

SECTOR: Construction and Related Products

SUB-SECTOR: CONVERTED WOOD PRODUCTS

Officer: R. McNally

U.S. Market Opportunities: U.S. converted wood products shipments totalled \$9.5 billion in 1990, down 1 percent from the previous year. Since 1986, when the level of new construction began to decline, the repair/remodelling market has become an increasingly important component of U.S. demand.

The largest industry commodity grouping was wooden doors, which accounted for an estimated 30 percent of industry shipments. Wooden windows comprised 26 percent, while wooden mouldings made up 14 percent of industry deliveries. Other key categories included wooden stairs and components, wood blinds and shutters, exterior millwork, including porch columns and rails. Canada supplies 24 percent of total U.S. wooden door imports and 7 percent of its wooden windows. Canada has also made inroads in supplying doors incorporating alternative materials (moulded doors) which are energy efficient and require lower maintenance.

Canadian Capabilities: Most of the 2,200 industry establishments are small and mainly Canadian-owned, specializing in manufacturing only one product or type of product. Canada's strengths lie in wooden door and window construction where Canadian companies have become world leaders in innovative products designed to conserve energy. Canada has also been very successful in exporting prefabricated wooden homes to the United States.

Canadian exports in 1990 were estimated at \$550 million with wooden doors/windows representing \$50 million, kitchen cabinets at \$33 million and prefabricated wooden buildings at \$70 million. Other exported products include wooden mouldings, flooring, and dowelling.

Strategy: To introduce new companies to the marketplace, particularly those manufacturing niche products (eg. related to energy conservation) where we have demonstrated leading capabilities.

To continue to build on the successful past efforts of small/medium size exporters through participation at major international and strategic regional events.

To maintain and enhance Canadian industry's reputation as a reliable supplier to the expanding remodelling sector through participation in key U.S. shows.