

# VERDA

## The Origins

Ever since the first plantings in the 1850s, New Zealand's pine forests have thrived in marginal soils and steep land, resisting salt-laden winds, arresting erosion and producing mature millable timber in world-record time. Over the years, considerable effort has gone into improving the genetic stock and processing techniques.



The principles and staff of Verda have a wealth of ingrained knowledge about wood in general and pine in particular with some being third-generation timber people. Verda was formed in 2002 to be a customer and quality focused wood products manufacturing company and to meet the demanding needs of commercial customers. During 2002 to 2006, the company rapidly gained a market reputation as

being a consistent, quality and customer responsive provider of timber and grew to having a significant share of New Zealand's decking market supplying a diverse range of quality customers in New Zealand and in export markets.

Verda New Zealand Limited is an integrated wood products company based in Rotorua, New Zealand. From our production and processing base in Rotorua, Verda New Zealand Limited services both domestic and export markets including Europe, Japan, USA, China, the Pacific Islands and Australia. We supply products under two quality brands, Verda Outdoor and Verda V3.

VERDA is an outdoor wood specialist combining sustainability and design to bring you a range of innovative products to enhance your outdoor environment. Verda New Zealand Limited is 100% New Zealand owned and operated. The company embraces a philosophy of staff involvement, constantly seeking better and more innovative ways of meeting customer needs and improving operating efficiency. The company is at the forefront of technology, in logistics and optimisation systems and has partnered with technology companies to maintain this leading industry position.

Verda New Zealand Limited is a specialist in providing outdoor living experiences using timber.

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