



## Company Guide





# Contents

<b>Quality Timber Products</b>	<b>4-5</b>
Interior	4-5
Garden	4-5
Exterior	5
Trade Processing	5
<hr/>	
<b>About Us</b>	<b>6</b>
<hr/>	
<b>Why Choose Hoppings</b>	<b>6-10</b>
Ordering Products	6
Product Quality	6
Product Stock	7
Product Delivery	7
Marketing Support and Promotion	7
Sales Lead Generation	8
Enhanced Service Levels	8
In-store Promotion	9
Responsible Timber Procurement	10
Continued Investment	10

## QUALITY TIMBER PRODUCTS

### INTERIOR



#### SOFTWOOD MOULDINGS & P.S.E.'s

A range of high quality 'fit for purpose' softwood mouldings & planed square edge sections. Available as either FSC® or PEFC certified on request.



A range of popular PSE sections in set pre-cut lengths.



Our convenient trade packs of mouldings and PSE sections are called Q-Pack®. Q-Packs are our set piece packs of very approximately one cubic metre of a product, providing a price advantage without compromising on quality.

### GARDEN



#### DECKBOARDS

A range of high quality treated softwood deckboards. Available as FSC® or PEFC certified on request.



#### SLIP RESISTANT DECKBOARDS

Two deckboard types that have enhanced grip properties. Ideal for slip sensitive areas on domestic decks such as steps and on commercial decks such as schools, pubs, hotels and outdoor smoking areas and public places. Supplied FSC® or PEFC certified as standard.



#### DECKING BALUSTRADING & SUB-FRAME COMPONENTS

A wide range of high quality treated softwood decking balustrading components including a strength rated system. Also 'fit for purpose' deck sub-frame joists and posts. Available as FSC® or PEFC certified on request.



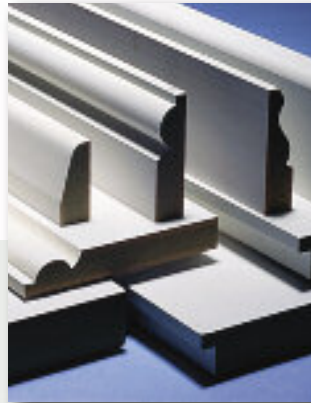
#### LANDSCAPING TIMBER

A range of robust, quality treated softwood landscaping timber products. Available as FSC® or PEFC certified on request.



**2.4m SOFTWOOD MOULDINGS & BEADS**

A high quality range of premium plus graded pine finishing beads in 2.4m lengths. Packaged in convenient bundle sizes and well protected with polythene wrapping. Available as PEFC certified on request.



**MDF MOULDINGS**

A range of high quality 'fit for purpose' pre-primed MDF mouldings. Supplied FSC® certified as standard.



**STRUCTURAL TIMBER**

A range of un-treated and preservative pre-treated carcassing timbers. Available as FSC® or PEFC certified on request.



**BESPOKE MOULDINGS**

If you require a specific size of P.S.E. in a particular grade or a bespoke profile/ moulding then Hoppings should also be able to assist you.

**EXTERIOR**

**TRADE PROCESSING**



PRESSURE TREATED TIMBER WITH BUILT-IN COLOUR



**FENCING**

A range of preservative pre-treated (Tanatone® Brown) softwood fencing components. Available as FSC® or PEFC certified on request.



**EXTERNAL TIMBER CLADDING**

A range of pre-treated timber cladding profiles, including pre-painted barn weatherboarding. Pre-treated products available as FSC® or PEFC certified on request. Pre-painted products supplied PEFC certified as standard.



PRESSURE TREATED TIMBER



PRESSURE TREATED TIMBER WITH BUILT-IN COLOUR



FIRE RETARDANT TREATED TIMBER FOR EXTERIOR OR SEVERE DAMP SITUATIONS



FIRE RETARDANT TREATED TIMBER FOR INTERIOR & WEATHER PROTECTED SITUATIONS



**TRADE PROCESSING**

If you require your own timber machining, treating (including fire retardancy), re-sawing or cross cutting then according to our workload at the time of application, Hoppings may be able to assist.

