

# BRENLO

CUSTOM WOOD MOULDINGS & DOORS

Times

INSIDE

POPLAR  
PRICING

## WHY Poplar Prices are Soaring HIGH?

### OVERVIEW

The global pandemic has disrupted some of the major demand and supply equilibriums across the industries and 'Poplar', often known as 'Whitewood' is no different.

Most of the Poplar that we use comes from North America, which is the largest producer of Whitewood.

- We (Brenlo Ltd) prefer American Poplar because it has a smoother finish, and clean sharp edges unlike Canadian Poplar (Aspen) which is not ideal for painting, tends to fuzz up during milling process and is not a stable product.
- FAS (First and Seconds) grade that we use, is the best grade in the market that offers the least amount of defect based on surface measure of each board. The minimum width of FAS is 6".  
**Moreover, Toronto is the single largest consumer market for primed grade Poplar.**

Prior to the new Covid variant (Omicron), Poplar prices were stabilizing with a chance of potential price reduction based on volume increase from the Mills. However, this new variant is going to have an impact on production and our expectation is of an estimated price rise between 5%-15% in the coming months.

### BREAKING THE EQUILIBRIUM: FACTS THAT MATTER

#### 1. Broken Supply Chain

- As the pandemic urgency commanded, the mills were shut down, directly impacting the production lines. The sawmills-initiated layoffs and scaled down the production.



## BRENLO STOCK INVENTORY - POPLAR



In order to help your needs and support your projects, we have a stocked inventory of more than 400 **moulding profiles.**

SCAN THIS QR CODE TO CHECKOUT ALL OUR STOCKED AND CUSTOM MOULDING PROFILES.

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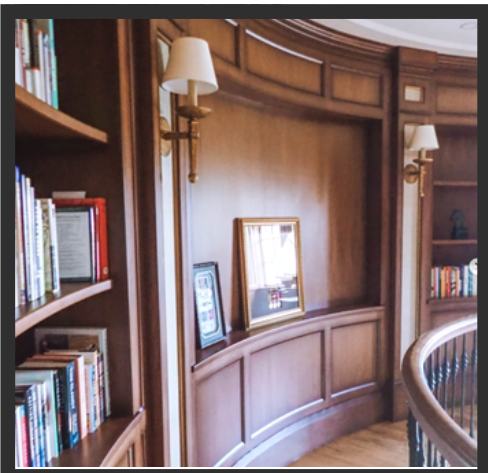
**NEW DRAWINGS**  
**NEW COMBINATIONS**  
**AND MORE..**





**brenlo\_ltd**

## PROJECT HIGHLIGHTS OF THE MONTH



**INSTA STORIES GONE VIRAL**

# FEATURED EMPLOYEE

## SANDRA PALOMBO

BRENLO FAMILY



With a solid background of sales and customer relationships across industries, Sandra, sure is our boss lady. She is heading our Sales & Marketing division, and is immensely contributing to Brenlo's growth by creating a work culture of mutual trust and transparency. She focuses on employees' strengths and aligns their goals to company's vision to have positive impact on an overall productivity.

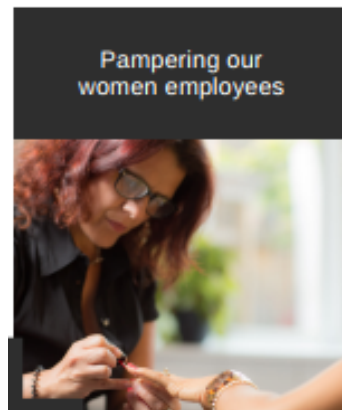
Fun Facts: Sandra learned 'Italian' as her first language and she just cannot resist potato chips!

Wearing multiple feathers in her hat since the start of her career, Sandra has planned celebrity events for Johnny Depp, Andrea Bocelli and Sting. Besides, she has also successfully curated some of the top industry events such as Golden State Warriors and Toronto G20!

We are proud to have her on a leading profile at Brenlo.



Like every year, this holiday season also, we organized a food drive and Brenlo team members enthusiastically contributed to this cause. We distributed gifts while wishing for a good health and safety for everyone during this ongoing pandemic.



Pampering our women employees



We were just thinking of a way to pamper our employees who wear many hats and support us by putting their best foot forward. This time, we collaborated with Wright Spa for their luxury manicure services and it was certainly a hit amongst our staff members.

**STAY  
CONNECTED**



**REGULAR  
HOURS**

**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

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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>

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