

Plywood News:

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From the Desk of Treecraft: Real Moves, Real Markets, Real Talk

The Game Changed Overnight

Were You Ready?

If someone told us two years ago that the EU would hit Chinese plywood with an **86.8% duty**, we'd have called it a rumor. But last week, the Commission didn't wait for December 5th, the hammer dropped early.

China is out. Retroactivity? No longer the fear. **Availability is.** in our opinion the biggest loser is the European Union's interest.



While others scrambled, we saw this coming. We built new routes last year. The anti-dumping chaos? We turned it into a **head start for our customers.**



EUDR: A Pause, not a Reprieve. A déjà vu.

Brussels hit the brakes AGAIN—the EUDR start date moved to **December 30, 2026.**

**“EUDR: Stop. Go. Stop. Go.
The industry feels the whiplash.”**

WE WANT ANOTHER DRIVER

But don't confuse delay with cancellation. This is your chance to **refine your supply chain**, not ignore it. When the law bites, Treecraft will be ready. We have implemented a very rigorous DD system, and we are teaching our suppliers to work with it so that we also contribute to the professionalization of the industry. Yes, not only Treecraft might benefit but apart from building our own brand and company, we feel we have also a responsibility to lead and share.

Boots on the Ground: Vietnam

When China closed its doors, we didn't just send emails—we packed our bags. Our GM, **Jan Sonnevile**, moved his family to Hanoi. We opened our Vietnam office, hired two local experts, and started building relationships **face-to-face**. Developing a new supply chain is not easy. Quality standards are different, packing is done in a different way, ...



A lot of work is needed but we are getting there. We also underline with our new partners here in Vietnam the need to build strong partnerships.

We were also present with the team at the Vietnam Wood show last week and we were asked to share our insights on the developments of the plywood market in Europe and Asia. **David Holvoet** gave the audience a practical and actionable speech about CE, EUTR and the market evolution. Hopefully this helps build a strong reputation & respect in this new market. Albeit not new for us as we are already trading with Vietnam since 2005. Vietnam, Malaysia, Indonesia—these are the new front lines. Shortages are coming in 2026, especially for thin and large plywood.



What Works: **Treecraft Solutions from Vietnam:**

- **ECO FILM VN (Acacia):** Reliable, affordable, gets the job done.
- **HARDWOOD PLUS / PREMIUM HARDWOOD (Eucalyptus):** For tough specs—film, wiremesh, EV red/light, raw-faced.

- **RED PLUS (Euca–Acacia Combi-Core):** Hybrid for balance—raw Euca faces or EV red/light.
- **STAR PLUS / STAR PLUS FILM (Whitewood):** Poplar density, mid-price—film, EV red/light, HPL, melamine.

Heals on the floor, South America.

With the European Union looking at keeping us on our toes we did not only look at diversifying our supply chain in Southeast Asia, but we went farther, much farther. We started looking intensively at developing strong partnerships and possibilities in South America. In the typical Treecraft style we did secure local presence. This time not Jan Sonnevile moving but deploying Louise Holvoet.

Hence this time there are no boots but rather heals on the floor. But be not mistaken these heals are made for walking, walking towards reliable supply out or South America. Diversification isn't a buzzword for us; **it's personal. Call us to know more!**



Brazil & Chile: Still in Play

Brazil's anti-dumping investigation? Mild compared to China. Imports keep flowing. Chile is evolving, but supply remains steady. We keep options open, so you don't have to.



Sea freight: The Reality Check

Rates are up. Carriers are playing capacity games. If you want space before Chinese New Year, **book now**. Demand is soft, new ships are entering rotation. Rates might drop—but do you want to gamble your inventory on “maybe”?

Let's plan together.

Germany: “Partnerships aren’t optional—they’re everything.”

A First for Treecraft: Holz Branchen Tag

Although we stepped into the German market about six months ago – with Patrick Jesser joining us-, this event reminded me how distinct it is compared to other markets we operate in—especially when it comes to quality. In Germany, quality is either exceptionally high or price becomes the absolute priority. Unlike other regions, there’s hardly a “middle ground” for medium-quality products. Another key takeaway: while the German market differs greatly from other European markets, it shares one familiar trait—a small circle of influential players truly drives the industry. Building strong partnerships and respecting the market dynamics are essential, and I’m confident we’re moving in the right direction on both fronts.



Beyond hosting a booth, Patrick and David had the opportunity to share insights on the antidumping case AD719 with GD Holz in the context of the PTIA, we founded. It was both an engaging and enjoyable experience, reinforcing our commitment to transparency and collaboration. We strongly believe in free trade hence our commitment to this case and its members.



Treecraft News: Moves That Matter

- Vietnam Office: Open. Jan Sonnevile and family are in Hanoi.
- New Team: Two Vietnamese-speaking co-workers joined.
- South America: Locking in Latin American supply.

Bottom Line

- AD717 is live. China is out. Vietnam is the new standard.
- Circumvention Circumvention is a treat also for Vietnamese productions.
- EUDR is delayed. Take the win, but don't stop preparing.
- Sea freight Rates are volatile. Plan don't gamble.
- Treecraft We are present. No drama just results.

Talk to us today.

Let's turn uncertainty into your competitive edge.