



accoya 

International  
Builders Show 2025  
PRESS MATERIALS





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**FOR IMMEDIATE RELEASE**

**ACCOYA RETURNS TO THE INTERNATIONAL BUILDERS' SHOW**

*Accoya unveils an updated brand at the world's premier building show. Visit booth C5219.*

**KINGSPORT, TENN. February 25, 2025**—Accsys, the world's leading supplier of premium, high-performance, and sustainable wood building materials, is pleased to announce that it will be showcasing its flagship product, Accoya, at the International Builders' Show (IBS) at the Las Vegas Convention Center from February 25 to 27, 2025. The Accoya booth is located in the central hall, booth C5219.

The event reinforces Accsys' commitment to supplying the North American market with innovative, sustainable building materials. The company is prepared to demonstrate that Accoya isn't merely a material choice; it signifies a mark of quality and a commitment to creating something extraordinary.

"We recognize the immense potential of the U.S. market and are committed to supply this region with Accoya," said John Alexander, group commercial director at Accsys. "Our presence and service capabilities in North America ensure we can meet the increasing demand for our products."

"The International Builders' Show is the perfect venue to showcase our brand and products to builders, contractors, architects, dealers, and distributors," said Jim Flickinger, group marketing director for Accsys. "We invite industry professionals to visit and learn more about Accoya."

Accoya provides unmatched reliability in wood. It is produced and tested to prevent visible swelling, shrinking, or distortion, making it perfect for windows, doors, decking, and siding. Accoya offers an unrivaled warranty of 50 years above ground and 25 years in-ground and in freshwater.

Please visit our Accoya website to learn more. For regular updates, visit our blog and follow us on Instagram, Facebook, and LinkedIn.

**About Accsys** (Accsys Technologies PLC) is a fast-growing business with a purpose: changing wood to change the world. The company combines chemistry, technology, and ingenuity to make high-performance wood products that are extremely durable and stable, opening new opportunities for the built environment and giving the world a choice to build sustainably. Accsys transforms fast-growing, certified sustainable wood into building materials with characteristics that match or better those of man-made, intensely resource-depleting, and heavily carbon-polluting alternatives. More information about Accsys can be found at [www.accsysplc.com](http://www.accsysplc.com)

**About Accoya USA**

Accoya USA, LLC is a joint venture between Accsys (60%) and Eastman Chemical Company (40%), taking advantage and benefiting from synergies between the two businesses' respective strengths. Accsys is the only producer of acetylated wood in the world, with proprietary technology, processes and decades of know-how and proven success in the manufacturing, marketing, and sales of the sustainable, ultra-high-performance building material. Sustainably grown wood from FSC® certified sources is one key raw material for Accoya production, and acetic anhydride is the other.

**Accoya®** wood is a sustainable, durable, and stable solid wood product with exceptional performance, finish, and sustainability. Accsys' proprietary acetylation process makes the wood more dimensionally stable, and because it is no longer easily digestible, it is extremely durable. Produced from certified (e.g. FSC®) sustainable sources, Accoya® wood has many environmental credentials and ecolabels and is one of very few building materials to be Cradle to Cradle Certified® at the Gold level, with a Platinum rating for Material Health, confirming that no harmful or toxic additives or chemicals are present to leach out into the environment.

With an up to 50-year warranty and potential 70+ year service life, the combination of sustainability, dimensional stability, durability, and retained strength means that Accoya® wood offers a wealth of new opportunities to architects, designers, specifiers, manufacturers, and homeowners. These benefits result in lower maintenance and total cost of ownership while also offering significant sustainability benefits.

Accoya® and the Trimarque Device are registered trademarks owned by Titan Wood Limited, a wholly owned subsidiary of Accsys Technologies PLC, and may not be used or reproduced without written permission.







# Company Fact Sheet

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## **WORLDWIDE HEADQUARTERS**

Accsys PLC  
London, England  
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London EC2R 6EA  
United Kingdom

## **ACCSYS N.A. SALES OFFICE & ACCOYA USA**

Accoya N.A.  
Building 470  
200 S Wilcox Dr  
Kingsport, Tennessee 37660-5174

## **ACCOYA USA, LLC**

A joint venture between Accsys and Eastman Chemical Company. As part of the joint venture, Accsys leverages Eastman's world-class acetyl production capabilities to produce its Accoya wood products.

## **DISTRIBUTION**

Available worldwide through a network of dealers and distributors.

## **WHO WE ARE**

### **Accsys**

Accsys is a fast-growing company with a purpose: to give the world a choice to build with wood. For nearly 20 years, we've set the standard for perfecting performance wood and providing impactful solutions to construction professionals' challenges in the built environment. We are the global manufacturer of Accoya, with three production sites employing more than 250 people worldwide. We are changing wood to change the world.

