

Structural Timber Association

A broader organisation for the timber industry

The timber industry is going through an evolution; it is no longer defined simply by the supply of timber kits, it is driven by intelligent and integrated hybrid solutions. Because of this, the UKTFA now stands for much more than 'timber frame', and we felt that we needed to broaden the Association to reflect the evolving industry.

As of September 2013, the UKTFA has changed its branding to the Structural Timber Association. We now encompass all users of all structural timber systems and its elements and components, and the name change reflects that.

The overall purpose of the organisation will continue to be the promotion of structural timber products and systems within the UK construction industry - something the UKTFA has done for eleven years to good effect. With the growing understanding that timber construction is the way forward in terms of energy efficiency, time saving and flexibility, the new STA will reiterate these messages and continue all the good work of the UKTFA through its programme of seminars, factory tours and research.

This change has the support of the UK construction market, and we will continue to collaborate with the other timber related organisations like TRADA, TTF, Wood for Good and the newly created Grown in Britain, all of whom promote the use of timber and wood in a more generic manner.

IMPORTANT INFORMATION ABOUT NEW LOGO USAGE

Member companies are being provided with the new Structural Timber Association logo in advance of the official launch to enable forward planning of their marketing activities. However, please note that the logo is not to be released or broadcast into the public arena before the launch of the Association at Timber Expo on 24 September 2013.

We appreciate that you may be planning new literature and brochures for Timber Expo and other events, which will need to be printed ahead of the event, but literature containing the logo must not be publicly distributed until 24 September. This embargo also covers digital media, including members' own websites and social media platforms.