

ATIBT  
DUBAI 2017

**SPECIES GROUPING**  
**A PRAGMATIC AND EFFICIENT**  
**MARKETING KEY FOR NEW MARKETS**

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# Lesser Known Timber Species (LKTS)

**Lesser Known Timber Species** are always topical.

In fact, harvesting, processing, sawing and marketing LKTS should be a primary aim for the African forest industry.

The expected benefits are many and important:

- **Better environmental management**
- **Better use of infrastructures**
- **More rational forest operations**
- **Significant growth of forest potential**

# The critical mass

Tropical bio diversity:

**A great number of species are so scattered** that, today, they cannot justify **individually**

the expenses of industrial harvesting and marketing.

**LKTS**, nevertheless, represent a very large share of the inventory and an **economic asset** of paramount importance to the African forest.

Problem : How to reach the «**critical mass** »  
needed to start marketing them ?

# Commercial Species Groups: A proven concept

For a long time, there is a well-established commercial practice in international timber trade : **Commercial Species Groupings**

i.e: **Mixing individual species presenting similar characteristics in commercial groups**

- for environmental and harvesting convenience,
- to take advantage of similar appearances and/or performance properties,
- and for marketing strategy (adding proper value to each type of fiber)

# Commercial Species Groups: Same genus or not

Commercial groups can mix **different species**

- of a same genus Ex: Shorea, Eucalyptus, Pinus, etc.

Marketed under a common trade name: Red X, Light Y, White Z, Yellow Y, etc.

- of different genus Ex: **S-P-F** (Spruce + Pine + Fir),  
and **Hem-Fir** (Abies amabilis + Tsuga heterophylla) .

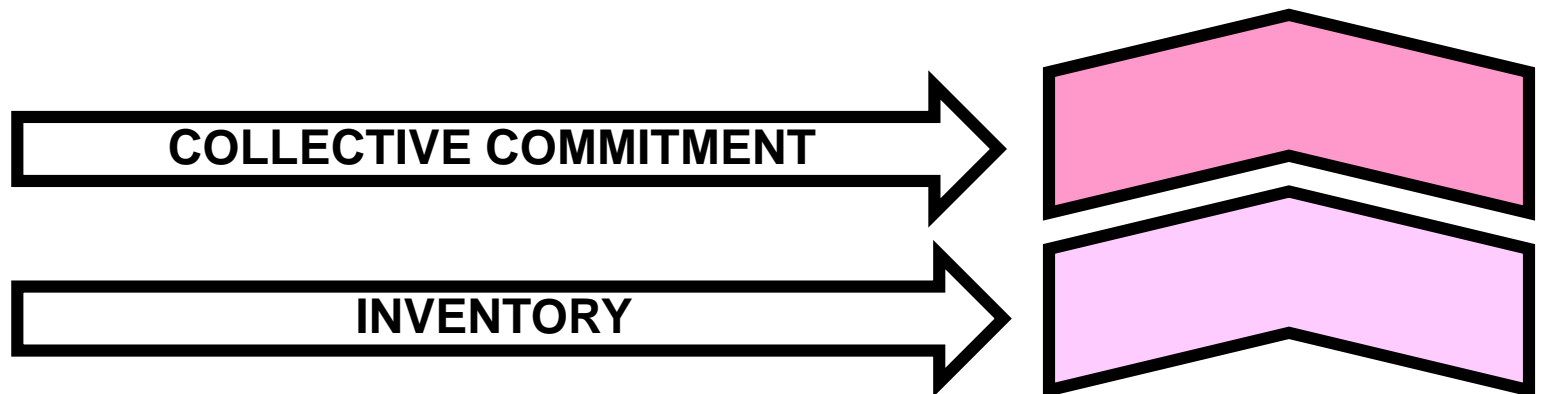
(The basis of the North American softwood trade)



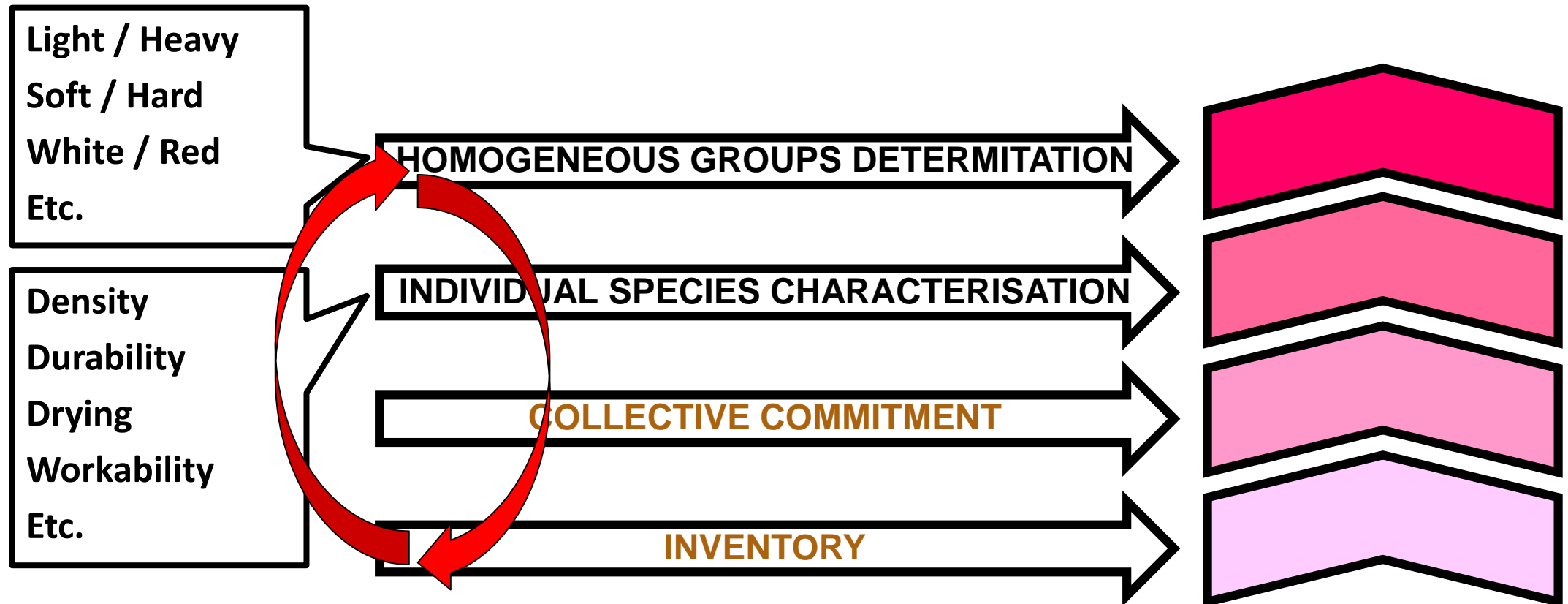
In addition, now modern finishing and construction techniques allow getting homogeneous results with a wider range of raw materials.