### **Accoya**

Accoya wood, sourced from FSC® certified forests, is the most flexible wood material used in most applications. It is renowned for its durability, dimensional stability, and strength, making it perfect for demanding outdoor applications. Its exceptional beauty elevates design and brings a refined finish to any project.





## ACETYLATION PROCESS

Accsys' proprietary modification process transforms the internal properties of the wood at the cellular level, targeting what causes wood to move and decay. This transformation improves hardness and compression strength, making Accoya the most versatile wood material for exterior applications.

## SUSTAINABILITY

Accoya is trusted by builders, architects, manufacturers, and homeowners. It offers solutions for residential, commercial, and structural applications where wood was once unimaginable.

With best-in-class performance, Accoya offers creativity and versatility for decking, siding, windows, doors, and other exterior applications.

Accoya's high standards meet or exceed all major globally recognized sustainability certifications, including FSC® certified, Cradle to Cradle Certified® Gold, USGBC® LEED® v.4, Declare Red Label, BREAM, and more.

## SPOKESPEOPLE

Jim Flickinger, Group Marketing Director  
Sue Engle, Marketing Manager

## MEDIA CONTACT

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# Accsys 2024 North America Highlights

The Accsys facility in Kingsport, Tennessee, supplies the increasing demand for our wood products in North America. Below is a summary of our recent news.

## ACCSYS NORTH AMERICA

Established supply source: The facility, led by general manager Rod Graf, ensures a reliable supply chain for Accoya in North America and supports the demand for sustainable building materials.

## DISTRIBUTION

Accsys added four North American distribution partners, ensuring the market has access to Accoya, including:

- **Keim** is based in Charm, Ohio. The company has extensive wood remanufacturing facilities and a comprehensive inventory of domestic and imported lumber to supply its customers in Ohio, Pennsylvania, Kentucky, and West Virginia.
- **Saroyan Hardwoods** is based in California and currently serves over 25,000 clients. It maintains three service facilities throughout the state. Saroyan has extensive milling and manufacturing capabilities from its two production plants in Huntington Park, California, and Glasgow, Kentucky.
- **Alan McIlvain Company** is one of the Northeastern U.S. premier distributors of high-quality hardwood and softwood lumber and custom moldings. Serving the Northeast region, the company is renowned for its dedication to delivering exceptional timber products and its commitment to sustainable forestry practices.
- **Hardwood Industries Inc.** is a leading value-added wholesaler and distributor of premium hardwood lumber and related services in the Pacific Northwest. With a network of nine distribution facilities, the company serves a vast region that encompasses Northern California, Oregon, Washington, Hawaii, and Alaska.





## ACCSYS NORTH AMERICAN TEAM

Meet our North American team that ensures the supply of Accoya reaches its destinations.

### OPERATIONS

North America facility General Manager **Rod Graf** manages the facility operations and builds relationships in the community. His staff includes:

- **Craig Darnell**, Quality Manager. Craig is responsible for implementing and maintaining Accsys' Quality Management System and ensuring proper certifications.
- **Alexandra Beard**, is the procurement and Supply Chain Manager. She previously managed global sourcing in indirect procurement. She aims to develop and mature the supply chain and procurement and support scalability within the organization.
- **Mark Lambert**, Engineering Manager, has over 30 years of experience and collaborates with the project team. His primary responsibility is to ensure the facility's safety and efficiency.
- **Matt Dayton**, Process and Project Engineer brings years of experience in the pulp and paper mill industry. He ensures the facility operates efficiently.
- **Christopher Moore**, Team Lead. Christopher assists in the facility's daily operations and leads the team to achieve short- and long-term goals safely and efficiently.

### SALES

Sales director **Sergio Munhoz** has a background in the wood coatings industry and has led commercial teams across North and South America for AkzoNobel. Sergio's sales team includes:

- **Fred Pennington**, Operational Sales Manager, has over 20 years of experience in the built environment. He bridges customer communication with the facility team in operations, planning, and logistics to drive efficiency. Pennington's staff includes:
  - **Josh Mowell** brings a solid background in mathematics education. His analytics prowess, technical skills, and adeptness at converting metric to imperial measurements make Josh an invaluable asset to the operations team.
  - **Amy Ley** has a diverse career in IT, operations, and user experience. Ley's extensive background provides a wealth of knowledge for her inside sales role in operations.
- **Jason Rabon**, Sales Manager, East Coast. Jason is the technical sales manager for the Southeast, providing training, customer support, technical product support, and business development. He spent nearly 30 years at AkzoNobel Coatings in R&D for coatings formulation and finishing systems development before moving into technical sales.
- **Matthew Buller**, Sales Manager, Northwest. Matthew brings extensive experience in the coatings industry, from general laborer through the manufacturing process to lab technician to field representative in the technical service department, ending as service representative in technical sales at AkzoNobel before joining Accsys.

### MARKETING

The North American market team works closely with the global marketing team to ensure efforts are focused.

