

# Timber Topics

Making the most of merchant sales throughout the year

March 2020

## Get Decked Out for Easter

Decking options for every market segment



### Variety: the spice of life & business

Maximise your sales potential by investigating the different types of decking now available to merchants. There's a decking price-point for every customer, from softwood to composites, hardwoods and modified woods, to anti-slip decking to help the elderly and families.

Samples are your best route to success. Show customers the look and feel of the product: handling it is perhaps more inspiring than looking at a stack of decking in the yard.



### Giving the right treatment

Solid softwood decking needs a preservative treatment to protect it from the weather. Dirt, leaves and moss, if not swept off, can turn to earth and affect the deck surface over time. Ask your supplier for deck boards treated to Use Class 3. This will better protect the decking long-term, and will protect your reputation alongside it.

Most hardwood decking will not require preservative treatment and can achieve quite a different look and feel. Composite decking generally needs no further treatment. Ask your TTF member supplier for advice and samples.



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Photo: Kebony®



Photo: Marley



Photo: Lignia® Wood



Photo: ThermoWood®



Photo: Accoya®

### ***Presentation & knowledge aids sales***

Check the appearance of your decking stock. Does it need re-stacking? Remove any pieces that you wouldn't buy yourself and sweep up any dirt or leaf litter from winter. Signage to find your decking offer needs to be clear on arrival at the branch. Also signpost any accessories, fixings and coatings.

Equip staff with knowledge of hardwoods available as decking and maximise the potential of anti-slip decking for families and more elderly customers.

### ***Selling the right decking substructure***

The British Standard covering decking joists and substructures is changing during 2020, to requiring all substructure timber to be treated to Use Class 4. Merchants will need to segregate stocks of deck joists away from standard carcassing, which can often have the same dimensions. Standard carcassing is only treated to Use Class 2 for interior use so will fail if used outside. Check with your TTF supplier on the right product for the job.

## **NEW DEVELOPMENTS IN DECKING**

Decking is now available in modified woods, such as Lignia®, Accoya®, Kebony®, and ThermoWood®, all of which give additional durability and life span. They are also made to be fully recyclable at the end of their extended life. There are also many wood-plastic composite decking systems available. With the plastics debate in society gaining attention, check with your supplier on product content and recyclability. Visit our dedicated Merchant channel at [ttf.co.uk](http://ttf.co.uk) for suppliers.



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