



Popular wood products - discrepancies between selling points and user expectations from a Norwegian perspective

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Wood as building material yesterday...



Gerd A. T. Mueller



Norskfolkemuseum.no



Lofotenrorbua.no

... and today



Decking – distinctively Norwegian !

"Taken by decking-feever"

Aftenposten, 13.06.2017, 11:17



Decking – distinctively Norwegian !

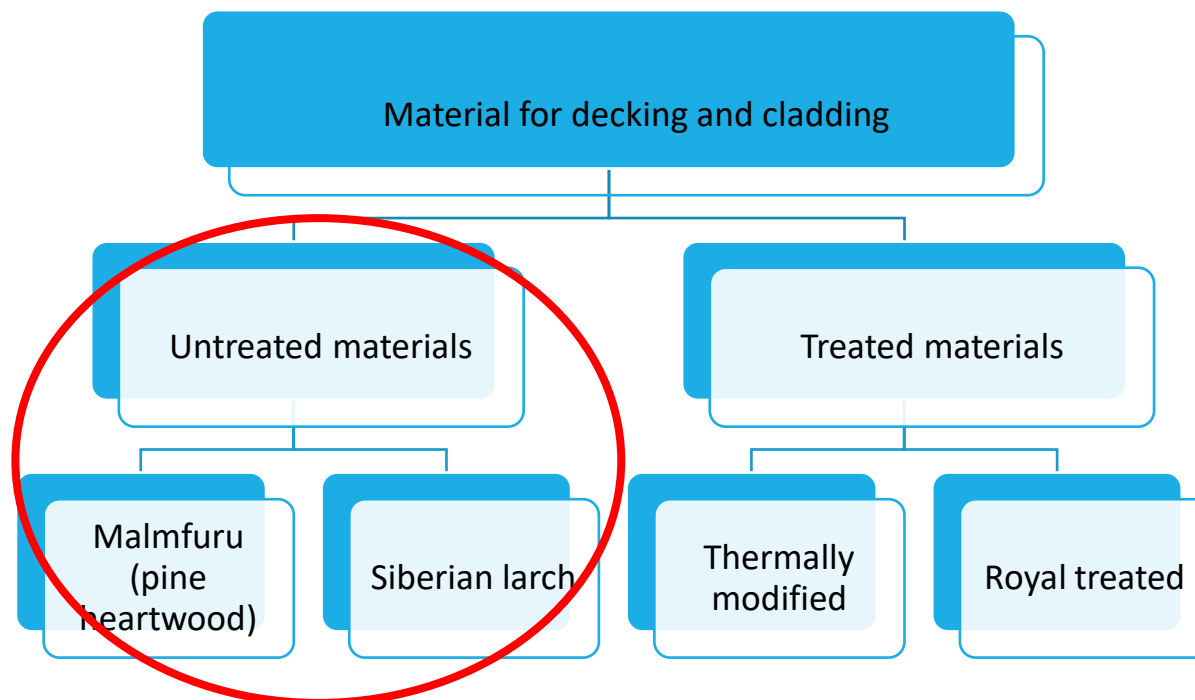
If you want to see a big decking...

Aftenposten, 13.06.2017, 13:23



Popular wood materials for decking and cladding

- Growing environmental awareness
- Desire for environmentally flawless materials



Malmfuru (pine-heartwood) I

- Traditionally most important building material in Norway
- Marketed as
 - Low-maintenance
 - Locally grown
 - Impregnated by nature – unique durability



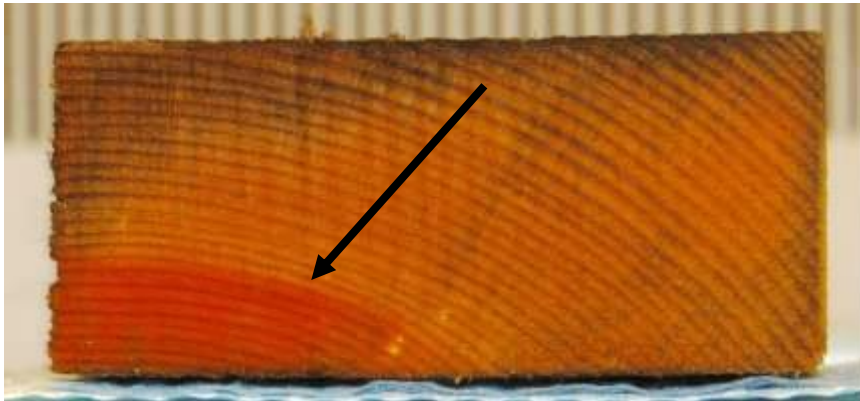
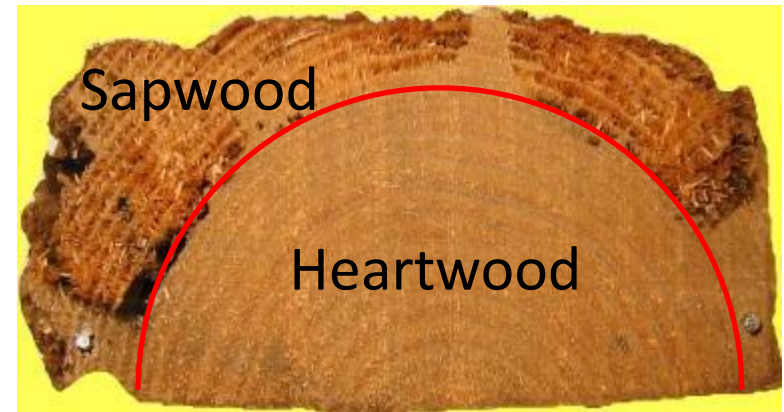
Malmfuru (pine-heartwood) II

