



# MONTHLY BULLETIN

## Executive Director Commentary

by Sid Watts

### Japan - Land of the Rising Sun

America is our closest trading partner and almost always the one we think of first when we are thinking of exporting. There are many things we have in common with the United States. However, there are other markets beyond the US and it is important to look for other opportunities. Atlantic Canada needs to look at other possible markets. Could Japan be one of the better possibilities?

The first thought is it is too far away. But in this age of truly global trading, can we really think this way? If we think we have good quality and competitive products then we best get out there and do some competitive marketing! The markets are not going to come to us. The sales are going to go to the countries, regions and businesses that get out there and promote and sell their products. The second reason you might be thinking is it's too expensive to ship to Japan. Well, I did some checking and a 20 foot container is about the same price out of Halifax as the port of Vancouver! A 40 footer is less than \$500 in the difference. So it isn't the shipping cost that are holding us back. Therefore, it must come down to language, culture and effort. With a little effort we can surely overcome the language and cultural barriers. I have no doubt that there are some other barriers but again with more effort we can find success in this

market.

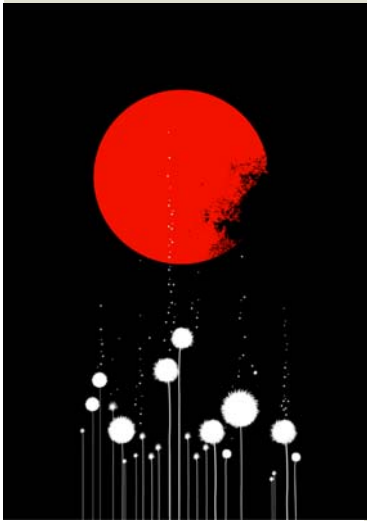
The west coast is shipping boatloads of containers to Japan filled with building materials. Atlantic Canada ships the occasional container. So what is wrong with this picture? Why can we not rally together and do more marketing of our products? You've seen me write in past articles that Atlantic Wood could be a vehicle for collective marketing; but, it takes support from businesses and other organizations.

Quite a few years ago Atlantic Canada made a combined effort to enter the Japanese market. It was a vision shared all across Atlantic Canada. It was not a smooth ride but it did open new markets in Japan. Somewhere along the way the wheels fell off this initiative and we seemed to completely give up. Of course it didn't help that the Japanese economy was in significant trouble. Things stabilized and are now improving. But we seem to have given up and are allowing products from other parts of the globe to take all of the market share. Even with all the troubles experienced with our first major marketing effort into Japan we are still, to this day, shipping some Atlantic Canadian products. Frankly, even this small amount would have come to an abrupt end a few years ago except for a chance meeting with one Japanese company at an event in British Columbia. This Japanese importer was about to lose their Canadian supplier and through the work of the re-

gional association we were able to save this business. Now is the time to look at this market again.

Japan is the second largest housing market in the world. The country, as a whole, can be broken down into several regions with distinct differences. In general, there is growing interest in western style homes. There is competition among builders and developers to show unique designs to attract buyers. Atlantic Canada needs to feed this desire for western style homes with Atlantic Canadian building products. I was recently asked by a Japanese buyer for some information on Cape Cod style homes. They may be looking for western style homes but they still want the Japanese sizes, designs or amenities. Do not simply send or market the exact same product you would for the North American market. Instead, build a relationship and make the necessary changes to sizes and styles for the Japanese market. Let's make happy customers. Happy customers buy more products!

Japanese people regard Canadian building products as some of the best in the world. However with advancements in technology and processing we may be falling behind other parts of the world. If we do nothing we will slowly lose our "Canadian" competitive edge. It is time to revisit and reconsider this market where the "Canadian" name alone will open many doors. It is time for Atlantic Canada to return to the "Land of the **Rising Sun**".



