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FOR IMMEDIATE RELEASE

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SAWLEX 2007 featured in-woods equipment demonstrations, seminars, and exhibits

Held in Newberry, South Carolina, SAWLEX Grew by 44% in 2007

SAWLEX, The Sawmill & Logging Expo, opened on Friday, May 18 on a 45-acre site in Newberry, South Carolina, just outside of Columbia. The 2007 event, for the first time, featured the in-woods operation of timber harvesting and processing equipment, in addition to inside exhibits, static displays and demonstrations, and seminars. Professionals from 36 states and two countries attended the the two-day event.

According to Ted Hugger, SAWLEX show director, SAWLEX set a record for both size and number of exhibits. "We had 85 companies exhibiting in 112,848 net square feet of exhibit space, an increase of 44% over the 2005 event. In all, more than 133 brands of forestry equipment were presented by exhibitors. These were manufacturers and dealers of virtually every type of timber harvesting, processing and transportation equipment available to the industry," Hugger reported.

Including all of the SAWLEX exhibit, display, seminar, and demonstration space, the total footprint of the show exceeded one-million square-feet of space.

"SAWLEX is unique for a forest industry event," Hugger explained. "We made a decision to focus on developing a business-to-business demonstration and sales event, rather than a consumer-type festival with a small trade show component. As a result, we heard from SAWLEX exhibitors that nearly every person who walked through the gates was a qualified professional and potential buyer of logging and sawyering equipment."

Hugger says that exhibitors displayed a full range of logging, transport, processing, and sawmilling equipment, including feller-bunchers, harvesters, cut-to-length equipment, forwarders, log loaders, skidders, grinding and mulching equipment, portable sawmills, delimiters, chippers and grinders, firewood splitters and processors, conveyors, dry kilns, chain saws, lumber grading and marking gear, moisture meters, safety equipment, tires, off-road trucks and equipment, specialty trailers, and more.

An aggressive promotional campaign was mounted by show management, include contracting for more than 26 pages of advertising in national and regional trade publications. "In total, we delivered more than 735,747 magazine and direct mail impressions promoting the event to forestry equipment buyers," Hugger reports.

In a post-show survey, attendees reported that they discovered new equipment and products at SAWLEX (100%), that they purchased equipment or products at the show (30.4%), and that they are likely to purchase equipment or products they saw at SAWLEX within the next 12-18 months (63.6%).

New for 2007: In-woods Demonstrations

SAWLEX 2007 featured four, five-acre cutting sites where exhibitors, including Linder Machinery (Valmet/Komatsu), Tidewater (Tigercat), Carl Neutzel (LogRite), and Morbark demonstrated their equipment in the woods. Attendees were able to see complete harvesting and processing operations in action during the event. "Attendees and exhibitors really loved this new aspect of the show," Hugger says. "Not only were prospective buyers able to inspect the equipment and talk with factory technical experts, they were able to see the pros putting the equipment through its paces in the woods."

In addition to the in-woods demos, SAWLEX featured fixed display areas where exhibitors demonstrated equipment throughout the show—from sawmills to tub grinders, from loaders to firewood processors. Hugger reports that 27 of the 85 exhibiting companies actively demonstrated equipment in their exhibit spaces during the show.

Shoot-Out Arenas Showcased Portable Sawmill and Firewood Processor Events

The 2007 event featured two, 32,500 square-foot arenas for side-by-side equipment demonstration events. Presented by *Independent Sawmill & Woodlot Management* magazine, the Great Portable Sawmill Shoot-Out® returned to SAWLEX with a record 10 mills participating. "The Shoot-Out is a wildly popular event," Hugger explains. "Factory teams—these guys are the best of the best— set-up their machines side-by-side, and then with a roar, began sawing logs. The action was fast and furious, and the crowds in the bleachers loved seeing and comparing similar machines being operated by the pros. Factory teams from Bailey's (running a Lucas Model 618B and a Lucas Model 830K), Baker (Baker 18M and Baker 3667D), Peterson (Peterson 8" WPF 24-hp and Peterson Skillmill), Select Sawmill (Model 3620), and Wood-Mizer (Wood-Mizer LT15G25, LT28G25-PF, LT40HDG38, and LT70HDD62-RX) participated in the event.

The 2007 Great Portable Sawmill Shoot-Out was sponsored by four saw-blade manufacturers: LENOX®, Simonds International, TimberWolf, and Wood-MizerBlades.

