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Acquainting new generations with iconic WA timber species

Jarrah will be the timber of choice in premium architectural applications, with the launch this week of a new branding strategy for our much-loved timber species.

New Jarrah has been developed by the Forest Industries Federation of Western Australia (FIFWA) and the Forest Products Commission (FPC) to reposition jarrah as a high-quality, premium and desirable product.

FIFWA Acting Chief Executive Officer Matt Granger said *New Jarrah* is all about reigniting the love for this beautiful, high-quality wood.

“It’s called *New Jarrah* because it has a different appearance to the timber many of us grew up with,” Mr Granger said.

“The wood is sustainably sourced from regrowth jarrah forests which provides a lighter and more subtle colour than traditional jarrah.”

The Forest Industries Federation of Western Australia launched the branding at a timber industry conference in Perth which links internationally-recognised design and building professionals at the forefront of timber construction.

The State government has committed to invest \$50,000 to assist in promoting *New Jarrah* over the next two years.

“*New Jarrah* is a strong, unique and renewable resource, and choosing *New Jarrah* will support the West Australian timber industry, local jobs and sustainable forest management,” Mr Granger said.

For more information, visit www.newjarrah.com.au

Please direct all media enquiries to FIFWA Acting CEO Matt Granger on 0407 448 648 or m.granger@fifwa.asn.au

About FIFWA

Forest Industries Federation WA (FIFWA) has been representing the interests of the Western Australian timber industry since 1895. The industry is a key driver of economic activity and jobs in Western Australia, contributing \$1.4 billion to the WA economy and creating about 6000 jobs in WA, with more than 90% of those in regional areas. The industry employs careful and comprehensive management policies to ensure WA’s forests are sustainably managed. Less than 1% of the total forest area is harvested annually.

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