

BRENLO

CUSTOM WOOD MOULDINGS & DOORS

Times



Whats' Up with the Plywood and Veneer Industry

A growing market appetite from the do-it-yourselfers (*making, repairing, or decorating things in the home yourself*) and home renovators' segment has contributed to disrupting the demand-supply equilibrium during the global pandemic. **To understand the overall situation, we need to be aware of the global supply chain, limits on labor, rising raw material costs, limited supply of said materials, unprecedented congestion at the ports; all under the umbrella of inflation.**

What are the Primary Channels of Plywood

Let us begin by understanding the role of housing, that impacted the primary channels of Plywood which are :

- **Distribution**
- **OEMs (Original Equipment Manufacturers)**
- **Retail**

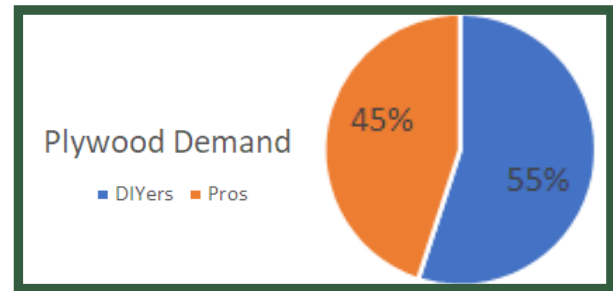
All these primary channels reacted differently to economic shutdowns due to Covid-19.

- The **demand for Plywood** quickly surged because of the growing DIYers segment and people investing in their homes.
- **Resulted Situation** - Demand continued to rise while production was still shut down and impacted.
- **Quick stock-outs** resulted in people starting to look for priced alternatives.

Core Reason: Massive Shutdown in production but unexpected recovery in the residential construction.

Who Suffered the Most : OEMs and Distributors

Source : <https://www.columbiaforestproducts.com/2021/03/01/role-housing-hardwood-plywood-forecasting/>



Global Do-it-Yourself (DIY)

Home Improvement Retailing Market 2021-2025



Source : <https://www.prnewswire.com/>

HIGHLIGHTS

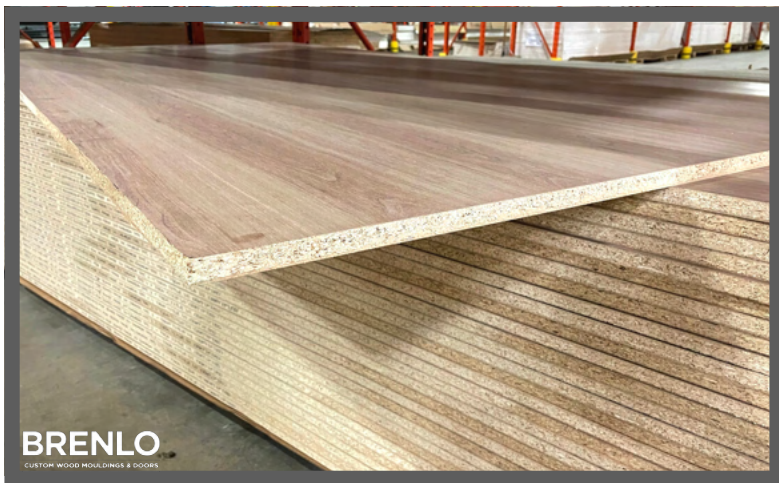
- Rise in DIYers
- There was slower production against excessive demand.
- Increase in the container costs.
- Substantial increase in pricing for assorted products such as glues etc.
- Increase in transportation costs.

SPECIAL FEATURE

CLICK TO READ FULL ARTICLE

IN-STOCK

Plywood Sheets



PLYWOOD

EXPLANATION VENEER AND CORE GRADES

GRADING VENEERS

The term "grade" describes the natural characteristics allowed in each veneer or ply. The face ply in hardwood plywood is exposed, and therefore, the face grade defines the panel appearance and quality. Some panels have a face made of highly matched veneers with uniform colour and grade. Other panels may include more character marks and colour variation to comply with the desired appearance.

FACE GRADES

AA Best quality face is used where minimal defects are required for doors, architectural paneling, and fine furniture.

A AA is not required, but appearance is important for cabinets, case goods and general millwork.

B Natural characteristics and appearance are desirable.

C, D, E Solid face with unlimited colour variation. C, D, and E respectively allow repairs in increasing sizes.

RED OAK - FLAT CUT

Stain Grade

- 1/4" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 1/2" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 3/4" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 3/4" X 4 FT X 8 FT - G2S - P.C. - A-Face
- 3/4" X 4 FT X 8 FT - G2S - V.C. - A-Face

MAPLE - ROTARY CUT

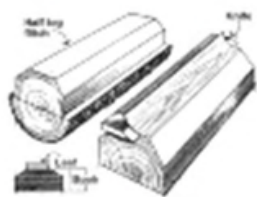
Stain Grade / Paint Grade

- 1/4" X 4 FT X 8 FT - G1S - V.C. - A-Face
- 1/2" X 4 FT X 8 FT - G2S - P.C. - A-Face
- 1/2" X 4 FT X 8 FT - G2S - V.C. - A-Face
- 3/4" X 4 FT X 8 FT - G2S - P.C. - A-Face
- 3/4" X 4 FT X 8 FT - G2S - V.C. - A-Face

MAPLE - FLAT CUT

Stain Grade

- 1/4" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 1/2" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 3/4" X 4 FT X 8 FT - G1S - P.C. - A-Face



Plain Sliced or Flat Slice



TERMINOLOGY:

- PC Particle Core
- VC Veneer Core

WALNUT - FLAT CUT

Stain Grade

- 1/4" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 1/2" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 3/4" X 4 FT X 8 FT - G1S - P.C. - A-Face

BIRCH - ROTARY CUT

Paint Grade (Putty Patch)

- 1/2" X 4 FT X 8 FT - G1S - V.C.
- 3/4" X 4 FT X 8 FT - G1S - V.C.

