

The Better Brand Network



Better Brand works with the world's finest mills on behalf of US independent retail lumberyards. Pictured here is a mill in the Czech Republic.

When we set out a few years ago to create The Better Brand Network it was based on an evaluation of the state of the lumber industry. What we found was both exciting and concerning.

What excited us was the strength and resilience of the independent dealer. These successful companies showed a commitment to the business practices and values that date back to their origin while adjusting and adapting to today's changing business climate. These companies built America's homes one at a time, and they

are a major force in regional economic development and community affairs.

What concerned us however, was that independent dealers were having a difficult time securing high-grade spruce dimension because of the "Big Box" retailer. The Big Boxes market "Prime cut" and "Top Choice" lines and are putting the squeeze on the Independent dealer. Couple this with a rail infrastructure that is unable to meet today's commercial needs, and the result is a reduction in the quantity of high quality square-edge product available to independent and PRO dealers.

**BETTER
BRAND**
FINEST QUALITY FOREST PRODUCTS OF DISTINCTION



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A Better Brand is Finally Here.

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We decided to do something about it.

The Better Brand Network has been created to ensure the independent lumber dealer has an exclusive flow of high quality wood fiber. We currently buy products from Germany, Austria, Czech Republic, Sweden, Finland, Russia, China, and South America.



Better Brand services ports from New England to Florida and soon will ship products through the Panama Canal

We have formed worldwide partnerships with over 20 industry giants such as Klausner, International Forest Products, and Asia Materials, Inc. who have dedicated large portions of their production to Better Brand. They understand our mission and have embraced the independent retailer as their primary customer.

Better Brand has secured valuable vessel space that ensures monthly shipments to many ports from New England to Florida, and we also have distribution in the Midwest. The far West is our next target and soon we'll be routing vessels through the Panama Canal.

Partners of The Better Brand Network

International Forest Products Announces Support.

After years of planning and forming worldwide partnerships, The Better Brand Network is officially open for business. Among those backing the new initiative is International Forest Products.

“We now support The Better Brand Network and are shipping products from around the world to the independent dealers under the Better Brand label”, said Dan Kraft, President of IFP. “We’re committed to independent distribution and this is a great opportunity to band together to secure the finest forest products from around the world. We’ll provide high quality wood fiber to The Better Brand Network along with access to valuable vessel space on ships headed to North America.

“Obviously we are thrilled to have the support of IFP and the Kraft family” said Mark Westcott a spokesman with Better Brand. “Their dedication to the highest quality products, integrity and business success is unparalleled.”

Holbrook Lumber Exclusive New England Distributor, Others Signing On.

The Better Brand Network announced that Holbrook Lumber located in Albany, New York would be the exclusive wholesaler for Better Brand products in the Northeast. Holbrook was established in 1911 and has been an early protagonist for The Better Brand Network.

Peter Krihak, president of Holbrook states, “We’ve been in the European marketplace for five years now. Securing high grade fiber from overseas is no small feat. It requires contacts and a consistent presence there. Through The Better Brand Network we now have that presence.”

Additional distribution has been secured with exclusive Better Brand territories and more are on the way.

“Better Brand purchasing contracts are in place, vessel space has been secured, and product is flowing monthly into the independent dealer network.” states Westcott.



Products offered through the Better Brand Network

Premium Studs	Boards,	Timbers
Premium Square	Pattern Stock	Primed Finger Joint
Edge Dimension	Decking	Boards/Bevel