- **Jim Flickinger**, Group Marketing Director. Jim joins Accsys as group marketing director to spearhead marketing efforts in North America and globally. He brings extensive knowledge of the North American built environment, serving in key C-suite roles at Big Ass Fans and senior leadership positions at JELD-WEN, Inc., and Firestone Building Products.
- **Sue Engle**, Marketing Manager. Sue is a veteran of the built environment, brings a wealth of experience in sales and product marketing, and has joined Accsys as marketing manager for North America. Engle most recently held a senior management position at Clopay Corporation.

### WUI COMPLIANCE

Accoya wood ¾-inch and 1-inch tongue-and-groove (T&G) siding used in an exterior wall assembly met Wildland-Urban Interface requirements. After being independently tested within a specific wall assembly, Accoya met the wall or ceiling finishes criteria under ASTM E2707, which assesses fire penetration of exterior wall assemblies using 10-minute direct flame exposure. The exterior wall assembly can be used for new buildings in WUI areas or any Fire Hazard Severity Zone within State Responsibility Areas.



# Accoya North American Projects: Use and Application

Accoya sets the benchmark for wood performance, delivering transformative solutions for construction and design professionals. Thanks to Accoya's unparalleled durability, dimensional stability, and sustainability origins, our products unlock creativity and versatility for use in applications where wood was once unimaginable.



**PROJECT:** Commercial Brise-soleil (slatted wood screen)

**PRODUCT:** Accoya Rough Sawn Unfinished

**LOCATION:** Dallas, Texas





**PROJECT:**  
Commercial Siding

**PRODUCT:**  
Accoya pre-finished  
in various widths  
with 1/4-inch reveal

**LOCATION:**  
Aspen, Colorado



**PROJECT:**  
Commercial Siding

**PRODUCT:**  
Accoya Shou Sugi  
Ban (charred)

**LOCATION:**  
Marion, Iowa





**PROJECT:** Commercial Window and Doors

**PRODUCT:** Accoya Finished

**LOCATION:** New York City



**PROJECT:** Marine Deck

**PRODUCT:** Accoya Unfinished

**LOCATION:** Salt Spring Island, British Columbia, Canada



**PROJECT:** Residential Siding

**PRODUCT:** Accoya Rough Sawn Prefinished

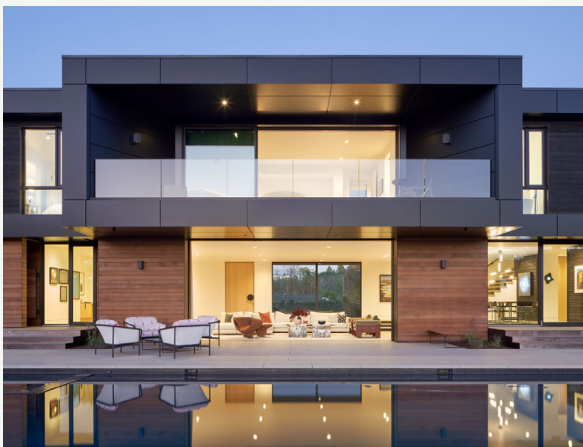
**LOCATION:** Knoxville, Tennessee



**PROJECT:** Commercial Siding and Decking

**PRODUCT:** Accoya Color Grey Tongue and Groove

**LOCATION:** Vancouver, British Columbia, Canada



**PROJECT:** Residential Siding

**PRODUCT:** Accoya Shou Sugi Ban (charred)

**LOCATION:** Calistoga, California



**PROJECT:** Residential Door

**PRODUCT:** Accoya and Tricoya

**MANUFACTURER:** TruStile – Resilient™ Wood Entry System (Marvin Brand)





Infinite Crescendos © Cie Hoover  
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**PROJECT:**  
Residential Siding  
Privacy Screen

**PRODUCT:**  
Accoya Unfinished  
2x2 slats

**LOCATION:**  
San Diego, California







**PROJECT:** Commercial Restaurant Countertop  
**PRODUCT:** Accoya Color Grey unfinished, 1-inch x 6-inch width-laminated into 16-inch-wide countertops  
**LOCATION:** Victoria, British Columbia, Canada



**PROJECT:** Lighting  
**PRODUCT:** Accoya Finished  
**MANUFACTURER:** Structura



**PROJECT:** Commercial Door  
**PRODUCT:** Accoya Unfinished  
**LOCATION:** Austin, Texas



**PROJECT:** Multifamily Windows and Doors  
**PRODUCT:** Accoya Finished  
**LOCATION:** Alexandria, Virginia



**PROJECT:** Public Art Woven Light  
**PRODUCT:** Accoya horizontal slats unfinished  
**LOCATION:** Denver, Colorado



## GET IN TOUCH

FOR MORE INFORMATION ON OUR PROJECTS, PLEASE CONTACT:

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**Declare.**