company prides itself on giving customers the best attention at all times and sees good communication as the key to a successful job.

James Latham regularly supplies Prime Design with LG HI-MACS, the solid surface material that is hardwearing and easy to maintain. It is perfect for the catering sector because of its specialist hygiene certificate, and it can withstand the heavy traffic, spills and bumps of service environments.

Complex

Prime Design can perform complex jobs to tight deadlines, and recent projects include the refurbishment of the catering area in Forum Twenty Eight, a theatre and arts venue in Barrow-in-Furness.

Steve Smith, Managing Director of Prime Design commented: "We visit James Latham's Ossett depot roughly once a week for supplies of LG HI-MACS. The solid surface creates a striking effect in any environment, and the material is ideal because it can be cut and formed to fit any area, what's more the wide range of colours compliment other materials to offer enhanced design flexibility."

He added: "At Prime Design we pride ourselves on the quality of our work and the service we provide, and we expect the same from our suppliers. We can be confident that when we visit James Latham the staff will provide the materials to the exact specifications and our needs will be met every time."

ENTER THE ECO ZONE

Chris Sutton and group marketing co-ordinator, Jo Seal, went to The Building Centre on Store Street in London recently to identify opportunities to promote products at the world's largest permanent exhibition for the construction industry.

The centre is a key focal point for all aspects of architecture and design, construction and planning and self build. More than 100,000 visitors and delegates from the industry visit the centre throughout the year.

As a result of the visit, Lathams will be taking a display panel in the Eco Zone to highlight some of the third party certified

products that Lathams promote. Visitors will also be able to pick up copies of the James Latham product guide, as well as the Guide to Environmental Certifications, and three individual product brochures.

The company will also have a link from the Building Centre website. Jo commented: "Having visited the Building Centre, we can see that it is a perfect platform to promote our products. We feel that we need to get our products in front of specifiers, architects and designers, and this is a great way to achieve this."

BAUSEN GETS A GRILLING!



James Latham Dudley has recently supplied hardwood flooring for the new Turner's Grill at the Copthorne Hotel in Birmingham.

The Grill, in partnership with TV chef Brian Turner, is a stylish addition to the hotel in the city centre, with the Bausen hardwood flooring being fitted to create a quintessentially English décor to match Brian's traditional recipes and cooking styles.

Dark Oak

Cymon Yardley, sales rep at Dudley, worked closely with regular customer, Benningway Ltd to ensure the correct specifications were met for the project. Benningway used 100m² of 18mm x120mm Bausen dark oak from the Antique collection. This solid oak floor is hand scraped and hand stained to give an antique appearance which is distinctive to the collection, and it is finished with seven layers of UV lacquer.

A contemporary twist was added to the room through the use of 12mm All Spice from the LG HI-MACS Quartz range on the till area.

English Feel

Cymon explained: "Benningway is a valued customer of James Latham Dudley and regularly comes to us for various sheet materials, so we were more than happy to also supply our flooring range to them. After seeing the restaurant completed I was very impressed and thought the dark oak Antique flooring added a rich warmth to the room. The All Spice Quartz HI-MACS counter added a striking modern edge to a traditional room. As always, it was a pleasure to assist Benningway with this project."

MARKET UPDATE

In this new Natural Choice feature, director Chris Sutton gives an overview of the current timber market:

"The market has been surprisingly busy for Lathams in the summer months, with strong sales being reported at all depots. Supply of plywood from the Far East continues to be difficult with limited product availability, late shipments and rising prices. A similar position exists with Brazil, but we have managed to source adequate stocks of standard and FSC plywood to meet our customers' requirements.

Increase

Due to increased energy, timber, resin and transport costs plus less volume being available to the market, we have seen significant price increases on MDF and Chipboard, a trend that is likely to continue and for the first

time in a long time, we have seen extended lead times during the summer period. If demand for panel products continue at the current rate, we may well see further manufacturers' increases.

Delayed

The supply position on red hardwood has changed over the summer period with shipments of Sapele and Meranti being delayed, less volume being available due to worldwide demand and significant price increases being imposed by the mills.

Once again, we are in a position where we do have good cover both ex stock and on a forward basis. Demand for third party certified material has increased significantly over the last few months and we expect this to continue."

GOING FOR GOLD

Lathams has become a Gold Partner of Potton Ltd, one of the UK's longest established timber frame housing manufacturers.

Potton was established in 1964 and is a market leader in self build homes, while also working with larger developers and builders who wish to take advantage of Potton's superb product range and innovation in the field of modern construction techniques.

