

VOLUME 8 | AUG 21 - SEPT 21

# BRENLO

CUSTOM WOOD MOULDINGS & DOORS

*Times*

INSIDE

WHAT'S UP WITH

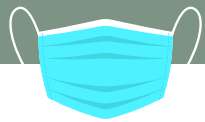
MDF

Reminder

## Brenlo Showroom Reopens

As the reopening continues in Ontario, we are thrilled to welcome our customers back. We invite you to come and walk through our showroom. No appointments needed (Monday-Friday, 7.30 am to 4.30 pm)

We continue to adhere to provincial guidelines and our masks are still on!



We are open!



SHOWROOM

## LUNCH & LEARN



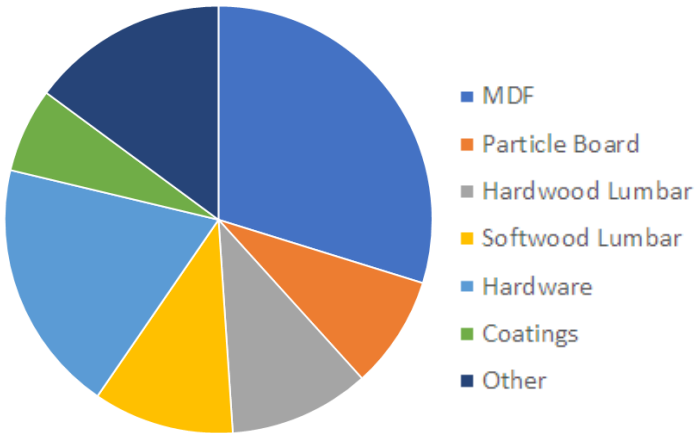
## Did you know?

We at Brenlo, organize insightful 'Lunch & Learn' sessions offered by our Architect & Design Representative - Joyclyn Hardy. Come and have a tour of our showroom or invite us to your space and we'll be happy to share insights. **And of course, Lunch on us!**



# What's up with MDF?

Short Supply



A growing market appetite and interesting industry dynamics have caused an exponential price drift for MDF since the last year. As the global economy recovers, the reopening of sectors such as hospitality has resulted in an unusual demand spike, subsequently doubling the MDF prices in the last couple of months.

## Market Evaluation and Challenges Ahead

### Demand Allocation

Mills have become very selective in prioritizing their supplies based on operational capabilities, volumes, partnerships and this has impacted smaller industry players.

### Will the prices go down?

In short, no. In fact, the rising prices are expected to continue in the next quarter as well.

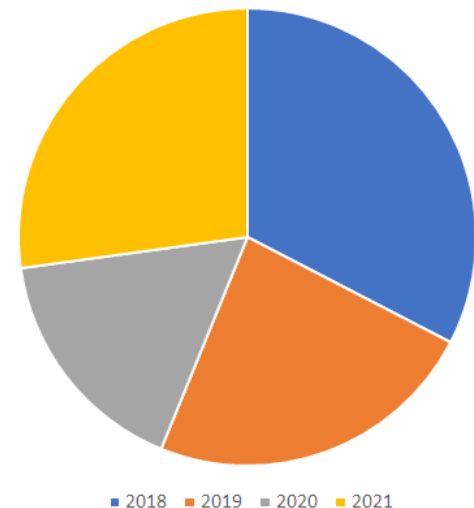
Let us look at the following reasons.

- The burgeoning building and construction industry and home improvement projects.
- An organized furniture industry growing at a rate of 20% per year (World Bank Report).
- Increasing freight charges and import duties.

### Challenges

- Uncertain price volatility - Quotes are valid for only shorter time periods.
- Project delays - Lengthening lead times, increasing demand and short supply.

Demand



### What is BRENLO doing?

- Hired more employees to meet production deadlines.
- Increased Stock inventory to maintain lead times and ensure timely deliveries.
- R&D on affordable alternatives.
- Strong Supplying partners.

Years ago, MDF disrupted the market as a cheaper alternative, however, the raised price is the new low now.

# Brenlo Family just got Bigger!

We are growing and so is our team. To serve our customers better, we have welcomed new members to our organization and now we are close to 100.

Stay tuned to future editions, where you can meet our new team members.

## Featured Employee - Sinah



Sinah has been working with Brenlo for 1.5 years as a Payment Centre Clerk and recently moved to being the Invoicing Clerk. She ensures that our Cash on Delivery - COD customers are billed accurately and on time. Sinah has a background in IT, but developed an interest in accounting and is currently studying for her ACCA Diploma in Financial & Management Accounting.

Fun fact: Sinah has lived in Shanghai, China and can speak some Mandarin, which always leaves a lasting impression on our Chinese clientele.

If you need any help in regards to invoices or have any questions about billing, please contact her at [sinah@brenlo.ca](mailto:sinah@brenlo.ca) or 416-749-6857 ext. 228.

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[brenlo\\_ltd](https://www.instagram.com/brenlo_ltd)



# STAY CONNECTED



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PURCHASE TO BE ELIGIBLE  
FOR SMS ORDER AND  
DELIVERY CONFIRMATIONS

## Hours of Operation

7.30am - 4.30pm - Monday to Friday

## Showroom

65 Worcester Rd, Etobicoke, ON M9W 5N7

Open to Public - Proper PPE will be required upon entering the building

## Next Day Delivery

Available to orders over \$350

Any material under \$350 will need to be picked up or arranged through a delivery service TOOLBX <https://www.toolbox.com>

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## Reach us

Phone : +1 (416)749-6857

Email : [sales@brenlo.com](mailto:sales@brenlo.com)