

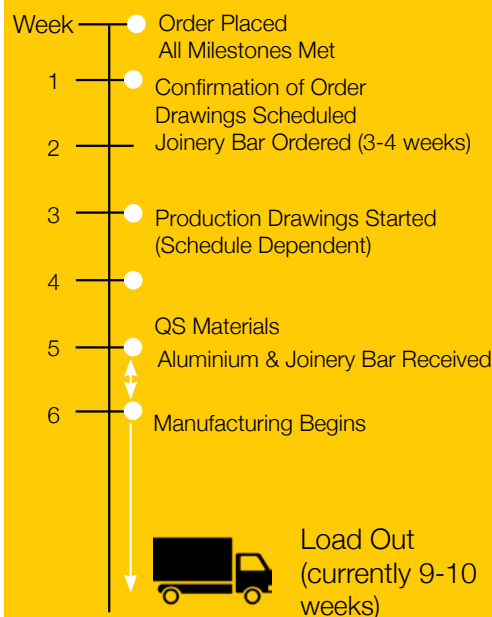
# Pinevine

## Contents

Factory Closure	1
TV Campaign Kicks off Next Month!	2
Roadmap to Success	2
New Contractors Join Our Network!	3
A Change of Pricing For Bi-fold Joinery	3
Seasoning 19mm Lining Board Before Installation	3
Local Sponsorship - Waka Ama	4
New Staff Member	4
Mike Roe 20 Years Long Service	4
New Finger Jointer Arrives	4
Contractor Seminar – Free Early Bird Registration Open Now!	5
Aluminium Joinery Update	5
Thermally Modified Timber Cladding - Results are Out!	6
Components Available Now!	7

## Current Lead Times

Currently 9-10 weeks



## Factory Closure

The Factory will be closed on Friday 26<sup>th</sup> April.

The Office and Rotorua Show Homes remain open to answer phones and host visitors.



## Handy Contacts

Here is a summary of handy contacts. We will keep this list up to date and on the front page of Pinevine each issue. See more at [lockwood.co.nz/resources](http://lockwood.co.nz/resources)

### What

Field Reports  
Builders on-site Checklists  
Lockwood Component Orders  
Sundry Orders  
General enquiries / unsure

### Address

Now Online!  
visit [bit.ly/LockwoodFieldReport](http://bit.ly/LockwoodFieldReport)  
[info@lockwood.co.nz](mailto:info@lockwood.co.nz)  
[accounts@lockwood.co.nz](mailto:accounts@lockwood.co.nz)  
[courtmarsters@lockwood.co.nz](mailto:courtmarsters@lockwood.co.nz)  
[info@lockwood.co.nz](mailto:info@lockwood.co.nz)

## TV Campaign Kicks off Next Month!



Our big investment in National Marketing kicks off next month. From mid May, you'll see Lockwood advertising on TVNZ shows such as One News at Six, The Repair Shop, and Breakfast as part of our linear and digital TV campaigns.

We are re-working the TV commercial we shot last year into new 30 second and 15 second adverts, including a call to action to drive people to get in touch. The hook will be "book a site visit and win." With this we are targeting viewers who already own sections to contact us and give contractors the opportunity to get in front of these potential customers. The branding aspect of the advert will encourage viewers to visit our website, where we will have an option for them to get a free plan book and go into the draw, in exchange for their details.

We will be running both traditional, free-to-air TV, and digital streaming TV campaigns with a break between each run of advertising. This way we will be able to measure and compare the results between the two.

It will be particularly interesting to see whether the linear TV campaign has a similar impact on our website visits and enquiry levels as it did in 2018, and whether the digital campaign yields significant results.

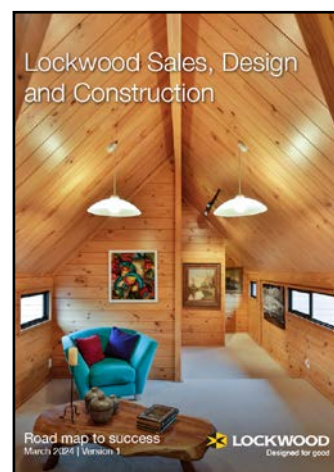
During the campaign, we will be expecting contractors to report on overall numbers and provide the contact details of potential clients who visit or contact them. We also want to know what motivated these people to get in touch.

We will follow up each new enquiry with information and assistance to ensure we make the most of the results.

It's an interesting time to be advertising on TV as it is the primary media consumed by our core 45-year + demographic. We are looking forward to seeing the results, not just in terms of an increase in enquiries, but to also utilise the data received to help make decisions for future marketing campaigns.