# Species grouping: A 4 phase approach

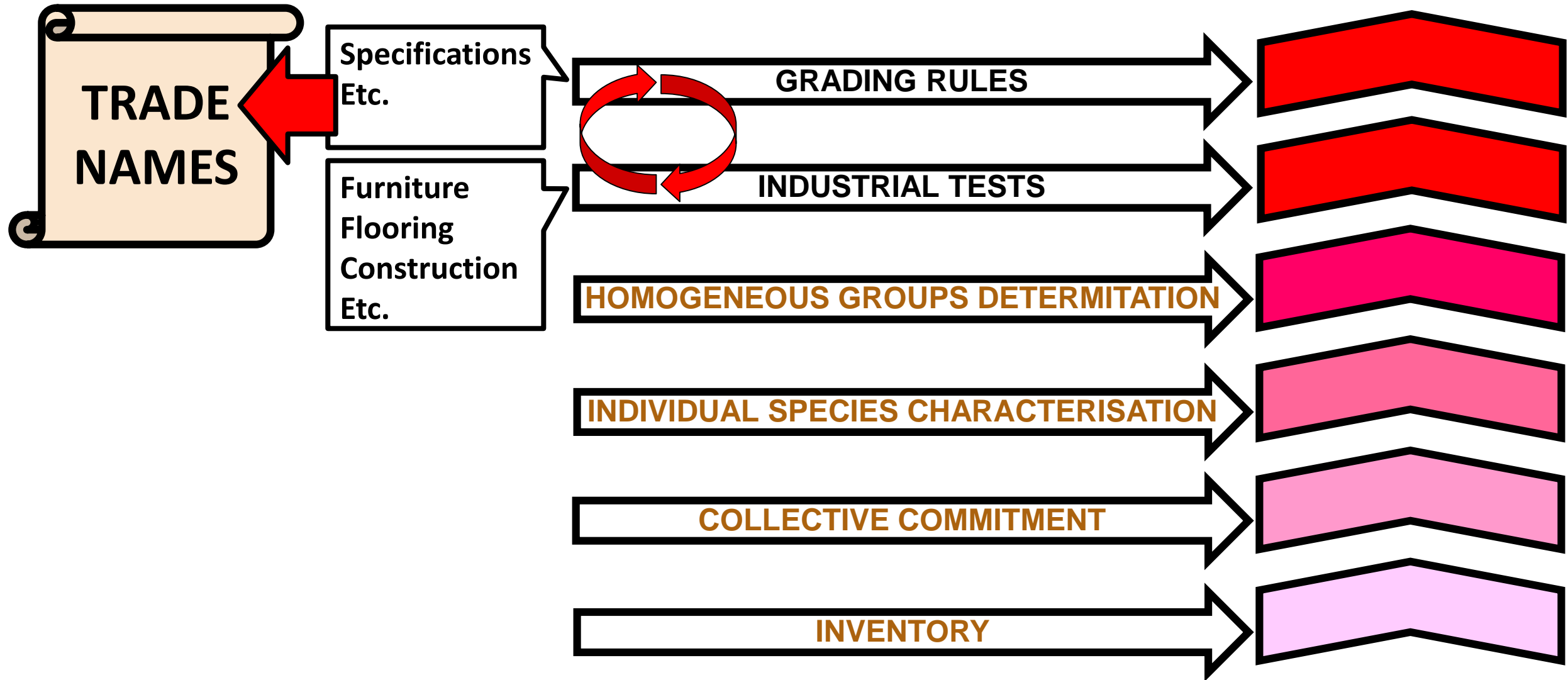
## Phase 1 : Concessionaires



# Phase 2 : Concessionaires + Laboratories



# Phase 3 Concessionaires + Laboratories + Industry





# Phase 4

**Marketing** (Export and domestic)

**Introduction / Promotion**

**Distribution**

# Conclusion

The scope of this short presentation is not to propose a “fix all” formula but to suggest a serious reflection on a proven and efficient concept.

In North America and in Asia the **Commercial Species Groups** are **fundamental marketing tools**.

Harvesting and processing **more LKTS** will ensure better legal and environmental management and more revenue to the forest industry.

If there is a collective will,  
there are ways of doing that.

# Thank you