

Media release
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Hyne means timber

Hyne Timber freshens up for the future

Australia's leading structural timber company, Hyne Timber, is pleased to announce a new look, with a strategic brand refresh that sees its familiar red diamond logo updated and a new simpler trading name, Hyne, effective immediately.

The revamped corporate image is a major step in the evolution of Hyne's growing presence in the structural softwood market, both in Australia and in its exporting activities.

Hyne Managing Director, John McNamara, said the move demonstrates the 125 year-old company's unwavering commitment to sustainably grown plantation timber production and supply in Australia.

"With origins dating back to Richard Matthews Hyne in 1882, Hyne is an integral part of Australia's building history. And in the age of climate change consciousness, the environmental credentials of structural plantation timber over other building materials alone, secures our future."

"That's why having 'timber' as part of our name simply became redundant. For many, Hyne means timber, and we want to keep it that way for the next 100 years."

Both Hyne's long heritage and its confidence in upcoming new and innovative products into market are acknowledged in a new tagline: "**tradition, strength and innovation**".

"The new Hyne is a reinvigorated Hyne that will offer our customers more relevant product packages that are clearly and consistently communicated – alongside the existing values that they have come to know us for," said John.

"These are reflected in honest, local service from great people."

A new marketing campaign has been created to bring to life the Hyne family of products and expect to see the visual identity being integrated across every element of the business.

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Please see attached Note to Editors.

For further information and images, please contact:
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Note to Editors:

About Hyne

Hyne is a leading Australian manufacturer and distributor of engineered, structural and decorative softwood products to the building industry.

Proudly privately owned, Hyne's family heritage dates back to 1882 when Richard Matthews Hyne, the first of many dedicated Hyne's, founded the business. In fact current Managing Director John McNamara (appointed in 1994) is the first non-family member to lead the company in its long history.

Hyne has over 850 employees across 19 operations located in Eastern Australia, from Cairns to Melbourne. All timber is sourced from sustainably managed plantations.