

Health and Safety Remain Top Priorities for Wood Industry

OTTAWA, Thursday, December 12th, 2013 – The wood industry is disheartened to see that the Cement Association of Canada has opted to launch a campaign that calls into question the expertise of the professionals who have participated in the development process of the 2015 model National Building Code of Canada (NBCC). Health, safety, accessibility, fire and structural protection of buildings are the core objectives of the NBCC.

This campaign has been launched despite the cement industry’s full participation in the building code’s 5 year development process, along with experts from steel, wood and the firefighter community, amongst others.

“The reality is that advances in wood science and building technology have resulted in stronger, safer, more sophisticated and robust products that are expanding the options for wood construction, and providing more choices for builders and architects. These changes are fully supported by science from renowned organizations such as FPInnovations and the National Research Council.” states Michael Giroux, President of the Canadian Wood Council.

“The campaign launched from cement has less to do with safety and more to do with maintaining the status quo in construction. This is really about market share and their fear of competing on the street.” added Giroux.

With growing pressure for designers to reduce the carbon footprint of buildings, wood product based construction remains a great choice as it is a renewable building material, originating from sustainably managed forests in Canada.

When it comes to information about wood, the Canadian Wood Council encourages you to know the facts and trust the work of an association with over 50 years of expertise in the field, www.cwc.ca.

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