James Latham's partnership with Potton was agreed in order to promote its Bausen range of hardwood flooring and provide a platform to showcase its product in Potton's show home. Visitors to the show home can see a sample of the range, and can find out more information about the hardwood flooring portfolio by logging on to www.bausenhardwoodflooring.co.uk.

Antique Bausen flooring with a clear lacquer has been fitted in Potton's self build centre show house in St Neots in Cambridgeshire, and Lathams has also provided Bausen flooring in Maple for the Potton showhouse at the National Self Build and Renovation Centre in Swindon.

Richard Pickles, group flooring manager, said: "Getting involved with Potton gave us the opportunity to showcase our product in a real-life setting. Laying the floor in the show home brings it to life and shows potential customers the quality and finished look of the product, and we are confident that this will lead to many enquiries from visitors to the centre."

PETER LATHAM SPEAKS AT PEFC SEMINAR

Deputy chairman, Peter Latham, was a guest speaker at a PEFC UK Chain of Custody seminar to promote sustainable forest management.

Peter Latham delivered a speech at the event which was aimed at ensuring UK companies understand the importance of chain of custody certification. Representatives from leading UK timber companies with PEFC accreditation were asked to participate in the seminar.

Approved

Lathams was also a sponsor of the event, and has always been dedicated to promoting and supplying timber from legally approved sources, and was the first company to sign up to the Timber Trade Federation's Responsible Purchasing Policy. All of Latham's comprehensive range of wood based panel products and timber are purchased in accordance with the company's environmental purchasing policy.



Peter commented: "I was pleased to be invited to speak at the seminar, and I was only too happy to accept. PEFC accreditation ensures that timber originates from well managed forests, and at James Latham we are committed to purchasing and promoting sustainable material whenever possible.

Importance

We are aware of our responsibility as a national timber importer to do what we can to buy legally sourced and certified wood, and we believe it is vital to make everyone in the timber industry aware of the importance of this issue."

SUSTAINABLE SHOPFITTERS



Lathams deputy chairman, Peter Latham, and director, Chris Sutton, have been invited to present at the National Association of Shopfitters' (NAS) Autumn general meeting in October.

The association promotes all aspects of the shopfitting industry and provides specialist advice and services needed for members to succeed in the marketplace.

James Latham is a member of the NAS, and Peter and Chris have been asked to deliver a guide to environmental certification schemes to the organisation in a bid to make the members more aware of this important issue.

Robert Hudson, director of the NAS said: "Lathams has been most helpful when we have had the need to contact them and has been a generous sponsor of both regional and national meetings. They regularly send their updated product and environmental brochures to our members."

Peter commented: "We want to capitalise on every opportunity to get the message of sustainability across to all sectors of the construction industry, so we are very excited at this opportunity. Lathams does a lot of work with shopfitters, so we were particularly pleased when we were asked to present at the NAS general meeting."

THE PRICE GUIDE IS RIGHT!

The Summer 2006 Product and Price Guide is now available!

The comprehensive guide details Latham's extensive product portfolio, making it easy for customers to choose exactly the right product. The brochure is divided into easy to follow

sections, including hardwoods, softwoods, panel products and flooring. The final section is dedicated to Latham's specialist and overlaid panels arm, Advanced Technical Panels. The guide also includes comments from the

chairman, Roger Latham, director Chris Sutton and timber sales director, John May. For a copy of the guide, contact the marketing department on 0116 257 3415 or email marketing@lathams.co.uk.



FLOORING PRICE GUIDE HITS THE SHELVES



James Latham is pleased to announce the availability of its 2006 Hardwood Flooring Product and Price Guide.

The brochure showcases Latham's popular range of Bausen solid hardwood flooring, designed to complement any construction, fitting or design.

Enabling potential and existing customers to make the right choice; this up-to-date guide boasts an extensive range of new and existing products and accessories in a comprehensive ten page booklet.

High Standards

Bausen, which has recently obtained the Q Mark assurance of quality for part of its range, prides itself on high standards of manufacture through the use of modern technology to achieve the best finish from these selected natural wood species and all flooring has a micro bevel profile giving completed floors a consistent joint detail. Species available include white oak, beech, maple, birch and walnut, plus a 'distressed' range of red, dark and golden oak decors.

For a copy of the brochure, email marketing@lathams.co.uk or call 0116 257 3415.

Lathams help finish dream mansion...



