

Timber iQ

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Rare Woods' extensive facilities are home to an enormous stockholding of exotic timber.

A rare timber gem

From humble beginnings over 35 years ago, Rare Woods is a thriving timber business today that boasts an incredible product range built up over the years, which leaves South Africans spoilt for choice.

By Rare Woods | Photos by Rare Woods

Rare Woods – headquartered in Epping, Cape Town – has been a solid fixture of the South African timber scene since it was established in the early 1980s. It is a familiar name to many – especially those in the Western Cape.

Born out of the passion of its founder – Rory Wood – for all things timber, Rare Woods' journey has always been about increasing the range of timber available to the local market, from the dozen or so staples that were available in the 1980s through to big distributors like Federated Timbers, to the more than 150 species of stock in their Cape Town and Knysna warehouses today.

However, with the ever-changing nature of the industry, it is worth reminding our current generation of this amazing treasure trove of timber resources. Rare Woods is and always has been focused on offering the broadest range of local and imported timbers to the South African market.

At Rare Woods, one defining characteristic trumps all others: stock, stock and more stock. At any given point, the business has a stockholding of around 5 000m³ of rough sawn timber and 10 000m² of pre-profiled decking. On the surface, it seems like a crazy amount to have invested in a relatively slow-moving commodity, but there is business sense to it.

This is because supply chains in the timber industry can be extremely long. For imported species it typically takes four to six months from the time of ordering from a foreign sawmill, to receipt of the goods in South Africa – this can be as long as 18 to 24 months for some harder-to-source species.

In addition, fashions are changeable and demand can be very bumpy in that one or two big projects can have a material impact on the overall level of sales for a specific species. All of which makes demand forecasting extremely challenging. Rare Woods has found that the most effective way to overcome this is to hold large amounts of stock.

TAKES HASSLE OUT OF SOURCING

Besides making for an incredible Aladdin's cave for woodlovers, this model has great benefits for architects, trade customers and end users as it allows them to concentrate on what they do best: designing and delivering beautiful products without being constrained by a fear of stock shortages or lengthy delays.

With this huge timber drawcard, Rare Woods' customer base is as broad and diverse as its stockholding. Construction companies, shopfitters, cabinetmakers, joiners, flooring companies, decking installers, boat



Well organised racking means customers may enter and select their own timber.

builders, luthiers and passionate hobbyist woodworkers alike all make use of the extensive stock and preparatory machining services.

Rare Woods' primary focus continues to be the Western Cape region, from the West Coast to East London, recognising that other areas of the country are often well-served by a number of other highly regarded timber merchants. Nevertheless, for larger volumes, local stock shortages and / or unique projects, a national delivery service is available.

The company keeps its customers up-to-date with periodic newsletters which cover new stock arrivals as well as other interesting developments. You can sign up for these online at: www.rarewoods.co.za.

Regardless of your interest or role in the South African timber market, a visit to Rare Woods is highly recommended, if not for a specific business opportunity, then just to soak up the ambience, warmth and wonder that timber has to offer.

SOMETHING FOR EVERYONE

Unlimited stock availability and choice is just one part of the value proposition that Rare Woods offers various customers.

ARCHITECTS AND HOMEOWNERS

- Spacious, welcoming showrooms with a full range of samples and furniture as well as other wooden items to provide inspiration and an amazing resource to those planning a house build, renovation or commercial development.
- A wealth of expert knowledge through the experienced sales and management team.
- Excellent knowledge of the local contractor base for appropriate use on specialist projects.
- A real interest and passion for getting involved early in the specification process.



There is always plenty of action at the Rare Woods yard.




Big showrooms create a welcoming environment for timber lovers.

CONTRACTORS AND MANUFACTURERS

- Showrooms are available to bring clients to.
- More stock availability results in less waste and fewer delays.
- Additional opportunities to save costs through using lower grades, shorts, narrows and / or shop-soiled stock.
- Extensive racking system for easy access to smaller volumes of timber allowing customers to come in, select and take the timber away immediately.
- Alternatively, daily deliveries to sites in surrounding areas.
- Preparatory machining, including manufacturing of tongue-and-groove flooring, shiplap cladding and other moulded items.
- Attractive trade discounts and extended payment terms, when appropriate.
- Co-marketing opportunities.

HOBBYISTS AND INDIVIDUALS

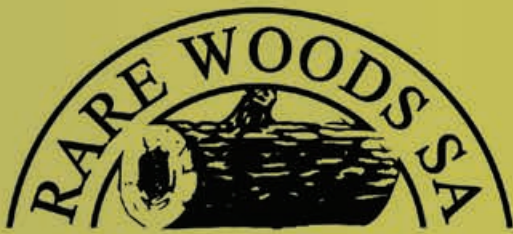
- Incredible variety and heart-pumping timber excitement – literally a woodworker's paradise!
- The opportunity to select and pull stock directly from the racks.
- A section dedicated to heavily discounted clearance bundles, with ever-changing contents, for the bargain hunter.
- An off-cuts operation for smaller pieces. 

A PRODUCT RANGE LIKE NO OTHER

Rare Woods' incredible, arguably unmatched, product range spans the full variety of timbers in use in South Africa today:

- Construction and utility timbers like pine, meranti and saligna;
- Imported American staples like oak, ash, walnut, poplar, maple, cherry, hickory, Oregon pine and beech;
- Popular European species like French oak, steamed and white beech, spruce and Siberian larch;
- A full range of joinery timbers – meranti of course, but also iroko, African mahogany, melunak, sapele, afrormosia and even genuine Burmese teak;
- Wide variety of cedar, including western red, Alaskan, Japanese, Himalayan, aromatic, Spanish and Malawian;
- Outdoor structural and decking timbers like balau, garapa, massaranduba, ipe, keruing and recently added thermo-treated oak and poplar;
- Popular African species like kiaat, Zambezi teak, African rosewood, blackwood, yellowwood and obeche; and
- Incredible exotics like zebrano, wenge, cocobolo, bocote, ziricote, kingwood, tulipwood and more.





SA's leading Timber Merchant, for over 30 years

**WE SUPPLY A WIDE
RANGE OF DECKING
PRODUCTS**



- Suppliers of South Africa's widest range of local and imported timbers from Ash to Zebrano, and everything in between
- A market-leading stockholding of 165 species and 8000m³ of stock
- Operating for over 30 years, with branches in Cape Town and Knysna
- Extensive showrooms, full of inspiration
- Offering friendly, knowledgeable, passionate and professional service
- Attractive discounts available to trade and bulk customers
- A treasure trove for wood lovers!

WE SHIP NATIONWIDE FOR BULK ORDERS

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