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## PROTECTING WOOD PRODUCTS FROM TERMITES AND DECAY SEMINAR

Business New Brunswick, NS Department of Natural Resources, Maritime Lumber Bureau and Atlantic Wood in partnership with FPInnovations are offering a half day seminar on Wood Protection and Durability. Atlantic Canadian companies considering markets in the Caribbean, Central America/Mexico, Asia or any markets where termites and high humidity may be a problem should plan to attend this event.

Dr. Paul Morris, FPInnovations, Vancouver will be sharing his knowledge of termites and wood decay and what our options are to protect our wood products.

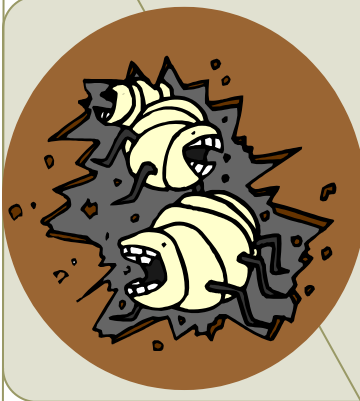
**MAY 21, 9:00 am**

**FUTURE INN**

**MONCTON, NB**

Registration will be available on line through Service New Brunswick, after May 5.

More information will be provided through MLB, NBFPA, Atlantic Wood, or your regional government representative.



### Winners of a **FREE** Marketing Package !



### And the Winners are.....

For the past two months Atlantic Wood has been advertising a draw for free online marketing packages. These include a rotating ad on our Home page, [www.atlanticwood.ca](http://www.atlanticwood.ca) and an unlimited number of product categories to list your products. This is a \$150 value. We had one draw for Active Members and one draw for Associate Members. The lucky winners are:

**Active Member**

River's Bend Wood Products

Antigonish Co, NS

**Associate Member**

Wood Science and Technology Center

Fredericton, NB

Congratulations to each of these winners! I'll be in touch with each soon to get your information on Atlantic Wood's Home Page.





# BUSINESS SPOTLIGHT

## Holson Forest Products

Holson Forest Products, located on the Great Northern Peninsula of Newfoundland, is one of the largest employers in the area, employing a range of individuals from well seasoned in the forest industry to new trainees. Ted Lewis owner of HFP also owns a log harvesting company, Lewis Logging Limited. Holson Forest Products just finished upgrading it's sawmill from a four million board foot to a 10 million board foot mill.

The sawmill's main source of income is construction lumber along with some specialty products. With a production level of 10 million board feet it is very difficult to compete in the commodity market against the larger more efficient sawmills with no market for sawmill residue. Coupled with the realization that the market for pulp wood is drying up, Holson decided to investigate possible sources for it's by products. The company after careful analysis made the decision to invest in a pellet plant to begin productions in the fall of 2010 with emphasis on the overseas markets.

*Holson Forest Products Limited*



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## Stiles solid wood equipment now available in Canada through CNC Automation

GRAND RAPIDS, Mich. – Stiles Machinery Inc. is pleased to announce their line of solid wood equipment is now available in Canada through CNC Automation.

As the world's largest independent supplier of woodworking equipment, Stiles utilizes forty-five years of industry expertise to align solutions, technologies and strategies to support their customers' needs. In 2006, Stiles introduced Solid Wood Technologies as a direct response for manufacturers who required machinery solutions for solid wood applications in addition to traditional panel processing.

Kentwood moulders were the company's inaugural product offering, and in just a few years they have become the U.S. market leader according to UCC-1 lien data. Since the introduction, Solid Wood Technologies has become a comprehensive product line that includes Kentwood moulders, grinders, and multi-rip saws as well as System TM optimizing solutions, material handling, and scanning systems.

Now Stiles is pleased to announce their solid wood equipment is available in Canada through CNC Automation. Based in Quebec, CNC Automation also has a record of quickly gaining market share. Since it was founded in 1991, the company has become the largest Canadian owned supplier of machinery solutions.

"It's important for Stiles to partner with industry leaders to provide the best solutions available to meet the needs of our customers," stated Robert Slater, Vice President for Stiles. "We are excited for the opportunity to partner with a market leader such as CNC Automation run by a renowned innovator such as Andrew Legault."

