

MSR COUNCIL MATTERS

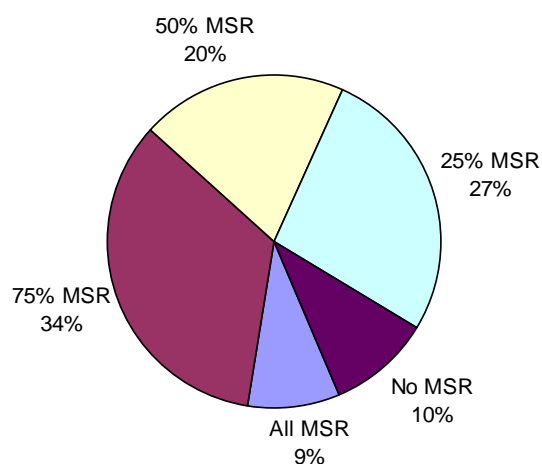
May 2009

Component Manufacturers Survey on MSR Use – Feedback

The February issue of *Council Matters* reported on our Marketing Committee's **MSR Quick Poll** of component manufacturers' MSR lumber use. Thanks to the assistance of the Structural Building Components Association (SBCA), we were able to distribute our survey to 2,150 component manufacturers (CMs) in the US and Canada. We are pleased to report that we received 58 detailed responses to this survey, providing valuable feedback on lumber purchase decision-making. A summary of the results follows.

1. How much MSR lumber do you use?

Results:



2. Why do you use MSR lumber?

Results:

- **1:** The benefits of use with regard to design and performance – specifically, higher strength values and longer spans.
- **2:** Higher quality of MSR lumber and its better appearance.
- **3:** Availability and/or affordability of MSR lumber.
- Additional reasons included less inventory, less waste, confidence in use and marketability.

3. Why don't you use MSR lumber?

Results:

- **1:** Price.
- **2:** Availability, indicating that more CMs would use MSR lumber if they could get it.

- **3:** Appearance.
- Rounding out the answers were responses that cited marketplace unfamiliarity with the product so that the extra benefits of MSR (such as strength) would not be appreciated or seen as worth the increased cost.

4. What additional support would like to receive from your lumber supplier?

Results:

- **1:** "None"! Many respondents indicated that they are happy with their current supplier.
- **2:** Maintaining lumber quality.
- Additional responses included better mill terms, design values for more species and spans, and more materials for educating designers on the benefits of specifying MSR. (There were also a few requests specifically for more 2x8 in 2250!)

5. How do you make the choice of what lumber to use?

Results:

- **1:** Price – which includes the CMs who use ONLY MSR lumber, since they firmly believe the value of MSR encompasses more than the sticker price.
- **2:** Quality.
- **3:** Availability (or lack of it).
- **4:** If specified on the truss design – again, these being both the people who want MSR for the design benefits and those who don't "need" the extra strength.
- Additional answers included comments on relationships with lumber suppliers, reputation, inventory, waste, performance and education.

Importantly, this is the first of our **Quick Polls** to MSR customers and potential customers. As we collect this feedback, we'll 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 can identify the roadblocks to increased MSR use – and then we can work on removing those roadblocks!