## Roadmap to Success

We've created a new guide for contractors and staff, outlining the sales, design, and construction process from initial inquiry to home handover. Designed especially for new contractors, it clarifies how Lockwood internal sales can assist and highlights critical tasks for contractors. The guide contains clear instructions on where to find key information, who to contact for help, and the necessary documentation for each stage. While experienced contractors who are used to managing clients may find it less relevant, it's valuable for training new staff or finding essential documentation. You can download the guide at [lockwood.co.nz/resources](https://lockwood.co.nz/resources) under Contractor Documents, Policy and Process.





### New Contractors Join Our Network!

#### Peter and Ann Richards in Wellsford - PR Builders Ltd

Peter's history with Lockwood started with his apprenticeship with uncle Peter in Taupo. Later, he and Ann moved to Warkworth where he built for the former Lockwood Contractor Jeff Turner. You can contact Peter on 021 852 572 or [pete@prbuilders.co.nz](mailto:pete@prbuilders.co.nz)

#### Wayne and Leonie Jeffares - Leonway Ltd Napier/Hawkes Bay

Wayne and his team took on a complex Lockwood build for clients in the Hawkes bay in 2023. Despite being new to the building system at the time, the job turned out beautifully and the clients were over the moon with the results. Wayne and his team are currently contracting to Tuohy Homes, and are close to completion of a commercial build for Hohepa Trust Hawkes Bay. You can contact Wayne on 0275574350 or [leonway52@gmail.com](mailto:leonway52@gmail.com)

Up to date contact info for all our Lockwood contractors can be found at [lockwood.co.nz/resources](https://lockwood.co.nz/resources)



### A Change of Pricing For Bi-fold Joinery

For plans that include bi-fold joinery, Lockwood Costings will specify and price either a standard or stacking slider to suit the opening, and will show the pricing for bi-folds as an extra option. This change is aimed to help clients make informed choices. Modern, thermally broken double glazed bi-fold joinery is proving to be less durable and potentially more costly in maintenance, and this does not fit with Lockwood's ethos to 'Design for Good.'

### Seasoning 19mm Lining Board Before Installation

We recommend contractors season their interior linings within the enclosed building envelope before installation. The standing period should be sufficient for the timber to equalise with the ambient room climate. This practice can reduce issues with installed linings warping, shrinking, moving revealing gaps in coatings, and exposed tongues etc.

Contractors should aim for a standing period of at least a week, allowing the timber to acclimatise and stabilise within the building environment. This proactive approach not only minimises potential issues but also ensures smooth installation of the interior linings, contributing to the overall quality of the finished home.



### Local Sponsorship - Waka Ama

The Lockwood teams got to put our skills to the test in the corporate Waka Ama competition held at Lake Okareka on 14<sup>th</sup> April. It was a great day with incredible weather, some healthy competition, bbq firing, family, and colleagues there to cheer us on. The event was a local fundraiser for Hei Matau Paddlers, who have qualified for the Waka Ama World Champs and are heading to Hawaii in August.



### New Staff Member

We're excited to welcome Faamaoni Iona to the team. Faamaoni is Simon Apete's nephew, and eager to learn under his uncle's guidance. He is recruited for the Precut Department and will be working alongside Tini, Simon, and Sanele. Faamaoni is training under Simon's supervision for now and getting assessed and signed off for competency along the way. We believe Faamaoni will be a good fit and future asset to Tini and Simon's team.



### Mike Roe 20 Years Long Service

Michael Roe celebrated 20 years with Lockwood this month. Working hard in our Sundries department over his time with Lockwood, Mike has an important role of testing finger joints and beams for compliance. Congratulations Mike on being an awesome part of our team for 20 years!



### New Finger Jointer Arrives

Our new finger jointer arrived last month after its sea journey from Europe was extended to keep out of the way of Houthi rebels.

Over the next few months, we will be carrying out electrical works, installing new extraction motors, and ducting in preparation for machine installation, commissioning and training by Marinus technicians in August.





### Contractor Seminar – Free Early Bird Registration Open Now!

Registrations are now open for our first Contractor Seminar of 2024.

This one-day event is your chance to connect with Lockwood staff and fellow contractors from across the network.

Join us for early insights from our TVC campaign, updates on the latest in technical and product innovations, as well as a sneak peek into what we're working on next. Additionally, don't miss the opportunity to contribute your knowledge and questions during the open forum session.



**Where:** Rydges Wellington airport

**When:** Wednesday 12 June, 2024

**Sessions:** 10am-4pm

Drinks and Networking 4pm – 6pm

Registration is FREE until 15th May, register online here: <https://form.jotform.com/LockwoodHomes/conference-registration-form>

After the engaging sessions, unwind and network with a few drinks and nibbles. It's the perfect blend of learning, networking, and catching up with all things Lockwood, packed into one exciting day!