## Hoppings history

Hoppings became an Incorporated Co. in 1930 but it was first established back in 1920 in Whetstone, North London.



Established 1920 >>>



Incorporated 1930 >>>



1997: New mill installed at Epping featuring a high speed Weinig moulder with automated handling.



1998: New extensive covered storage sheds installed at Epping where Hoppings stock all their popular machined profiles.

## About Us



Hoppings Softwood Products specialise in the importation, manufacture, distribution and branding of quality and sustainable timber products. We operate from two sites, both just North and South of London.

Hoppings became an Incorporated Co. in 1930 but it was first established back in 1920 in Whetstone, North London.

Today, we employ over 60 staff at our sites in Epping in Essex and Lingfield in Surrey.

Our core customers are timber and builders merchants and our continued focus is to supply quality timber products at competitive prices. Our ability to meet the quality, price and service expectation of our customers stems from our historic and continued investment in manufacturing infrastructure.

Members of:



We were one of the first timber importers to gain 'volume credit' FSC® Chain of custody accreditation and actively promote the use of sustainably sourced wood. Hoppings is a member of the Timber Trade Federation (TTF) and is therefore committed to implementing an environmental due diligence system to fulfill its responsible purchasing commitments. Respect for the environment is an essential part of our business and for this reason we are committed to a robust environmental purchasing policy. Over the last 10 years we have branded our machined product ranges as a confirmation of quality. Our customers and consumers have come to rely more and more on the features and assurance these brands and the associated support provides.

## Why Choose Hoppings? - Ordering Products...

### RELIABLE SERVICE LEVELS

At Hoppings we understand the need for competitive pricing. We also understand, in today's high pressure, competitive environment, the need for a responsive and reliable service. We believe Hoppings strikes the right balance; great service at a competitive price. We pride ourselves on our personal client relationships, facilitated by our customer focused and knowledgeable staff.

We are based at two sites both north and south of London and this enables us to offer timber and builders merchants based in and around London an un-rivaled level of service. For your guidance, customers north of the River Thames tend to be serviced by Epping Depot and those to the South of it by the Lingfield Depot.

**Our sales offices at both Epping & Lingfield are open from 8am to 5.30pm Monday through to Thursday and until 5pm on Fridays.**



## Why Choose Hoppings? - Product Quality...

At Hoppings we source the right quality timber and apply suitable manufacturing control; this ensures that our desire to only supply products that are 'fit for purpose' is met. Our machined profiles (including decking accessories) are predominantly produced from wood fibre from northern latitude sawmills, most of which we have long standing purchasing relationships with. The majority of what we sell is Scandinavian Pine (Pinus sylvestris) European redwood, unless

where indicated as Scandinavian spruce (Picea abies) also known as European whitewood. Both species must have slow growth characteristics for us to be able to produce a product with minimal distortion and a suitable planed finish. We prefer to utilise Scandinavian timber as it has and continues to produce the best results for us. We continuously audit quality levels by supplier/sawmill.



For further information visit: [www.hoppings.co.uk](http://www.hoppings.co.uk)



2001: New mill installed at Lingfield featuring a high speed Weing moulder with automated handling.

2005: New mill installed at Lingfield featuring a high speed Stenner re-saw with automated handling.

2008: Epping depot installed a new high speed Weing moulder.

Hoppings - continually investing to supply the highest quality machined softwood products to timber and builders merchants.

2010 >>>

## Why Choose Hoppings? - Product Stock...

We hold very similar and substantial stocks of finished goods at both our Epping and Lingfield depots. We find this gives us flexibility and thus the ability to be very responsive to the needs of customers in and around London. Epping has approximately 35,000ft<sup>2</sup> of undercover areas versus Lingfield at 40,000ft<sup>2</sup>. Our modern computer system provides up-to-the-minute information regarding stock availability.



## Why Choose Hoppings? - Product Delivery...

We offer a first class delivery service and run a fleet of ten tonne trucks, mainly flat bed, some with crane off-load facilities, and some curtain sided. We would normally expect to deliver your order within 48 hours. The minimum carriage paid order value for delivery is £400. We can do direct 'site' deliveries for customers - price on application. As a general principle our Lingfield depot services customers across the south east corner of the country, south of the Thames and west



to Poole. Our Epping depot services customers north of the Thames and beyond.