A few years ago, CNC Automation expanded their St. Zotique facility from 9,000 to 25,000 square feet while also investing in environmentally-friendly upgrades. A large part of the expansion was accommodating the CNC Automation Training Facility, which features state-of-the-art classrooms and has the capacity to simulate an entire production line. Currently the largest privately-owned facility of its kind in Canada, it's also home to the company's R&D department as well as software development and support teams.

"It is rare to find such perfect symmetry between two companies, especially companies from two different countries," said Andrew Legault, President and Founder of CNC Automation. "CNC Automation mirrors Stiles commitment to customer service, technology and 'real world' application solutions. It is these core values that will ensure our future success."

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CNC Automation will introduce their new Kentwood offerings at Bois-Etc (fka Technibois), April 28-29 in Quebec City.

For more information, contact Robert Slater, Stiles Machinery, at 616-698-7500 or [rslater@stilesmachinery.com](mailto:rslater@stilesmachinery.com) or Andrew Legault, CNC Automation, at 866-944-5524 or [andrewl@cncautomation.com](mailto:andrewl@cncautomation.com).

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## **L'équipement Stiles destiné à l'usinage du bois massif est maintenant offert au Canada par l'entremise de CNC Automation**

GRAND RAPIDS, Michigan. – Stiles Machinery Inc. est heureuse d'annoncer que sa gamme d'équipement conçue pour le travail du bois massif est maintenant offerte au Canada par l'entremise CNC Automation.

À titre de fournisseur indépendant d'équipement à usiner le bois le plus important au monde, Stiles met à profit ses quarante-cinq années d'expérience dans l'industrie afin de commercialiser des solutions, des technologies et des stratégies qui viennent répondre aux besoins de sa clientèle. En 2006, Stiles a lancé *Solid Wood Technologies* pour répondre aux fabricants qui nécessitaient des solutions de machinerie adaptées aux applications sur bois massif en plus du traitement traditionnel des panneaux.

Les moulurières Kentwood furent les premiers produits à inaugurer la nouvelle ligne de l'entreprise, et en quelques années elles sont devenues les premières sur le marché des États-Unis selon les données de UCC-1. Depuis son lancement, *Solid Wood Technologies* est devenue une gamme de produits complète comprenant des moulurières, rectifieuses de profils et déligneuses à lames multiples ainsi que les solutions d'optimisation System TM, comprenant des systèmes de manutention et de numérisation par balayage.

Stiles est heureuse d'annoncer que son équipement conçu pour le bois massif est maintenant distribué au Canada par CNC Automation, une entreprise située au Québec qui affiche également une croissance record dans le marché. Depuis sa fondation en 1991, CNC Automation s'est vite taillé une place de choix comme le plus grand fournisseur privé d'appartenance entièrement canadienne de solutions en matière d'applications de machinerie dans le domaine du bois ouvré.

« C'est important pour Stiles d'établir des partenariats avec des entreprises prépondérantes de l'industrie afin de fournir les meilleures solutions qui soient sur le marché pour répondre aux besoins de nos consommateurs », nous confiait Robert Slater, vice-président de Stiles. « Nous sommes très enthousiastes à l'idée de ce partenariat avec une entreprise de premier plan, telle CNC Automation, et qui de plus est dirigée par nul autre que l'innovateur de renom, Andrew Legault. »

Il y a quelques années, CNC Automation a agrandi ses installations situées à St-Zotique, qui sont passées de 9 000 à 25 000 pieds carrés, et a également investi dans des améliorations écologiques pour ses nouvelles installations. Une grande partie de cette expansion a servi à aménager le Centre de formation national de CNC Automation, qui comprend des salles de cours équipées de la plus récente