KHAYA MAHOGANY - FLAT CUT

Stain Grade

- 1/4" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 1/2" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 3/4" X 4 FT X 8 FT - G1S - P.C. - A-Face

WHITE OAK - RIFT CUT

Stain Grade - Slipmatch

- 1/4" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 1/2" X 4 FT X 8 FT - G1S - P.C. - A-Face
- 3/4" X 4 FT X 8 FT - G1S - P.C. - A-Face

LEGEND

P.C. - Particle Core	V.C. - Veneer Core
G1S - Good One Side	G2S - Good Two Sides

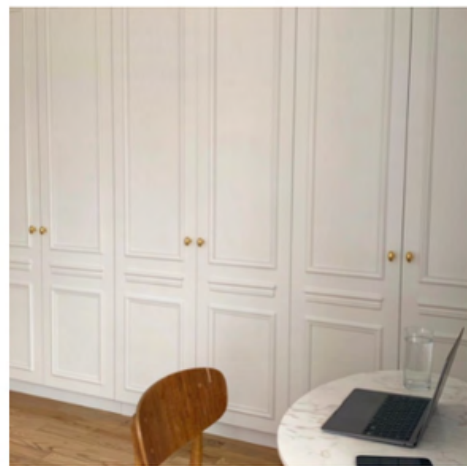
Brenlo can source and supply most plywoods required for your project

Send your request at sales@brenlo.ca

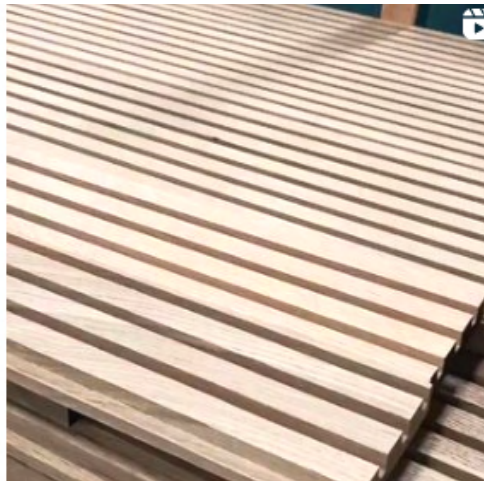
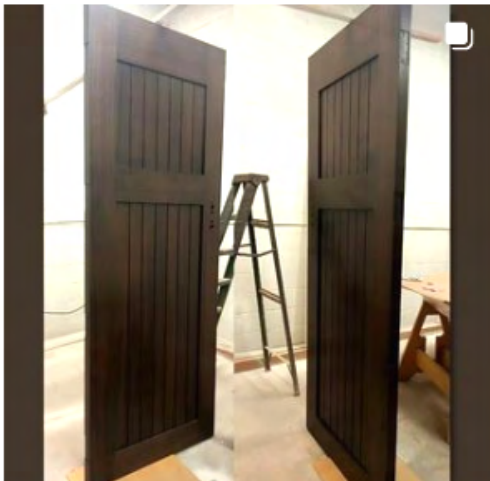
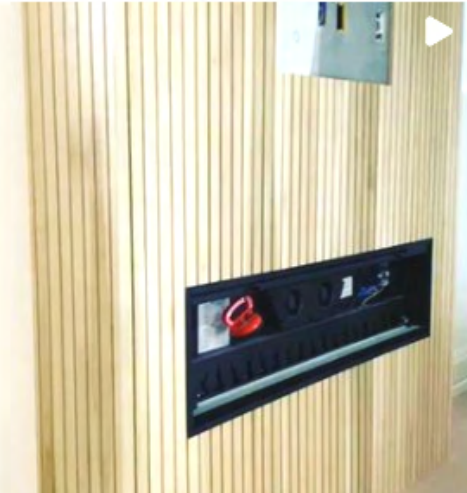




PROJECT HIGHLIGHTS OF THE MONTH



INSTA STORIES GONE VIRAL > [brenlo_ltd](#)



Brenlo Family

Featured Employee - Peter Juarez



Peter Juarez is contributing to Brenlo's growth journey for over 15 years. He is an excellent team member who enjoys meeting and interacting with new clients.

He is working as an 'Outside Sales Representative' who understands the client's requirements and delivers beyond their expectations.

He likes to spend leisure time with his family and enjoy sports such as soccer, hockey, and basketball. We saw his pro skills during Brenlo Soccer Tournament.

Fun Fact: Peter has an amazing sense of humor which makes him approachable and easier to connect with.

We are proud to have him associated with us for almost two decades and congratulate him on this amazing journey.



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Customer Service Week at Brenlo

This month, we celebrated 33 years of customer service by surprising our clients with gifts and credits. We will continue to support our customers at every step of their project journey. This was also an opportunity to celebrate our staff who ensure a smoother process for clients. ***This is just another way to thank you for trusting Brenlo.***



Giveaway
— TIME —

SWIPE TO KNOW MORE

Brenlo Family

**STAY
CONNECTED**



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.toolbx.com>

Order desk & Pick up

Same-day pick-up is now available.

Reach us

Phone : +1 (416)749-6857

Email : sales@brenlo.com

PROVIDE YOUR CELL
NUMBER ON YOUR NEXT
PURCHASE TO BE ELIGIBLE
FOR SMS ORDER AND
DELIVERY CONFIRMATIONS