The Great Firewood Processing Equipment Competition® debuted at SAWLEX 2007. Also presented by *Independent Sawmill & Woodlot Management* magazine, participants ran both splitters and processors in an exciting, side-by-side competition in this first-ever event. Participants were: Carl W. Neutzel Services, Inc. (Timberwolf TW-5 Splitter and Palax KS35 Processor), CordKing of Canada (Cord King Model 48 Processor), CRD Metalworks (Woodbine Standard Pro Processor), MultiTek (Model 2040XP2), OESCO Inc. (Tajfun RCA380 Processor), and Supersplitter, Inc. (Supersplit HD Model).

“The new firewood event was very popular with both attendees and exhibitors, with the participants reporting that the competition led to many equipment sales,” Hugger says. “The Great Firewood Processing Equipment Competition will become a regular feature of future SAWLEX events.”

SAWLEX was endorsed by The South Carolina Timber Producers Association. “Our association was excited to work with SAWLEX to bring this live logging demo to the South Carolina midlands,” says Crad Jaynes, association president and CEO. “The heavy equipment demonstrations and displays, along with the educational aspects of the event, made SAWLEX a valuable opportunity not only for our members, but for all timber industry professionals throughout the southeast.

“Being able to watch equipment in action in the woods—observing performance, ease of operation, productivity—allowed our loggers to see how each piece of equipment might fit into his particular operation before he buys it,” Jaynes added.

SAWLEX is produced by Hugger Event Management, LLC. For information on SAWLEX, call 207-799-1356 or visit www.sawlex.com.

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2007 SAWLEX Exhibitors and Brands

Afex
Aikota
Amerex
American Lumber & Pallet
Anderson Equipment
Arbo Harvester
ASV Posi-Track
Auto-Crone
Bad Dog Tools
Bailey's
Baker Products
Bandit Industries, Inc.
Bates Distributors
Blount
Blue Ox Equipment Inc.
Briggs Equipment Co.
Built-Rite Mfg. Corp
Bull Hog
Carl Neutzel Services, Inc.
Carolina Fluid Air, Inc.
Carolina Scales, Inc.
Case
Chambers Delimbinators, Inc.
Cherokee Kenworth Inc.
Cobra Fire Suppression System
Concept Products Corporation
CordKing of Canada
CRD Metalworks, LLC
Cutting Systems, Inc.
CW Mill
Dynamic Manufacturing Co.
Edge Manufacturing
Engine Power Source
Epps Aaladin
Ex-Factory
Fecon
Firestone
Forestry Forum
Forestry Mutual Insurance Co.
FQS, Inc.
Fransgard
FTX
Garmin
Greeneweld
Hakki Pilke
Hakmet
Hardy Heaters
Hatton - Brown
Havel Design
Heatmor
Hogzilla
Hud-Son Forest Equipment
Hurst Boiler

Husqvarna
Independent Sawmill & Woodlot
Management Magazine
Industrial Cleaning Equipment
Industrial Reporting Inc.
Innovative
International
IPS Packaging Supplies
JB Equipment
JP Carlton Company, Div. DAF Inc.
Kiln-Direct.com
Knapheide
Kodiak
Komatsu Forest LLC
Lamtrac/Tidewater
Lane Recycling
Lee Transport Equipment
Lenox
Lifetec, Inc.
Linder Machinery
Little OX
Log Dog
Logrite
Lucas
Lumberman's Exchange
Lumbermen's Equipment Digest
Majaco
Marchman Chemical Products
Metavic
Mid-Atlantic Stihl
Morbark
Nokka Loaders
Northland Kilns
Norwood Industries, Inc.
Nyle Dry Kilns
OESCO Inc.
Oregon
Outback Heating, Inc. - Heatmor
Pallet Enterprises
Parker
Payeur Distribution Inc.
Petersons Portable Sawmills
Pinnacle Trailer Sales, Inc.
Powell Brother Tractor
Redstreak
Resource Recovery Systems, Inc.
Riley Manufacturing
SAVE EDGE
Select Sawmill
Silva Trailers
Simonds International
Sneller Machine
South Carolina Timber Producers Association

Southern Loggin' Times
Sprint/Nextel
Suffolk Machinery
Super Splitter Inc
Supertrak
Tajfun
The Loggers Shop
Tidewater Companies Inc.
Tigercat
Timber Harvester
Timber Processing
Timberline
Timberwolf Blades
TMS Machinery Sales
Tool Works, LLC
Tri-State Distributors of Statesville, Inc.
Valmet
Vermeer Mid-Atlantic
Vmac
Walker Insurance Agency Inc.
Warn
Wirth Business Credit
Wood Beaver
Wood-Mizer Blades
Wood-Mizer Products

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