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technologie, et qui de plus permet de simuler une ligne de production complète. À l'heure actuelle, il s'agit aussi de l'installation de propriété privée la plus importante de ce genre au Canada œuvrant dans le secteur du bois ouvré. C'est également le lieu où s'effectuent toutes les activités de recherche et de développement de l'entreprise ainsi que le développement de logiciels et le perfectionnement des équipes de soutien. Selon Andrew Legault : « La plupart de nos visiteurs nous disent qu'ils retirent énormément de leur visite, soit des informations qui dépassent grandement le simple fait de voir fonctionner leurs machines. »

« Il est rare de trouver une symétrie d'une telle perfection entre deux entreprises, tout particulièrement lorsqu'il s'agit d'entreprises de pays différents », explique Andrew Legault, président fondateur de CNC Automation. « L'engagement de CNC Automation est à l'image même de l'engagement qui anime Stiles relativement au service à la clientèle, à la technologie et aux solutions appliquées aux réalités du travail. Ce sont ces valeurs fondamentales qui assureront notre succès futur. »

CNC Automation lancera bientôt sa nouvelle panoplie de produits et de service Kentwood au salon Bois-Etc (Technibois), qui se tiendra les 28 et 29 avril au Centre de Foires de la ville de Québec.

Pour de plus amples renseignements, veuillez contacter Robert Slater, v.-p. de Stiles Machinery, au 616-698-7500 ou par courriel au [rslater@stilesmachinery.com](mailto:rslater@stilesmachinery.com) ou contacter Andrew Legault, président fondateur de CNC Automation, au 866-944-5524 ou par courriel au [andrewl@cncautomation.com](mailto:andrewl@cncautomation.com).

# Weinig affirms commitment to Holz-Her's future

Added: April 20, 2010



*Commemorating Weinig's purchase of Holz-Her are Stefan Krebs, head of Holz-Her's international marketing, left; Walter Fahrenschon, Weinig chairman; Frank Epple, Holz-Her's director of sales; and Klaus Muller, Weinig's communications manager.*

**TAUBERBISCHOFSCHEIM, GERMANY** – Following up on its announced purchase of [Holz-Her](#) on April 1, [Weinig AG](#) said owning Holz-Her furthers its strategic growth plans.

Dr. Thomas Bach, chairman of Weinig said, "With this step, Weinig has shown its determination not only to retain, but to expand its leading market position specifically in this difficult economic climate. The Kuwaiti shareholders fully support this investment in the future of the company."

According to the company's press release, "The latest acquisition marks a return of Weinig to its growth strategy which had been interrupted by the economic crisis. In the past Weinig had completed its solid wood process chain through consistent integration of key companies such as Waco, Dimter, Grecon, Raimann and Luxscan. The acquisition of Holz-Her adds a proven specialist for panel processing machines."

Holz-Her will be managed under the umbrella of the Weinig Group as an independent business and production division with its own brand presence.

"The core competence of Weinig is solid wood. We will remain true to this strategic direction" said Walter Fahrenschon, chairman of the board of management. "Holz-Her is a prime manufacturer with a great deal of potential, know-how and international deployment."

In its press release, Weinig indicated that the financially-strapped Holz-Her will benefit from its new owner. "As a globally established market leader, Weinig can offer the newly integrated company an ideal platform to market its attractive product portfolio successfully once more. However, Weinig also wishes to profit technically from Holz-Her, particularly in the fields of CNC processing centers as well as edge and cutting capabilities. Synergy potential for the future has been identified in production and materials management as well as services such as marketing and human resources."

"The customer will certainly be the winner from this new partnership," Fahrenschon said. "Holz-Her is a brand which represents a piece of German engineering. We are pleased to be able to secure the future of this long-standing name."

