

# Secondary interior wood products for manufacturing in Swedish hardwood sawmills

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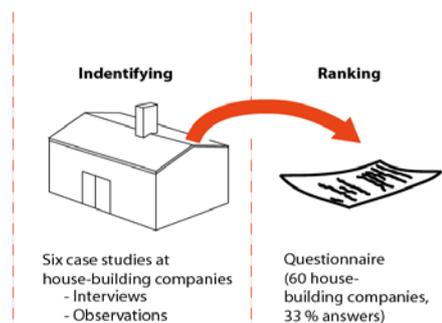
## Introduction

The Swedish hardwood sawmill industry is today in a situation where the sawn hardwood exhibit a wide variation in quality characteristics, while the customers places strict demands. To create a profitable return for all their products the hardwood sawmill industry therefore has to find new markets where other quality characteristics are valuable.

## Aim and objective

The aim of the study was to identify and rank the important logistics service and product quality requirements with the objective of increasing the use of hardwood in secondary interior wood products.

## Methodology



## Results

*Requirements identified by house builders.*

Customer requirements
<b>Product requirements</b>
Accurate moisture content
Appearance, colour and texture
Finishing
Jointing
Knots
Optional dimensions and lengths
Shape stability
<b>Logistics service requirements</b>
Bar-coded products
Fixed delivery days
On-time delivery
Packaged and clean products, protected from moisture and dirt
Provision of rapid delivery
Provision of customized products
Supply of mixed loads and package sizes
Traceable products in the process

*Ranking order of the individual, and grouped requirements. Scale 1–5, 1-low value, 5-high value.*

Element	Average
On time delivery	4.7
Shape stability	4.5
Packaged products	4.4
Provision of rapid delivery	4.3
Moisture content	4.3
Dimensions	4.0
Special assortment	3.7
Mixed loads	3.6
Appearance	3.5
Knots	3.4
Joints	3.3
Finishing	2.5
Traceable products	2.4
Bar-coding	1.5
<b>Grouped requirements</b>	<b>Average</b>
<b>Price</b>	4.3
<b>Product quality</b>	3.6
<b>Logistics service requirements</b>	3.5

## Conclusions

### *Identification of customer requirements*

- Customers' requirements span over a wide range of issues that will affect the entire organization of the suppliers.
- Basic requirements: short delivery times and protecting the products from moisture and dirt.
- Advanced requirements: Ability to trace products in the process and the control of colour and texture.

### *Ranking of customer requirements*

- Price is ranked ahead of both product quality and logistics services.
- The house-building industry is not willing to pay a higher price for these requirements (when the requirements are viewed in their total concept).
- On time delivery, shape stability, packaged products, provision of rapid delivery and accurate moisture content are valued more than price, and hence indicate that customers are willing to pay additionally for them.

### *Important aspects to study further*

- How the supplier organization should be designed to achieve the necessary flexibility and control.
- How wood best may be jointed to achieve necessary lengths, and how the customers react to this.
- Find new ways of fitting the products without leaving nail-heads visible.