Cladding = UC 3.1 , 5 years in service



Malmfuru (pine-heartwood) III

- Natural durability
 - Heartwood - DC 3-4
 - Sapwood - DC 5
- Heartwood suitable for UC 3



Siberian larch I

- Marketing assumptions:
 - Slow growth under tough conditions - High quality material
 - Superior durability
 - Alternative to Cu-impregnated wood



Siberian larch II

Decking = UC 3.2, 6 years in service



Siberian larch III

- Higher heartwood percentage than pine
- Natural durability
 - Heartwood - DC 3-4
 - Sapwood - DC 5
- Heartwood suitable for UC 3
- Replacement for Cu-impregnated wood?



Pine



Larch



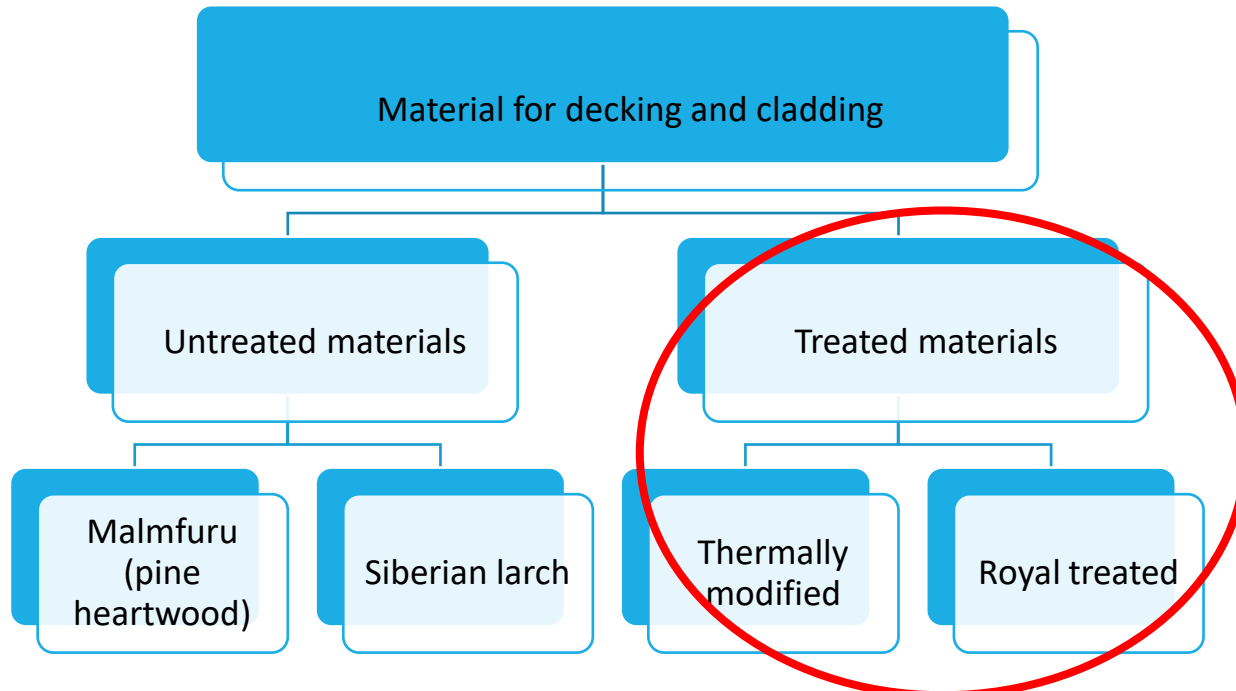
DC 1

DC 3-4
(=Larch heartwood)



Popular wood materials for decking and cladding

- Growing environmental awareness
- Desire for environmentally flawless materials



Thermally modified wood I

- Pine and ash
- Marketing points
 - Low-maintenance
 - Little checking
 - Classy greying



Thermally modified wood II



Thermally modified pine –
classy greying?



Thermally modified ash –
little checking?

Royal-treated wood I

- Two-step treatment
 - Cu-impregnation of wood
 - Drying in linseed oil under vacuum
 - Colouring of wood through coloring of oil



Images taken from
marnarbruk.no

Royal treated wood II



Conclusion

- Realistic marketing crucial to maintain market share
- Inform about discoloration to be expected
- Account for
 - Natural variability of the material
 - Peculiarities of industrial processes
- And lets be realistic about one thing...

Concrete cracks, too!



Thank you for your attention!