One of Latham's regular customers called on the Wigston team for help with a project which has just been completed - almost 6 years after it first began!

AJB Woodworking Ltd has used Lathams for seven years, and when they were contracted to design and manufacture internal and external joinery to a £3million dream mansion in Loughborough for a customer in 2001, they enlisted Lathams to provide materials for the entire development.

Solid Ash

Ian Milne, timber manager at Wigston, worked closely with AJB to supply the timber needed. AJB required enough mahogany to complete 110 windows and 20 patio doors, and solid ash for 72 internal doors, including frames, architraves and plinth blocks.

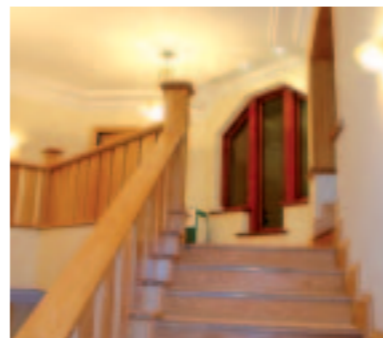
Lathams specially ordered 700m of 9" x 1.25" American ash to finish 220x25 for the skirting, and 125 sheets of ash veneered mdf was used to create seven walk-in wardrobes.

Amarjit Binji, managing director of AJB Woodworking Ltd, commented: "We were

thrilled to be involved with the construction of the house. The owner, Mr J S Chaggar, approached me with the idea of building his dream home, and the scale of the project was very exciting. I have been a customer at the Wigston depot for a few years, and I knew Lathams would be able to provide the exact materials to the correct specifications for the job."

Tribute

Tragically, Mr J S Chaggar passed away before the project was finished. Amarjit added: "The house is a fitting tribute to Mr Chaggar, and I'm sure he would have been extremely proud to see it in its completion. He was an inspiration to me, and I am honoured to have been part of fulfilling his dream."



Lathams goes Stateside...

James Latham staff went Stateside recently to visit one of its biggest suppliers, Baillie Lumber.



Wigston timber manager Ian Milne, Purfleet's Bob Hodgkiss and James White, and Ossett's Neil Walker flew to New York

before transferring to Buffalo, where they were met by John Thorpe, UK representative of Baillie Lumber.

After acclimatising, the team flew to Baillie's concentration yard in Leitchfield, Kentucky, where they were shown round by manager Bob Zandey and inventory manager, Mark Collins. They showed their visitors red and white oak, walnut, maple, ash and cherry.

New York State

The next day saw a visit to the Mullican Flooring plant in Holland, New York State, which was set up three years ago by Baillie president, Don Meyer. The plant takes in approximately 3500m³ of lumber per month - mainly red oak but also white oak, ash and maple - with an aim to convert 50% of it into flooring.

They also visited Potter Lumber in Allegany, NY, which supplies Baillie with red oak, hard and soft maple, cherry, ash and white oak, and then went on to the Baillie concentration yard at Titusville. Due to bad weather, the team couldn't



make the planned trip to the Worldwood facility in North Carolina.

Bob commented: "We had a fantastic time in America and the visit was very worthwhile, as we identified a number of products which could potentially be added to the supplies we get from Baillie. It was good to see a range of facilities - sawmills, concentration plants and flooring plants, and it became clear that the possibilities from Baillie are almost endless.

We were disappointed not to be able to visit Worldwood as we wanted to see the black walnut there, but on the whole the trip was very well organised, and we are very grateful to everyone who made the trip so enjoyable and valuable."

Rushed into hospital!

When Bystewood Architectural Joinery was contracted to a new project at Addenbrookes Hospital, they turned to Lathams for its supplies of Halspan 3-layer engineered particle board door blanks.

Nottinghamshire-based Bystewood has been a James Latham customer since 1992 and regularly visits the Wigston depot for supplies of door blanks and hardwood for making frames. Halspan was needed to make fire doors at the new Genetics and Diabetes Centre at the hospital in Cambridge, and Bystewood is halfway through its eight month contract there.

Halspan has a wide range of applications, and is a fully certified FD

30/60 engineered particle door core that is ideal for the purpose of fabrication with either decorative real wood veneers or plastic laminates. Halspan has recently achieved PEFC accreditation and meets the needs of a demanding customer base. It is also BM Trada Certified for Q Mark Fire Doors.

High Quality

Brian Ketton of Bystewood said: "We have known Bill Blacklock for many years and Lathams helped us begin trading with a credit account. Since then, they have continued to supply us with high quality products at competitive prices. The staff are very knowledgeable and friendly, so it is a pleasure to work with them."

