

**5 TIPS FOR
IMPROVING
YOUR BOTTOM
LINE WITH
COMPOSITE
WOOD**

Whether you are installing decking or screening, we understand you want to maximise your profit on every project.

Here are 5 ways composite wood can help you improve your bottom line.

1.

REDUCE MATERIAL COST AND WASTE

Choose a material or supplier that can supply a 'made-to-measure' service. Because composite wood is extruded and cut to any length during the extrusion process, you can order exactly what you need for your project.

This type of service or production method will save you on material cost, therefore reducing waste and disposal costs.

Let's say your project involves constructing a number of decks for a development and each deck is 4.2m long. You order 5.4m standard decking boards. On site, and depending on the decking design and configuration, you may have to cut 1.2m off every board.

2.

REDUCE INSTALLATION TIME

As we mentioned, composite wood can be made-to measure. The main benefit for this, is the savings on installation time! How would not having to cut every board to size on site help your project?

Simple, your project timeframes will be greatly improved and your labour cost reduced.

Installing Composite Wood can also be 20 to 30% quicker than traditional timber installations, primarily due to the secret fixing system. In addition, as the boards are manufactured, they are dimensionally stable, straight, not warped and don't split during installation. Plus, composite wood doesn't need oiling or painting, so you just can install it and you're done!

Saving you time and money.



3.

REDUCE MAINTENANCE

With timber, you have to consider the ongoing time and cost of regular maintenance. That can include cleaning, sanding, oiling or painting, and possibly replacing boards if not maintained correctly.

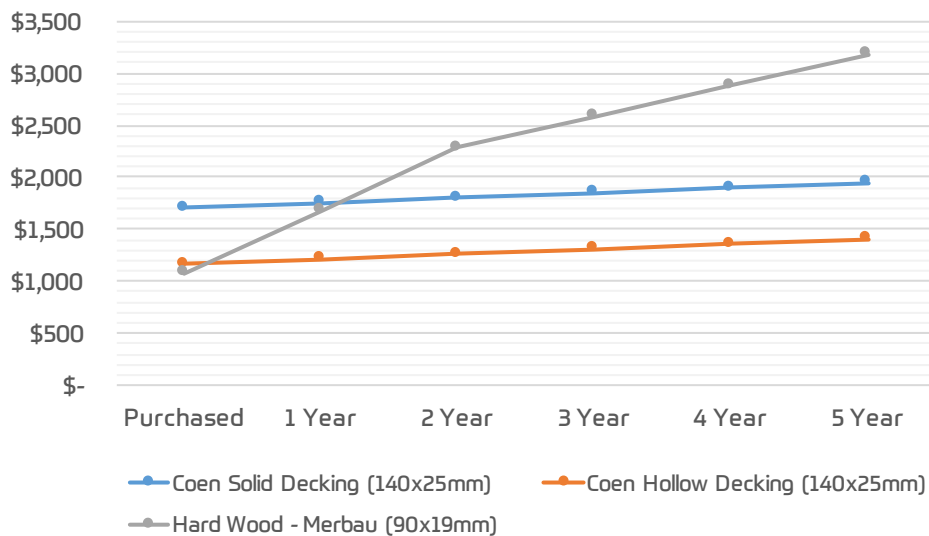
You really should oil your deck 2 x per year in the first 2 years then once every year after that. Oiling or staining a deck can also be a messy business. However, with Composite Wood there is no painting or staining required, so no “Leaching” onto your house external walls, driveways or onto ground floor patios where a deck is overhead.

Composite wood can simply be washed with warm soapy water or with a pressure washer to eliminate tougher stains. That’s all it needs. And the benefit is not just in time! Composite Wood represents significant cost savings when compared to natural timber products.

We took a Merbau Hardwood 90mm timber product and compared the total cost over 5 years to COEN Composite 140mm boards on a 20 Sqm deck*.

The total cost savings of COEN Composite Wood versus Merbau over 5 years is between \$1,400 to \$2000 on a 20sqm deck.

20 Sqm Deck – Cost Comparison over 5 Years



*Estimated \$50 cost per year for Coen maintenance versus \$300 cost per year for Merbau Hardwood. Annual costs considered are time, varnish, brushes/rollers and cleaning agent.

4.

UPSELL A QUALITY PRODUCT

I’m sure you would agree that both you and your customers would benefit from a low maintenance product? Especially in applications where the product could be at height?

But what about future replacement costs from rotting, splitting or termite damage?

Building with composites can reduce your number of callbacks and lower your warranty cost, as it comes with a 10 year warranty!

