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Press Release

NZ Pine brand project announced to lift wood products export value

The Wood Processors and Manufacturers Association of NZ (WPMA) welcomes the commitment by Government and industry to developing a unified NZ Pine brand, as announced today by Minister for Forestry and Trade, Hon Todd McClay, at Mystery Creek Fieldays.

WPMA Chief Executive, Mark Ross, says the project represents a significant opportunity to grow and strengthen New Zealand's position in global timber and lumber markets.

'NZ Radiata Pine is a premium softwood — stable, versatile, sustainably grown, and backed by decades of research,' says Ross. 'By unifying our story, we can strengthen market confidence and support higher-value returns across the entire supply chain.'

New Zealand's renewable plantation forests thrive in the country's temperate climate and support a year-round harvest. The sector is built on responsible production, with large areas independently certified under globally recognised sustainability programmes.

The NZ Pine project will highlight Radiata Pine's versatility and performance across a wide range of structural and appearance applications. Its ability to be efficiently kiln-dried or treated makes it a reliable, long-lasting material for domestic and international customers.

Built around simplicity, in-market relevance, and sector-wide unity, the NZ Pine brand will provide a strong foundation for individual companies to differentiate their products and reinforce New Zealand's reputation for high-quality, sustainably produced wood.

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WPMA – who we are:

WPMA is an industry membership association representing companies involved in the wider wood processing and manufacturing industries, including sawn timber, pulp and paperboard, manufactured and engineered wood products, along with bio-forest products. Our vision champions wood processing and manufacturing as the core to New Zealand's economic growth, regional development, and sustainable environment.