### **New Insurance Provider of Atlantic Wood Specialties Association**

Gallagher Lambert is pleased to announce that we are now the “Official Insurance Broker” of the Atlantic Wood Specialties Association. We will work with the association and its members to provide the best insurance coverage at our preferred pricing. One of the areas we specialize in is manufacturing. We represent the best manufacturing markets in the country. As a client you will receive the best customer service in the industry, preferred pricing and a risk management analysis. For more information and an insurance quote please contact:

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Business Development Manager  
Gallagher Lambert Group  
349 Herring Cove Rd.  
Suite 205  
Halifax, NS  
B3R 1V9  
(Office) 902-479-3314  
(Fax) 902-479-3372  
(Cell) 902-225-2686  
**[www.gallagherlambert.com](http://www.gallagherlambert.com)**



### **Gallagher Lambert History**

Gallagher Lambert Group is the Canadian division of Arthur J. Gallagher & Co., one of the largest commercial insurance brokers in the world. We deliver a full range of insurance and risk management products and services, including traditional and loss-sensitive coverages, captives, alternative risk solutions and financial products.

We have eight offices in Canada to provide local service and knowledge and a global network of strategic partners in more than 100 countries. By building long-lasting, honest relationships with our partners, they provide clients greater market access, competitive pricing and program flexibility, which have a positive impact on the underwriting process.

Gallagher Lambert Group is the Canadian division of Arthur J. Gallagher Risk Management Services, Inc., the North American retail property/casualty insurance brokerage division of Arthur J. Gallagher & Co., one of the largest commercial insurance brokers in the world.

## Stop the Press!

## This just in!

### Canada Invests \$2.8 Million To Increase Business For Quebec Forest Industry

Source: Government of Canada Posted on: 29th April 2010

#### Government of Canada Supporting Competitive Forest Sector at Home and Abroad.

The Honourable Christian Paradis, Minister of Natural Resources, today announced \$2.8 million in funding to expand domestic and overseas market initiatives for Quebec's forest industry.

In his keynote speech at the États généraux du bois dans la construction 2010, Minister Paradis committed \$1.2 million through the Canada Wood Program to the Quebec Wood Export Bureau (Q-Web) to support the development of overseas markets for Quebec wood products.

An additional \$1.6 million was committed through the North American Wood First Initiative to support programs delivered by Cecobois (Centre d'expertise sur la construction commerciale en bois) to help increase the use of wood in non-residential construction in Quebec.

"The forest sector and the local communities it supports form the backbone of our economy, and this Government is ensuring they are getting the support they need," said Minister Paradis. "These initiatives will facilitate the promotion of Quebec wood and wood products from here to the shores of Europe and Asia."

This funding is part of a \$170-million investment from Canada's Economic Action Plan to deliver Forest Sector Innovation and Expanding Markets Initiatives to assist the Canadian forest sector in responding to global economic challenges.

These funds complement other federal forest sector initiatives in Quebec, such as:

- \* the establishment of a Canada-Quebec Forestry Task Team, which has resulted in \$235 million in investments to support projects benefiting forest workers and communities;
- \* the \$1-billion Pulp and Paper Green Transformation Program, which provides Quebec-based companies with access to \$265 million in financing to initiate environmental projects in their facilities; and,
- \* the recently established Temporary Initiative for the Strengthening of Quebec's Forest Economies, which will help Quebec forest communities expand and diversify their economic activity with \$100 million over three years.

The Government of Canada is making key investments in Quebec's forest industry to help expand markets overseas and in Canada.

Natural Resources Minister Christian Paradis announced funding of \$1.2 million for Quebec Wood Export Bureau and \$1.6 million for Cecobois to help strengthen Quebec's forest sector on a national and global scale.



#### Brief Commentary on this Announcement.

Just a quick comment on this for now. Don't get me wrong, I am happy to see the federal government and provincial government of Quebec team up to strengthen the forest industry and support the value-added wood products sector in their province through the Canada Wood Program. There are similar programs in Ontario and British Columbia. In a nut shell, the 1.2 million dollars put forward by Quebec will be matched by the federal government to support non US export marketing, which is why you see Asia and Europe mentioned. This includes marketing of value-added wood products. So far Atlantic Canada has not accessed this program. What will it take for this program to be adopted in Atlantic Canada. First it will take a sound proposal from the sector in Atlantic Canada. And second, it will take the combined willingness of four Atlantic provinces to work together in funding the proposal so that Atlantic Canada can get on a more equal footing with the rest of the country. We don't really want to be left out, Do We?