LG HI-MACS MAKES AN EXHIBITION OF ITSELF...



Steve Robinson and the LG team have been busy recently promoting LG-HI MACS at the Kitchen Showcase and preparing for another exhibition in the Autumn.

They exhibited at the Kitchen Showcase at Olympia recently with a stand comprised of a small kitchen and breakfast bar layout which incorporated the key points of LG HI-MACS®. The worktop was in black sand with a colour matched sink, while the breakfast bar was in grey sand. Both had contrasting inlay colours and the breakfast bar had a 100mm front edge incorporating purple LEDs. Chrome stools had seats made from the two colours of the worktop and the breakfast bar.

Successful

Steve Robinson, LG product manager for James Latham, commented: "Kitchen Showcase was very successful for us because it showed the product to a new audience. The visitors to Olympia were a mixture of architects, designers, kitchen retailers, contractors and the public; all people we were looking to target with LG.

We had over 100 visitors to the stand, many of whom approached it thinking that all solid surfaces are Corian. We showed them that there is a serious competitor to the brand leader and pleasantly surprised many people. We have had a lot of enquiries, many of which I'm confident will turn into lucrative orders, and as our first exhibition to the kitchen industry, I definitely felt it was worthwhile."

Exciting

The LG team are now gearing up for their next exhibition at the Birmingham NEC in October. The Association of Suppliers to the Furniture Industry show is this year part of the W6 exhibition, held by the Woodworking Machinery Suppliers Association.

This year, Woodmex will encompass the whole supply chain for the wood industry, and over 400 companies from timber and board supply, machinery, tooling, extraction, services, components and ancillaries will exhibit.

Steve added: "This is another exciting opportunity to promote LG to our target demographic. We will probably exhibit the same products as at Kitchen Showcase, and hopefully we will generate as much interest again!"

LATHAMS JOINS FORCES WITH FSC

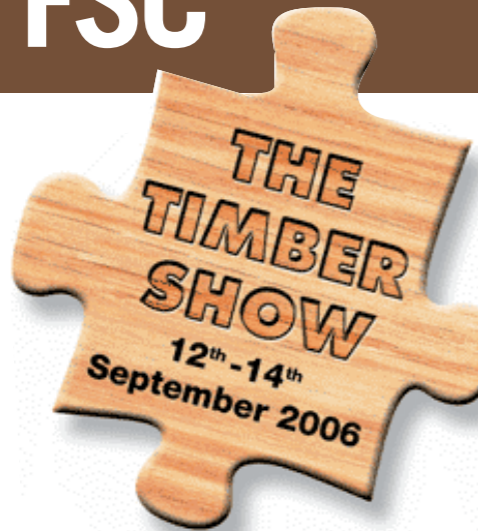
James Latham exhibited at this year's Timber Show (12-14 September, Excel London) in partnership with the Forest Stewardship Council.

The show was supported by key organisations in the industry, such as the Timber Trade Federation, Wood for Good and the British Woodworking Federation, and was a chance to highlight the versatility, performance and environmental benefits of timber.

Lathams teamed up with FSC to promote the company's environmental credentials to key decision makers in the industry who are interested in using timber which has been responsibly sourced; an issue which is becoming more and more prevalent to designers and customers alike.

Progressive

The Forest Stewardship Council is an international, non-profit making association whose membership includes environmental and social groups and progressive forestry and wood retail companies working in partnership to improve forest management world wide. All depots of the James Latham group have now been awarded FSC accredited certification by BM TRADA,



indicating Latham's dedication to this important subject.

Chris Sutton, director of Lathams, said: "We were particularly pleased to exhibit at this year's Timber Show in conjunction with the Forest Stewardship Council. Sustainability is an issue which is very important to Lathams, and we endeavour wherever possible to source timber from legally verified suppliers. We enjoyed showing visitors the extensive range of certified timber that Lathams can offer."

Opportunity

Beck Woodrow, FSC Construction Advisor, added: "The Timber Show was a great opportunity for FSC. By exhibiting with Lathams, we showed timber buyers how easy it can be to make a difference to the future of the world's forests through choosing readily available FSC certified products for their projects'.

The Timber Show attracted visitors from the public and private construction, manufacturing and merchanting sectors.

A Grand Design

Lathams had great success when it teamed up with Solidity at Grand Designs in London to exhibit LG HI-MACS and Bausen flooring.

