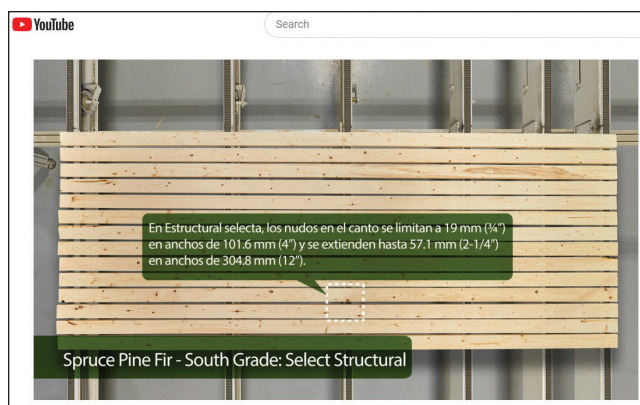




TRANSLATIONS DELIVER EASTERN WHITE PINE TO THE WORLD

BY JEFF EASTERLING



SOFTWOOD Export Council funded all translations of the *Video Guide to Four Grades of SPFs* and *Video Guide to All 5 Grades of Eastern White Pine* videos to bolster their international promotional efforts. Next up: watch for translations coming soon of the NELMA Virtual Tours, another great lumber selling tool!

WHEN A customer asks to see a stick of eastern white pine for themselves before purchasing, it's easy to go out into the yard and pull one. Or maybe share a photo brochure. But what happens when a customer—in your own yard or across the globe—speaks a different language?

Two of NELMA's most popular videos—known colloquially as the grade swatch videos—are now available in multiple translations, as is the *Grade Rule Book*, allowing an ever-wider audience access to complete information regarding eastern white pine and Spruce Pine Fir - South. Both videos are now available on the NelmaTV YouTube channel in Spanish (Mex), French and Chinese.

What information is shared in the videos? Let's take a closer look.

In the *Video Guide to Four Grades of SPFs*, a nine-minute-long video, video representations of SPFs 2x4 lumber take the spotlight. Full explanations of what customers can expect are available for each grade, with the video format allowing for real-life, accurate representations of each of the major SPFs grades: select structural No. 1, No. 2, and No. 3.

How does it work? The SPFs video is presented from a bird's-eye view—or really, a lumber grader's view. Real pieces of finished lumber move down a visual conveyor belt—14 pieces in total—and, as each board passes slowly

on screen, digital callouts appear to indicate grading elements important within each board. The video includes all defining characteristics within each grade in order to share and represent the entire story of each board. Each of the grading characteristics are explained and visually marked to allow for a complete informational connection.

On the eastern white pine side, the *Video Guide to All 5 Grades of Eastern White Pine* showcases the industrial, standard, premium, finish, and D-select options for this beautiful appearance grade product. Featuring six 2x6 boards per unit, the video details the variety of permissible characteristics within each grade and illustrates them for easy recognition.

How can these videos help your customers? Product knowledge increases with the visuals of what your customers might find in a unit of lumber—it literally presents a clear picture of the whole package. The information contained in both the SPFs and eastern white pine videos ensure that, after viewing, both you and your customers will have learned by seeing about each of the various characteristics that make up certain grades.

As a lumber dealer, with multiple translations of each of the two videos as close as YouTube, end-users across your customer base will better understand the variety of eastern white pine and SPFs products NELMA members manufacture. We challenge you to think beyond your customers to even deeper audiences: You can refer to the videos to educate your customers, but NELMA members can also direct customers from around the world to watch it and obtain a better, deeper understanding of what SPFs and EWP grades are and what they look like.

Grade Rule Book Now Available in Spanish

In addition to the two grade videos, NELMA is now offering the *Grade Rules for Eastern White Pine* in Spanish (Mex) under the title of *Clases Tabla (Board) de Pino Blanco Oriental*. This tool, a necessary guidebook for grading lumber in the U.S., is perfect for international trade shows and to increase online learning opportunities.

You may find the two free grade species videos on the NELMA YouTube channel, and the *Grade Rule Book* at nelma.org. For more information about selling SPFs or eastern white pine, visit www.NELMA.org. **BP**