# WANTED!

Small Quantity of Veneer.

A coop student (Zach Shoemaker) in Charlottetown, PEI is looking for a little assistance from the value-added sector in Atlantic Canada. This gentleman has a passion for skate boards or more specifically "Long Boards". The best way to describe this growing sport is "Luge on wheels".

Mr. Shoemaker is looking for a small quantity of veneer to try out his idea of making boards locally. If things go well, he will be looking for an ongoing supply but first he would like to experiment on his building skills. If someone has some unused odds and ends of veneers lying around collecting dust perhaps you would consider donating it or sell at a reasonable price to Mr. Shoemaker. Or if you know of a source of veneers that he can follow up on that would be great.

If you have any information that will be helpful to Mr. Shoemaker you can reply to me at [sid@atlanticwood.ca](mailto:sid@atlanticwood.ca) or call at 902 838-0623. It would be nice to have another wood product manufacturer in our midst.

## Upcoming LEED Workshops

### 2010 LEED Workshop Schedule Atlantic Canada

[LEED Canada Documentation, May 12, 2010, Halifax](#)

[LEED Canada for New Construction, June 16, 2010, Fredericton](#)

[LEED Canada for Homes, June 29, 2010, Halifax](#)

[LEED Canada for Homes, September 15, 2010, Fredericton](#)

[LEED Canada for New Construction, September 28, 2010, St. John's](#)

[LEED Canada Core Concepts & Strategies, October 28, 2010, Halifax](#)

[LEED Canada for New Construction, November 24, 2010, Moncton](#)

[LEED EB:O&M, November 24, 2010, St. John's](#)

[LEED Canada for New Construction, November 25, 2010, Halifax](#)

## **FOOTNOTES**

### **Bill C-429**

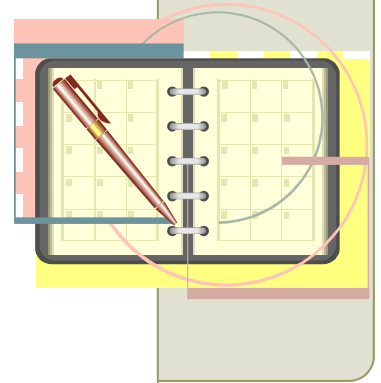
**A bill to encourage the use of wood in federal buildings is before the House of Commons. According to the website it was introduced in June 2009. It is my understanding that it is once again before the House of Commons.**

**You can read the bill at:**

<http://www2.parl.gc.ca/HousePublications/Publication.aspx?Docid=4329902&file=4>

## **Forest Certification Brochure**

The Forest Products Association of Canada has just released a new brochure entitled Forest Certification in Canada. It describes the various systems and touches on Chain-of-Custody Certification. You can view or download this brochure at our website ([www.atlanticwood.ca](http://www.atlanticwood.ca)) under publications



## Advertising in the Monthly Bulletin

The Atlantic Wood Monthly Bulletin is a prime location to advertise to a targeted Value-added wood products sector. The Bulletin will continue to offer the one page "sponsor" ad for **\$150** per issue. In addition other ad space will be available. A 1/2 page ad will be available for **\$100**.

Business card size ads will be available for **\$30** per issue or a package of 12 consecutive issues for **\$200**.

### Business Spotlight



Atlantic Wood would like to put the **Spotlight** on one company each month. To have your company in the **Spotlight** please send me a description of your business. The write up will be between 75 & 150 words. I'll keep the information on file and print one each month. If you are looking for "extra attention" just send me your company profile in a form ready to be added to the Bulletin. It is that easy!



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### Membership Applications

Our application is on the next page. Have a



Simply print off and fill out and either fax or email to the address below...it is **THAT EASY!**

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**Membership Application 2010**

Company Name:

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Contact Person:

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Address:

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2010 Membership Fee - \$250 + \$12.50 (GST) = \$262.50 **(under \$22.00 per month!)**

Please make cheque payable to Atlantic Wood.

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