### Lockwood Aluminium Joinery

This year, one of Lockwood's big goals is to improve our Joinery department performance. The main areas we are concentrating on are:

- Improving productivity to minimise manufacturing delays.
- Improving processes for better quality.
- Invest in staff recruitment and training.
- Produce guidelines for builders to carry out on-site adjustments.

We're off to a good start. After several failed attempts in recruiting over the last few years, we have recently employed another experienced fabricator (starting next week). Also, we have another one of our joinery team signed up to start their formal joinery fabricator apprenticeship. We have reviewed our quality assurance processes and implemented more checks, and will include the creation of a digital job file for joinery prior to dispatch.



Our aluminium joinery tolerances are tight, we only have so much adjustment to work with, so it is critical that all the walls are square and plumb during construction. There have been several times we have gone to site for joinery adjustments and out of square walls have been identified as being the reason for poor performing joinery.

Our Lockwood Aluminium Joinery Department continues to provide top quality joinery suites and an exceptional service. We're always open to contractor feedback and suggestions.

### Thermally Modified Timber Cladding - Results are Out!

Since late October we have been running a trial of thermally-modified (TM) timber alongside a sample of Vertical Grain (VG) Pine exterior boards.

The thermal modification process involves treating timber with heat and steam, which means the product is 'pre-shrunk' and will be more stable in service, and does not require chemical preservation.

Abodo offer the Vulcan line of thermally-modified claddings based on Lockwood's engineered vertical grain process. Given the touted quality for thermally modified timber is stability, we were curious as to why Abodo felt they needed to adopt Lockwood's engineered vertical grain orientation for their Vulcan product.

Our trial run of thermally modified weather boards were dressed with a flat-sawn finish as well as our traditional Lockwood striations. The boards were set up outside facing North. No paint/oil finish was applied to exterior faces – although we did put a primer on the back faces. Side-by-side, we set up a sample of Lockwood VG Pine boards (with striated finish). The VG Pine boards were treated LOSP H3.1, and also had the back faces primed – but no paint/oil finish to the exterior faces.

The boards have been exposed for six months now. The Lockwood VG Pine remains very stable with very little splitting, checking or cracking. Moisture readings for the VG Pine boards indicate environmental equilibrium with MR between 12-14%.

The thermally modified timber displays a great deal of checking, splitting, and cupping. Interestingly, moisture readings are all over the place: Thermally modified weatherboards dressed in Lockwood striations have a much lower MR between 7-9%, while the flat-sawn finish boards have a moisture reading between 16-18%.

The other observation is the change of timber colour. Whereas the Lockwood VG Pine boards have yellowed up, the thermally modified timber has lost its coffee/chocolate patina (as expected), and instead gained what looks like a fair amount of water staining.

We can see why Abodo have adopted Lockwood's engineered vertical grain process: Clearly, thermally modified timber is not stable without it. For Lockwood to offer a thermally-modified timber exterior option, we would need to carry out the same engineered vertical grain process; and we would still need to apply LOSP treatment, negating one of the core benefits of thermally modified timber.

Whilst we could theoretically manufacture a thermally modified Lockwood engineered vertical grain timber exterior board, the much greater cost of the feeder stock plus additional processing would add a premium we don't think is justified. Our conclusion is that the Lockwood Vertical Grain Pine board is a superior, more-stable timber cladding.

The much-higher moisture readings for the flat-sawn thermally modified timber compared to the thermally modified boards dressed in Lockwood striations is very interesting, and we will now plan a trial to see if Lockwood VG Pine finished with a flat-sawn finish that gives similar results.



## Components Available Now!

Only two remaining! Fast track a client project or snap up one of these amazing deals for a show home or transportable build!

Download full brochures and specs from [lockwood.co.nz>Resources>Special Offers](https://lockwood.co.nz/Resources/Special%20Offers)



(Show Home Replica)

Vacationer L23025

**SOLD**

Don't Pay 205,501

**\$155,197**

Save \$50,304 / 25%




Lifestyler 234 L24010

**SPECIAL PRICE**

Don't Pay \$258,550

**\$194,926**

Save \$63,624 / 25%



Lifestyler Reverse L23030

**SPECIAL PRICE**

Don't Pay \$258,550

**\$194,926**

Save \$63,624 / 25%



(Show Home Replica)

Lakeview Std 231 L24001

**SOLD**

Don't Pay \$153,603

**\$110,578**

Save \$43,025 / 25%