

MSR COUNCIL MATTERS

February 2009

Frequently Asked Questions

Thank you for your responses to our "Frequently Asked Questions" column in the January issue of **Council Matters**. Please keep them coming! We'll be continuing to compile information that helps customers and end users, so please submit your questions, and answers, to info@msrlumber.org.

Last month, when discussing the difference between machine stress-rated lumber (MSR) and machine evaluated lumber (MEL), we included some information on the machinery used to grade lumber. Specifically, we noted:

If you are using a Continuous Lumber Tester, then the predictor property measured is stiffness. If you are using an XLG machine, then the predictor property measured is density.

Thank you to our MSR Council member Daniel Sandin of Dynalyse AB in Sweden who pointed out this additional information:

Apart from the CLT and the XLG techniques there exists transverse grading technology that measures resonance frequencies. Machines with this technology mainly use stiffness as the grading parameter.

Please let us know the most frequently asked questions about MSR lumber that customers ask you!

In addition, you may also submit questions that you would like to ask your fellow members.

As we compile this information, we will make it available on our website, so please let us know what else you would like to see posted at www.msrlumber.org.

Component Manufacturers Survey on MSR Use

In December we reported that our Marketing Committee would be focusing its efforts on more clearly understanding the lumber purchase decision-making process in the context of both real and perceived value desired by buyers, so that we can better understand why and how purchasers evaluate lumber. Our goal is to take this information and re-craft our approach to the market so that customers and end users can more easily understand, identify and value the benefits of using MSR lumber.

An important first step in this process is a survey we have distributed to 2,150 component manufacturers in the US and Canada that asks for their input. This **MSR Quick Poll** asks each manufacturer:

1. How much MSR lumber do they use?
2. What are their top 5 reasons to use MSR?
3. What are their reasons NOT to use MSR?
4. What additional support would they like to receive from their lumber suppliers?
5. How do they choose the lumber they use?

Importantly, this is the first in a series of **Quick Polls** that we'll be sending to our customers. As we collect this feedback, we will be able to refine our questions and get an improved sense of the dynamics at work in the lumber purchase decision-making process. By better understanding this process, we'll be able to identify the roadblocks to increased MSR use – and then we can work on removing those roadblocks!

Please encourage your component manufacturer customers to take this [Quick Poll online](http://www.msrlumber.org) at www.msrlumber.org (and please be sure to take it if you are a component manufacturer member of the Council) – **thank you!**