## Why Choose Hoppings? - Marketing Support and Promotion for Stockists

We place significant emphasis on the need to brand and promote our products on our customer's behalf. We offer Product Stockists a range of marketing opportunities from in store product promotion to product sales lead generation and in most situations enhanced levels of service.



### Hoppings Product Stockist

We have five types of product range stockists that benefit from marketing support, these are:

- 1 Q-Deck® Stockists** are defined as those customers that stock packs of at least one of the Q-Deck® style deckboards and Q-Deck Plus® accessories contained in either of our Option 1, 3 or 4 merchandising units.
- 2 Q-Line® Key Merchants** are defined as those that source the majority of their softwood mouldings and P.A.R sections from the Hoppings Q-Line® range. We continually monitor sales of a core range of products so Q-Line® Key status is usually achieved over a period of 3 to 6 months by customers.

### 3 Q-Line 2.4m™ Finishing Bead

**Stockists** are defined as those customers that stock at least 25 (of your choice) or all 50 product lines we offer, contained in one or two of our carousel merchandising units.

### 4 Q-Line MDF™ Mouldings Stockists

are defined as those customers that stock the majority of the pre-primed MDF products we offer.

### 5 Q-Clad™ Pre-painted Cladding

**Stockists** are defined as those customers that stock packs of our pre-painted weatherboarding.

For further information visit: [www.hoppings.co.uk](http://www.hoppings.co.uk)

## Why Choose Hoppings? - Sales Lead Generation for Stockists



[www.qualitydecking.co.uk](http://www.qualitydecking.co.uk)

At Hoppings we place great emphasis on driving sales lead enquiries to our network of product stockists. This is performed in a number of ways such as consumer and trade advertising, product directories, PR,



[www.qualitytimbermouldings.co.uk](http://www.qualitytimbermouldings.co.uk)

our specific product websites and product directory type websites. We maintain a list of comprehensive stockist information and make it as easy as possible for the consumer, adventurer

DIY'er or tradesman to communicate with them about our products. Most telephone enquiries are handled by our Epping sales team who link enquiries with stockists on a daily basis.

## Why Choose Hoppings? - Enhanced Service Levels for Stockists

Becoming a Hoppings Stockist is a sign of commitment to us and our products and in return we go that extra mile to assist and support the partnership by providing an even better level of service backed in some instances by guarantees.

### For Q-Deck® Stockists 72 hour delivery, or sooner\*

As a Q-Deck® Stockist ordering Q-Deck® products, we **guarantee** to deliver within 72 hours, **or sooner if possible**, from the time of your order (i.e. order before noon on Tuesday and we will deliver by Friday). Minimum order quantities apply.

### For Q-Line® Stockists (Key Merchants) 48 hour delivery, or sooner\*

As a Q-Line® Key Merchant ordering Q-Line® products, we **guarantee** to deliver within 48 hours, **or sooner if possible**, from the time of your order. (i.e. order before noon on Wednesday and we will deliver by Friday). Minimum order quantities apply. Also as a Q-Line® Key Merchant we can supply Q-Line® mouldings type products for you to trial i.e. on a 'sale or return' basis (this applies to stock items only and excludes our finishing 2.4m bead range). This allows you to promote new products to your



customers with the aim of it becoming an additional regular sales line for you. Trial products are to be agreed with your sales representative and the time scale is limited to a period of 6 weeks maximum after initial despatch.

### For Q-Line 2.4m™ finishing bead Stockists 48 hour delivery, or sooner\*

As a Q-Line® Key 2.4m finishing bead Stockist ordering Q-Line 2.4m™ bead products, we **guarantee** to deliver

within 48 hours, **or sooner if possible**, from the time of your order. (i.e. order before noon on Wednesday and we will deliver by Friday). Minimum order quantities apply.

\*For Stockists in regions beyond the reach of our regular contract fleet of lorries we offer a weekly delivery service. (i.e. order before noon on Friday and we will deliver by the following Friday). Minimum order quantities apply.

