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# Fibreboard stands up to rainforest timber

Environmentally-conscious consumers are gradually turning away from rainforest hardwoods, says Tim Ling, recently appointed as Marketing Manager at Rayonier New Zealand's new medium density fibreboard (MDF) plant in Matura.

"Increasingly MDF is replacing hardwoods for doors, skirtings, architraves and mouldings. Traditionally it has been used in kitchen cabinetry and furniture, but architects and designers are finding more uses for it – it's even being used for children's toys," he says.

"Around the world, consumers are demanding plantation timber, grown in a sustainable way. New Zealand *Pinus radiata* rates as the top quality for MDF production. Southland timber is ideal, because

of its brighter colour and lightness.

"Long-term analysis predicts timber shortages throughout Asia and the Pacific, despite the current short-term slump. We will be well-placed to meet growing demand."

The new Matura site is the first MDF plant to be built in New Zealand since the 1980s.

"Having the opportunity to start from scratch gives us the opportunity to introduce international best practice in all areas of our management and production, as well as using state-of-the-art technology," says Tim Ling.

"Rayonier has also chosen some of the most experienced people in the industry, from New Zealand and beyond, to run the

plant. All these factors will enable us to achieve efficient production and an extremely high-quality fibreboard."

Tim Ling is responsible for sales and marketing strategies for Rayonier New Zealand's MDF. This includes developing brand initiatives and distributor networks. He was previously Export and Sales Development Manager for Laminex Industries in Australia.

Rayonier's Matura plant will have an initial annual production capacity of 140,000 cubic metres of finished boards. The resulting MDF will be distributed throughout New Zealand, Australia and Asia.

Rayonier New Zealand is the country's third-largest forestry company.

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## Rayonier New Zealand appoints new Managing Director

Forestry company Rayonier New Zealand has announced changes to its senior management line-up.

Resources Manager, Andy Wiltshire, has been promoted to the position of Managing Director, Rayonier New Zealand, based in the company's Auckland office. Mr Wiltshire will report to Charles Margiotta.

Mr Margiotta, who has been Managing Director of Rayonier New Zealand since the company was established in 1988, has been promoted to the position of Vice President, Forest and Wood Products, with the parent company, Rayonier Inc., and will be based in the head office, Connecticut, USA.

"I am delighted to be passing over the reins to someone of Andy's calibre," says Mr Margiotta. "The ability to promote from within the ranks of the New Zealand company is a reflection of the strength of the organisation we have in New Zealand today. I expect Andy to begin to make his own positive mark on our business."

Mr Wiltshire will be the most senior executive in the New Zealand operations of Rayonier Inc. He will have overall responsibility for the profitability of the New Zealand forest operations and reporting to him will be a senior management team of seven.

Mr Wiltshire says he is pleased to have

the opportunity to lead Rayonier New Zealand.

"Rayonier New Zealand is a young company with a great team of people and a reputation for innovation," he says. "We've grown very fast since our start-up in New Zealand and we are now focusing on continuing to improve our product and the way we operate. We need to ensure we are always competing at the top level of the industry."

Mr Wiltshire, who has 16 years' experience in the forestry industry, joined Rayonier New Zealand as Log Supply Manager in 1990 and was promoted to Resources Manager in 1992. Before that he held positions with the New Zealand Forest Service and the New Zealand Department of Conservation.

Mr Wiltshire holds a Bachelor of Forest Science from the University of Canterbury and an MBA from Otago University.

Rayonier New Zealand Project Manager, Eric Fanelli has been appointed Resources Manager, reporting to Mr Wiltshire. Mr Fanelli joined Rayonier Inc., in 1984 as a Forester and became Technical Services Manager, Rayonier New Zealand in 1992.

Rayonier New Zealand's American parent company, Rayonier Inc., owns or manages over 600,000 hectares of forest,

including the New Zealand estate, and makes highly specialised pulps and wood products. It has over 70 years' experience in the industry and operates a global network of sales and marketing offices.

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## Arbitration Act changes will affect forestry businesses

The new arbitration law comes into force on July 1, 1997.

In April, the Arbitrators' and Mediators' Institute of New Zealand will run seminars around the country showing what the changes are and how to take advantage of them.

The President of the Institute, John Larmer, says arbitration enables parties to resolve disputes in privacy with input into the choice of arbitrator and procedures. Everyone involved in dispute resolution should be familiar with the new Act.

Unlike mediation, an arbitration results in a decision as binding as a court judgment, but not generally subject to any appeal.

The Act also brings New Zealand into line with international arbitration conventions.