

Woodgrain Millwork, Inc. "From tree to trim"

By Robert L. Wallack, AJOT,

Home interiors are incomplete without sturdy doors and well-crafted mouldings. In 1954, the privately held Fruitland, Idaho-based Woodgrain Millwork, Inc. began producing mouldings in Utah. Now, the company owns and operates over 20 facilities which include five mills and nine distribution centers throughout the United States. The company has plantation forests in South America.

The diversified wood products company's international reputation is attributed to its strategic acquisitions of sourcing, production, and distribution capacities over the past 20 years. In the Pacific Northwest, Woodgrain Millwork's Fruitland, Idaho plant focuses on remanufacturing. Some products are manufactured for internal customers, such as Woodgrain Doors in Nampa, Idaho; Windsor Windows in West Des Moines, Iowa and Monroe, North Carolina; Atrium Patio Door by Woodgrain in Greenville, Texas; and Decramold, in Oklahoma City, Oklahoma.

Fruitland's PreFinish Division makes decorative mouldings for the Manufactured Housing Industry at its 315,000 square-foot finish mill.

"Prefinished product is customized to order by painting, paper wrapping, vinyl wrapping, or embossing to match the color and patterns for their homes," Brad Burrows, Traffic Manager and 18 year veteran at Woodgrain Millwork told the *American Journal of Transportation*. The other four Woodgrain mills are located in Lakeview and White City, Oregon and on the East Coast in Montevallo, Alabama

and Marion, Virginia.

Important sources of lumber are from the company's plantations in foreign subsidiaries Los Angeles, Chile and Fazenda Rio Grande, Brazil. In particular, Radiata pine is grown on the company's plantations and also sourced from New Zealand. The fast growing soft wood trees are valued for their productivity and quality of wood. Woodgrain Millwork's Nampa, Idaho door manufacturing facility is a major importer of Radiata pine lumber.

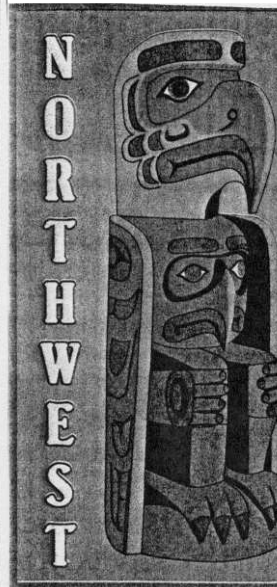
Ports of origin for lumber from Chile are Lirquen, Talcahuano, San Vicente; from Brazil: Paranagua, Itajai, San Francisco do sul; and from New Zealand: Bluff and Christchurch.

Woodgrain uses numerous ocean carriers including CSAV, Libra Lines, Montemar, Maruba, TMM, Eagle Global Logistics, PONL, Lykes, and Zim. "Lumber out of Chile is most commonly shipped in containers. From New Zealand, it is shipped primarily via breakbulk," Burrows explained. These international shipments enter major United States ports and are most often delivered to the mills by trucks.

Ports of entry are: Port of Portland, Oregon; Port of Vancouver, Washington; Houston, Texas and Savannah, Georgia which account for two-thirds of all the company's imports.

"Portland, and now, Vancouver, WA are the primary entry points for the majority of our lumber imports to our manufacturing facilities in the Northwest:

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Fruitland, Ill; White City, OR, and Lakeview, OR," said Burrows. Woodgrain uses rail through the shippinglines' logistics services. For example, lumber is imported through the Port of Long Beach and railed to their mill in Montevallo, Alabama.

AMERICA'S MOULDING SUPPLIER

The linchpin to Woodgrain's success is the acquisition of Millsource as their distribution arm. Millsource is a moulding distribution company with nine distribution centers (DC) in the United States. Now, Woodgrain is recognized as "America's Moulding Supplier," with sales to independent lumberyards and national retail building material chains.

The smallest of the DCs is the Payette, Idaho site that serves the Pacific Northwest and Intermountain West. Distribution headquarters are in Montevallo, Alabama.

The other seven DCS are: Elkhart, Indiana; Hagerstown, Maryland; Hoffman, North Carolina; Louisville, Kentucky; Mansfield, Texas; Phoenix, Arizona; and Titusville, Florida. In addition to mouldings, the DCs offer columns, porch posts, stair parts, and flexible trim wood products.

Woodgrain Logistics is a separate department of the company that facilitates US Customs' and information systems. This department performs all Customs entries where Woodgrain is the importer of record (IOR). "This came in-house approximately, two years ago and has proven to be very useful in keeping our cargo moving," said Burrows. To improve information flows, there is a home-grown

import management system for customers tracking the status of shipments along with the Automatic Broker Interface (ABI) for Customs entries.

Moreover, the company is certified with the Customs-Trade Partnership Against Terrorism (C-TPAT) program.

Customer order processing for the mills is accomplished by a commercial software package for distribution resource planning (DRP). Woodgrain uses DRP for warehouse distribution, replenishment and for placing orders. Any packaging or labeling for high quality doors, mouldings or windows are customer specific which may call for banded, plastic wrap, or UPC labels.

Some mouldings and doors are made in South America and imported into Portland and Seattle. All are imported in containers with a majority going from Seattle to Fruitland. These containers are conveyed by truck and may also go to DCs or customers, according to Burrows.

Wood and building materials are very important to Idaho and the Pacific Northwest commerce.

"They are target industry sectors for international trade," said Stephanie Camarillo, Administrator, Idaho Department of Commerce. Woodgrain brings in imported lumber from New Zealand and Chile and more finished goods are coming from South America.

"We give them competitive access to bring products in. The gateway through Portland keeps their costs in line. [Costs through Portland] are cheaper than other West Coast ports, [in order] to get product to their mills," said John Akre, Maritime spokesperson, Port of Portland, Oregon. A' ...