Solidity, which specialises in the manufacture and installation of one-off products using LG HI-MACS were exhibiting a wet room made of Arctic Granite and Black Granite HI-MACS. The stand took three weeks to build and a further three days to install once on site at The Excel Centre at London Docklands.

Queuing up

A stream of visitors talked to the team at the stand and people were even queuing up to find out more about the products. Nearly 2000 brochures were taken, and almost a hundred people have contacted Solidity since the exhibition for quotations for new build projects. Fourteen orders have been placed by people who had never seen LG before the show.

Chris Cook of Solidity, explained: "As we are a small company, we needed support manning the stand. That help came from Pat Atkins and Sarah Staples from Latham's Hemel depot, and we were glad of all the assistance as we were talking non-stop to visitors to the exhibition. Grand Designs proved to be the perfect platform to showcase our work, and we are thrilled that not only did so many people take an interest in our portfolio, but also that so many visitors have contacted us since and placed orders."



Record Egger Sales!

Lathams saw record sales of the Egger portfolio of melamine faced chipboard in June, and expects the range to continue to grow even stronger.

Ossett was the first depot to stock Egger in November 2002, and due to a high demand, availability was extended to other depots in July 2003, and now that all branches are Egger Select distributors, the full Egger melamine range is available across the entire Lathams network. There has been a fantastic response



to Egger's 'Kaleidoscope' range of mfc, laminates and edgings. The 'Kaleidoscope' concept enables customers to manufacture a colour-coordinated range of products, mixing melamine with laminate for kitchen, shopfitting and furniture applications.

Jason Ream, group melamine product manager, said: "We've had a growing interest in the Egger portfolio, and we are pleased to be able to offer our customers this superb range.

Flourish

We have built up solid relationships with end users who know they can rely on Lathams to supply the materials as and when they are needed, and I am confident that the relationship between Egger and Lathams will continue to flourish as a result of this."

LATEST NEWS FROM AROUND THE BUSINESS

Dudley

The staff at Dudley were pleased to welcome two new members to the team recently. Geoff Burton is a new timber sales specialist, while Amanda Breeze is the latest addition to the panel sales side.

Eastleigh

June was a record sales month for Eastleigh. Decorative panels continue to go from strength to strength, and the range of melamine faced panels and veneered boards is ever-extending. Kelly Olsen has joined the sales staff at Eastleigh, while Jay Strevens and Roger Tonk are new recruits to the warehouse team.

Gateshead

Gateshead is working on a contract with a leading security company to supply materials for the refurbishment of the courts in Bristol. For the project, Lathams will provide 5000 metres of various size machined European oak using 10 cubic metres of FSC stock.

Hemel Hempstead

Congratulations to sales representative Paul Morson and his wife Carly who have had a baby boy. Zach was born on 18th June weighing 9lb 2oz. Also, good luck to Greg Rylands who married his fiancée, Jo, on 2nd September.



On the business front, August has been a record month for LG HI-MACS sales.

Ossett

Ossett has seen excellent results in recent months, due partly to the extensive stock holding across a variety of hardwoods and panel products, which enables customers to order several items on one lorry and to have them delivered promptly. Also, the team is beginning to see an increasing awareness and demand for materials with Chain of Custody, which is now becoming a regular requirement for customers in the region, and Ossett's stock profile includes a wide range of third party certified hardwoods, hardwood flooring and panels.

Purfleet

Lorna Keerman has joined the internal sales team at Purfleet. Lorna has nearly 10 years experience in the trade, having previously worked for Morgan & Co in Strood. The team also has a new sales representative, Daniel Sinfield, who has joined from Stora where he worked for two years.

Thurrock

Team Thurrock continues to build on the success it had at the beginning of the year, and saw a record month in July. Also, the staff were pleased to welcome new fork truck driver trainee, Trevor Chant, on board.

Wigston

The team donned their whites to take part in the annual Thorpe Kilworth cricket match recently. Lathams beat Thorpe Kilworth by 164 runs to 110, and in doing so retained the Thorpe Kilworth Trophy for the third year running. Meanwhile, Paul Bickerton and Andy Rose are new additions to the yard staff.

Yate

It's been all go at the Yate depot recently. They have secured an on-going contract to supply Hilton Hotels with LG HI-MACS through one of its biggest customers, and they also look set to win a lucrative deal involving Bausen hardwood flooring, which Kellaway Builders Merchant is promoting in conjunction with Yate. Meanwhile, the depot took in the first stock consignment of third party certified Iroko in July, which sold out within a month.