As it's manufactured through an extrusion process, it's dimensionally consistent, has a non-slip rating of R12, is moisture, fire and termite resistant. Plus, because of the make-up of the base materials, it typically has minimal fading – around 3% to 5% within the first 6 months..

So now you have a product that will look good for years to come, which is already good for your profit margins.

With the above in mind, now you also have a great product to upsell to your customers. Upgraded decks look better longer and cost less in both time and money to maintain.

So while the product might be slightly higher linear meter cost than a timber alternative, you will save time & money on installation and maintenance.

Example of Profit on an Upgraded Deck approx. 100sqm		
	Standard Wood Deck	Upgraded Hollow Composite Deck
Deck Sell Price	\$27,500	\$27,500
Desired Margin	25%	25%
Decking & Fixing Cost	\$7,000	\$8,500
Frame, Posts, Joists Costs	\$5,000	\$5,000
Labour cost install	\$7,000	\$5,000
Labour cost painting/ finishing	\$3,000	\$0
Total Costs	\$22,000	\$18,500
Net profit	\$5,500	\$9,000

The bottom line is that offering quality upgrades gives you the opportunity to be more profitable, increases long-term customer satisfaction, and increases the potential for referrals for your business.

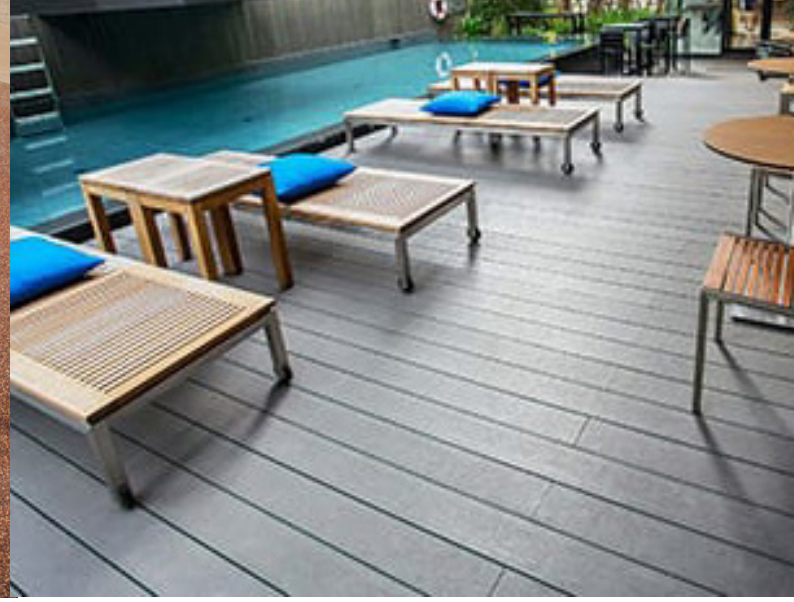
5.

PROTECT YOUR WORKING CAPITAL

With composite wood you can order the product cut to size in the factory, depending on your supplier, it can then be stored in their warehouse and delivered to site when needed to align with your construction schedule. This minimizes the risk of accidental damage to products laying around site and improves your working capital by not having the cost tied up in products that sit around on site for weeks or months at a time. Multiply this by how many products you have for the project, and that's a lot of working capital sitting idle.

**ARE YOU
LOOKING
FOR GREEN
CREDENTIALS?**

COEN Composite Wood is manufactured from 88% recycled wood and plastic, helping our environment through recycling, reducing landfill and deforestation.



“With no painting or sealing and minimal maintenance, COEN gives us back time, so we can enjoy the things we love to do.”

BENEFITS OF COEN COMPOSITE WOOD



PRODUCT DESIGN & INSTALLATION OPTIONS



HIGH DURABILITY & WEAR RESISTANCE



DOESN'T ABSORB WATER, SO NO WOOD ROT



MINIMAL COLOUR FADE <3% TO 5%



HIGH MECHANICAL & IMPACT RESISTANCE



EXCELLENT DIMENSIONAL STABILITY – WON'T WARP, TWIST OR BOW



EASY CLEANING, MAINTENANCE & REPAIR

If you are looking for ways to bring more value to your clients and would like to learn more, visit our website or call Craig on 0457 610 690.

ORDER A SAMPLE TODAY
Ph 1800 105 031

WE'LL COME TO YOU!

Book a COEN Information Session at your office at a time that suits you. You'll hear about recent projects, see and touch some samples and view application/technical information. We'll also answer any questions you might have about the product.

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COMPOSITE WOOD

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