For further information visit: [www.hoppings.co.uk](http://www.hoppings.co.uk)



## Why Choose Hoppings? - In-store Promotion for Stockists

At Hoppings we understand the need for the effective promotion and storage of our products at our retail stockists. Over the last decade we have developed a range of marketing tools from space saving storage units to in-depth point of sale literature and product awareness posters.

**Q-DECK®** Stockists are entitled to use one of four types of ready made merchandising units with signage (further details are available in our 'all product guide'), a free product awareness banner, free point of sale literature and sales counter stand and discount on materials with which to build your own deck display (further details on application).



**Q-LINE®** Stockists (Key merchants) are entitled to a free product awareness banner, two A1 sized encapsulated product awareness posters and free point of sale literature and sales counter stand.



**Q-LINE 2.4m™** finishing bead stockists are entitled to use one or two finishing bead carousel units and signage. (Two carousels hold all 50 products or utilise one unit and choose 25 of you preferred products). Further details are available in our 'all product guide'.



**Q-LINE MDF™** moulding stockists are entitled to use one of our ready-made product merchandising boards.

**Q-CLAD™** pre-painted cladding stockists are entitled to use one of our ready-made product merchandising boards.

## Why Choose Hoppings? - Responsible Timber Procurement...

### RESPECT FOR THE ENVIRONMENT IS AN ESSENTIAL PART OF HOPPINGS' BUSINESS

Most of our raw material is European Redwood, sourced from top Swedish mills. Our purchasing decisions are influenced by the information we obtain from suppliers relating to their environmental practices and the areas from which their raw materials are sourced. We are committed to an environmental purchasing policy, which commits us to exclude from production any material which is:

- Harvested from any area where traditional or civil rights are violated;
- Harvested from uncertified forest having high conservation value where management poses a threat to the high conservation values present;
- Harvested from genetically modified trees;
- Illegally harvested.



This policy is overseen and independently certified by BM Trada certification. In addition we are a participant in the Forest Stewardship Council's® (FSC®) and Programme for the Endorsement of Forest Certification (PEFC) chain of custody schemes and are able to supply any of our product types as FSC® or PEFC certified material, on request. Some of our product ranges are sold 'certified' as standard, Q-Deck® and Q-Grip® being either FSC® or PEFC certified and Q-line 2.4m™ finishing beads being PEFC certified as standard for example. We are also signatories to the Timber Trade Federation Responsible Purchasing Policy (RPP). The RPP is a management system, which assesses suppliers for evidence of the legality and sustainability of supply and encourages them to improve.

By buying timber products from Hoppings you are supporting the growth of responsible forest management world wide. FSC® and PEFC are independent associations that operate to ensure that Forests are well managed. [www.fsc-uk.org](http://www.fsc-uk.org) | [www.pefc.org](http://www.pefc.org)



## Why Choose Hoppings? - Continued Investment...

Since 1997 Hoppings has become one of the U.K.'s leading suppliers of machined softwood and this is in part due to our focus on making investments at the right time at both depots. We firmly believe that the money we have spent on infrastructure and machinery over the last 12 years has enabled us to remain competitive and continually responsive to the needs of our customers. The images here illustrate the more major elements of the investments made since 1997 in which time we have spent in excess of £3.5 million.



New building - Epping



New machining mill - Lingfield



Storage increased & improved for Q-Line® goods - Lingfield



New automated, high speed Stenner re-saw line - Lingfield



New machining mill - Epping



New high speed Weinig moulder, Hydromat 2000 - Epping



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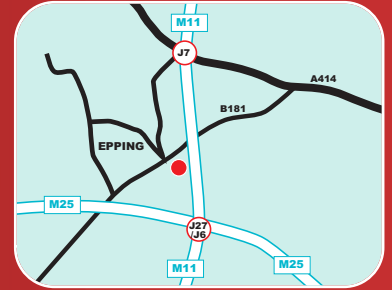




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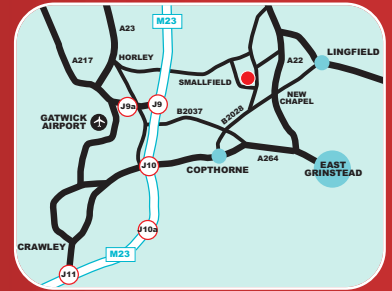
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