

TRANSITION FROM CCA A USER'S PERSPECTIVE

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Home Hardware Stores Limited

Objective

- **To provide CWPA members with a retailers perspective on the transition from CCA to alternatively treated lumber**

Background

- **Home Hardware Stores Limited**
 - ◆ **100% Dealer owned**
 - ◆ **900 Dealers**
 - ◆ **1000 locations**
 - ◆ **Approximately \$3.5 Billion in retail sales**

Topics of Discussion

- **Initial Reaction**
- **Communications**
- **Obstacles**
- **What has worked**
- **The Next Generation**

Initial Reaction

- **Arsenic in CCA was not an issue for most consumers**
- **Confusion**
- **Misinformation**

Communications

- **Multi-Stakeholder Workshop**
- **Websites**
- **CITW Advertising Code**

Obstacles

- **Pricing**
- **Apparent lack of communications with hardware manufacturers**

What has worked

- **Most Consumers do not see CCA as a hazard**
- **CCA Safety Info program raised awareness but not fear**
- **Competitive pricing**
- **Compatible appearance**

The Next Generation

- **Trust**
- **Not the final solution**
- **Keep it simple**
- **Pricing**