

3.4	United Kingdom	27
3.4.1	Market Dynamics	27
3.4.2	Industry Structure	29
4.	COMPETITIVE STRATEGIES	31
4.1	Principal Competitors	31
4.1.1	Construction Grades	31
4.1.2	Higher-Valued Coniferous Products	31
4.1.3	Hardwoods	31
4.2	Canadian Experiences	32
4.2.1	Canadian Image	32
4.2.2	Success Stories	32
4.2.3	Failure Stories	34
4.3	Competitor Strategies	34
5.	OPPORTUNITIES	36
5.1	Overall Opportunities	36
5.1.1	Framework	36
5.1.2	Species	36
5.1.3	Products	37
5.2	Some Specifics	37
5.2.1	France	37
5.2.2	Germany	37
5.2.3	Italy	38
5.2.4	United Kingdom	38
5.3	Product Specifications	38
6.	MARKET DEVELOPMENT	40
6.1	A Multi-Dimensional Challenge	40
6.2	Mill Upgrading	40
6.2.1	The Need for Upgrading	40
6.2.2	Metric Sizing	40
6.2.3	Kiln-Drying	40
6.2.4	Grading	40
6.2.5	Specialized Facilities	40