

Forgotten Species, Untapped Potential

An approach applied to Manilkara and Eveuss to transform an available resource into a viable solution for the European market.



Manilkara
Manilkara s.p.p



Eveuss
Klainedoxa gabonensis

Why have they been overlooked by the market ?

The Congo Basin is home to exceptional diversity, but only a small portion is being utilized. The market remains focused on a few well-known species, while the lesser-known ones are perceived as riskier.



1. EXceptional biodiversity

≈10,000 plant species recorded
More than 400 tree species identified



2. Only a small portion of this diversity is actually utilized

Only 50 to 60 tree species are commonly harvested by the timber industry.



3. A highly concentrated market

Nearly two-thirds of logs come from two species: Okoumé and Sapelli.

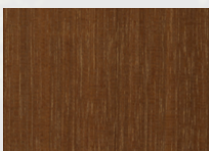


4. A perceived high risk

The lack of references, identified uses, and feedback limits their adoption.

The market doesn't just buy wood, it buys a product with a proven track record, an identified use, and an acceptable level of risk.

Two species to test the approach



Manilkara
Manilkara s.p.p



Eveuss
Klainedoxa gabonensis

How can we unlock their potential ?



Industry stakeholders and their criteria



Our methodology

- Literature and technical analysis
- Discussions with dealers
- Interviews with market stakeholders
- Cross-referencing technical data with buyer expectations
- Identifying credible applications

Key Takeaways



- ✓ Gasoline isn't valued solely for its technical performance.
- ✓ Positioning must be based on how it's used, not just on the gasoline itself.
- ✓ The market needs benchmarks, clarity and trust.

An approach applied to Manilkara and Eveuss



Application in Manilkara

(*Manilkara* s.p.p)

Rougier



1. Resource

2. Properties

3. Market

4. Value Chain

5. Positioning

1

Resource

- Abundant in the Rougier concession, Republic of the Congo.
- No CITES - no regulatory restrictions on export
- FSC certification and EUDR compliance
- Common name: Monghinza, little known to European buyers.
- Decision: Rename to "Manilkara" (same genus as Maçaranduba)

2

Propriétés techniques (CIRAD/Tropix)

- Density: 1,00 g/cm³
- Natural durability : Classe 1 (highly durable)
- NF EN 335 Use Class: Class 4 (exposed outdoor uses)
- Properties similar to Maçaranduba

3

Marché

- **Growing demand for African alternative to Ipé (CITES Appendix II, Nov. 2024)**
- **Window of opportunity: Ipé/Maçaranduba**
- **EUDR: A Competitive Advantage for FSC- Certified Species.**

4

Value Chain

- Rougier's available industrial capacity
- Actions to be taken: European sizes, drying protocol, pilot product lines.

5. Positioning- A credible African Alternative to Maçaranduba

- Same botanical genus
- Comparable technical performance
- Strategy: Diversification of the product offering
- Reduction of perceived risk

Identified Applications



Outdoor decks and decking

Most directly applicable use - Use class 4 - Durability Class 1



Heavy-duty outdoor structures

Pontoons, walkways, technical decking, highlights density and mechanical strength



Industrial flooring and high-traffic floors

Monnin hardness 10?0, high wear resistance



Complex profiles and precision machining

Not selected at this stage, validation required



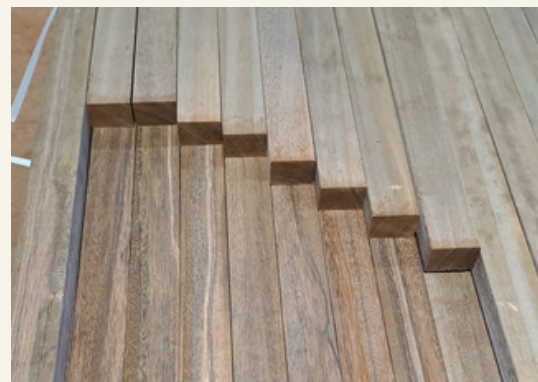
Sales pitch :

Durability Class 1
Use Class : 4
Similar to Maçaranduba
FSC/EUDR
Available volumes

Application in Eveuss

(*Klainedoxa gabonensis*)

Pallisco- cifm



1. Resource

2. Properties

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5. Positioning

1 Ressource

- Resource available from Pallisco-CIFM
- Non CITES · FSC certification - EUDR compliance
- Botanical distinction : *K. gabonensis* vs *K. trillesii*
- Rigorous sorting in the forest is essential to ensure quality

Technical properties (CIRAD/Tropix + field data)

- ### 2
- Density: 1,06 g/cm³ · Monnin hardness : 12,2 (very high)
 - Natural durability: Class 2
 - Key finding: Use class specifid as 3.2

Market

- ### 3
- Favorable context
 - Not intended for direct contact with soil or water, rigorous technical specifications.
 - Deck joists: active segment, identified need

Value chain

- ### 4
- 4 years of experiment in the decking joist indur
 - Validations nécessaires : séchage, usinage, collage
 - Essais CIRAD proposés : : aubier/duramen, stabilité dimensionnelle

5. Positioning- Gradual ramp-up starting from mastered use cases

- Start with applications you've already
- Mastered solidify the technical narrative
- Gradually develop new applications
- Avoid overly exposed use cases without additional validation

Identified Applications



Joists for outdoor decks

Industrially validated use - 4 years of experience (Pallisco-CIFM) · Use class : 3.2



Technical interior joinery

Stairs, tresholds, interior fittings, drying ad machining validation required



Industrial hardwood flooring

Monnin hardness 12,2 - additional testing required prior to approval



Outdoor applications in direct contact with soil/water

Rejected, CE 3.2 incompatible with required CE 4 technical risk



Prolonged direct exposure to water



Sales pitch:

Sales pitch : High density · hardness · proven track record in joist applications · FSC/EUDR · target technical positioning

Conditions for moving from potential to market

Promoting lesser-known tropical wood species requires a comprehensive approach that links the resource, technical properties, applications and market expectations.



Technical data alone is not enough

Properties must be linked to a specific application and the expectations of market stakeholders.



The market needs assurances

Availability, consistency, certification, traceability, and documentation are essential.



Positioning must be based on applications

A brand essence is more readily adopted when it is associated with a credible and clearly identified application.



Pilot projects reduce perceived risk

Trials, prototypes, and feedback help reassure buyers and build trust.



The approach can be replicated

This methodology can support the promotion of other, lesser-known tropical wood species.



Next steps

Develop pilot projects, complete the necessary trials, monitor market feedback, and apply the approach to other tree species.

Promoting a wood species means transforming an available resource into a reliable, well-documented solution tailored to the market.