

WOOD PRODUCTS AND OTHER BUILDING MATERIALS

- ▶ **2000 output of \$40 billion**
- ▶ **Exports of \$10 billion**
- ▶ **Over 200,000 jobs**

Canadian building products are sold in over 100 countries. Annual output surpassed the \$40 billion mark in 2000, thanks to continuing significant growth in exports which reached \$10 billion following average growth of over 11% for the previous 10 years.

Annual global imports of building products now exceed US\$300 billion, with demand greatest from developed world markets such as the U.S., Japan and Western Europe. Canadian building products exports are projected to grow by 5-6% per year over the next five years, as housing starts in these developed markets recover in step with economic growth.

Canadian companies produce commodity and specialty wood products such as softwood and hardwood lumber, structural and non-structural wood-based panels, engineered wood products, as well as hundreds of finished building components as varied as windows and doors, cabinetry, manufactured housing, electrical fixtures,



builders' hardware, and heating, ventilating and air conditioning equipment. These products are used in all types of construction projects from homes to schools, stores, hospitals, dams, bridges, airports, factories and office towers.

Manufactured wood, engineered wood products and pre-engineered buildings constitute areas where Canada is expected to capture a larger share of world markets. Population and income growth throughout Asia's emerging markets (particularly China) is expected to create new opportunities for sales of wood products and Canadian home building systems.

*Papineauville, Quebec-based **Lauzon Distinctive Hardwood Flooring** began exporting its products in 1990 and quickly acquired a reputation for excellence and reliability in the international marketplace. The company's reputation has been matched by its business successes: since 1989, its revenues have risen from \$3 million to in excess of \$100 million and its workforce has expanded from 19 to over 500. Today, 75% of the company's sales are made abroad. Lauzon's new generation of fusion engineered flooring, and its line of prefinished and unfinished hardwood flooring are recognized on the Canadian, American, Asian and European markets for their high level of quality. This success places Lauzon among the top three hardwood flooring manufacturers in North America.*