



News release

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Trade customers give thumbs-up for Masons Timber Products



Masons Managing Director Josh Burbidge



Head of Sales & Marketing Pauline Morrison

Customer satisfaction is high among customers of Masons Timber Products according to recent research (January 2012).

On products, 68% gave a score of 9 or 10 out of 10 for the range stocked by the company. The score of 9 or 10 on service was 56%. Traditional forms of ordering still remains popular with many customers, however, there is potential to order online in the future. Ordering by fax remains the firm favourite.

Some 61% of customers now buy more from Masons as they are better informed on the breadth of products in the range. The report also states that any decline in specific sectors of business is largely driven by the economic climate and not company performance.

The telephone survey across 10% of this segment of the customer base was conducted by Nottingham-based Mike Harrison Market Research. Customer groups included key accounts, smaller customers and infrequent customers, and the sample was largely geographically representative of the UK.

Head of Sales & Marketing, Pauline Morrison said: "We commissioned the survey to provide Masons with actionable information which can now be used to develop our service levels. We wanted to understand customer purchasing patterns and reasons for change, and to assess views on product and service. We also took the opportunity to look ahead at fulfilling customer requirements on merchandising and promotional activity and to be able to service trends towards online ordering."

The company is one of the UK's leading manufacturers of timber home improvement products operating within the DIY retail, merchant and manufacturing sectors.

The wide range of timber and sheet material products available from stock makes Masons a popular one-stop shop. The company also produces bespoke mouldings for manufacturers to customers' own specification in many varieties of solid timbers; veneers & foil wrapped and a range of hardwood laminated boards.

Masons Timber Products was acquired last year by a group of companies with years of experience within the timber and DIY markets. Over 90 people are employed at the three mill plant and headquarters in Colwick, Nottingham. Operating independently, Masons is now part of a portfolio of timber companies which are privately owned and date back over 125 years.

Masons MD Josh Burbidge said: "Masons is a long-established and well-respected brand in the timber trade."

"The business has a solid future in Nottingham and, with investment, Masons can concentrate on its traditional strength of providing high quality service to customers throughout the country."

The company has also joined the Timber Trade Federation for 2012 as one of a number of initiatives to further strengthen the brand and grow sales. It is currently FSC accredited and hopes to receive PEFC certification in a few weeks' time.

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