

**Press Release**  
**February 13<sup>th</sup> 2017**

## **Popularity guaranteed with new James Latham plywood**

***As the UK's biggest independent distributor of panel products and timber, James Latham has announced the latest addition to its portfolio, a new range of Poplar Plywood.***

Responsibly sourced and ethically verified, this new range of plywood, which is both PEFC and FSC certified, is being supplied by Spanish processing giant Garnica and for distribution will be exclusively available through James Latham in the UK.

Offering exceptional quality and outstanding performance properties, Poplar Plywood is very lightweight, it has a superior surface quality, is strong, exceptionally stable, easy to machine and is also easy to transport. It is suitable for both interior and exterior applications and is particularly well suited for the manufacturing of furniture, caravans, partitions, speakers, boat building or exhibition stands, in fact, anywhere that weight may be an issue.



Andrew Wright, Director of Lathams Limited, explained: "It's great news that we now have a European manufacturer of high quality plywood with the reputation, substance and credibility of an organisation like Garnica. Right from the start, we have been really impressed, not only with the products, but also the set up and the people, and I can already see lots of opportunities within markets and applications where Plywood may have been previously discounted or not even considered because of concerns over either the quality of the product, the price or the provenance.

"Garnica has invested more than €30 million in recent years, developing their product offering to ensure that they are at the cutting edge of global plywood manufacturing and as the exclusive distributor, we are very excited to be able to offer some of these innovative products, which much of the UK market won't have even seen yet."

"Poplar offers tremendous flexibility and numerous features and benefits and once these have been introduced and marketed in the UK, I am confident that it will soon become a cornerstone of the plywood purchased in this country."

With seven different product families, the range is extensive and initially, James Latham will focus on offering four of these; Efficiency Poplar, in which the core and faces are made of poplar from controlled and sustainable European plantations. Duraply® where the panel offers exceptional durable properties due to an innovative ply-to-ply treatment making it fungi and insect resistant even under the most adverse weather conditions. Fireshield offering a panel which has been modified through an innovative ply-to-ply process that gives it exceptional flame retardant properties, and through which, unlike other treatments, its properties remain intact when working or sanding the panel. And finally, Elegance Birch, a Poplar panel with a birch veneer to the face and back. All products in the Elegance range are particularly noted for the beauty of their faces.

**Ends**

James Latham  
Tel: 0116 257 3415  
Email: [marketing@lathams.co.uk](mailto:marketing@lathams.co.uk)  
Web: [www.lathamtimber.co.uk](http://www.lathamtimber.co.uk)