



NEWS RELEASE

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Freres Wood Unveils Mass Ply Finishes at Mass Timber Conference

Edge Grain and pre-burned Shou Sugi Ban appearance grades attract industry interest

LYONS, Ore., Apr. 14, 2025 – Freres Engineered Wood, a leading mass timber manufacturer, introduced their updated collection of Mass Ply Panel (MPP) appearance grades at the 2025 International Mass Timber Conference (IMTC) in March. Attendees paid special attention to the original Edge Grain and pre-burned Shou Sugi Ban appearance grades, both of which are particularly unique in the mass timber industry.

“In our quest for continued innovation, Freres Wood is pushing the boundaries and developing ways to make wood look even better,” says Tyler Freres, the company’s Vice President of Sales. “In previous years, the traditional aesthetic of Cross Laminated Timber (CLT) has been the only option for architects, builders and developers interested in mass timber materials. Our team has designed a wide range of appearances to meet marketplace demand and provide customers with a greater variety of product possibilities, while maintaining the classic strength of engineered wood.”

Freres Wood displayed their cutting-edge finishes at the 2025 IMTC with four 8’ by 16’ MPP featuring their Natural Board Face, Clear Board Face, Edge Grain and Shou Sugi Ban appearance grades.

The Natural Board Face and Clear Board Face options orient Freres Wood’s advanced Mass Ply products so as to mimic the classic look of cross-laminated timber. However, their Edge Grain finish received especially positive feedback from attendees, as it showcases Mass Ply from a unique side angle, highlighting rows of thin veneers glued together to create the innovative product line.

The company’s new Shou Sugi Ban appearance grade, which applies a centuries-old Japanese method for preserving wood by carefully charring the surface, also captivated passersby. Currently, this technique is most suitable for exterior siding products and is gaining traction in America for its attractive finish, insect repellent capabilities and fire hardening potential. This product unveiling follows Freres Wood’s recent promotion of a post-wildfire residential rebuild that used multiple fire hardening measures, including pre-burned Shou Sugi Ban siding.

While Shou Sugi Ban has been historically used for its potential fire resistance and has the potential to achieve a Class A flame spread rating, Freres Wood is exercising caution in making any claims about fire performance, as this product requires additional testing for permanent exterior exposure.

“Freres Wood is committed to advancing innovative wood solutions that align with modern construction needs while providing transparency about product testing and performance,” adds Freres. “We are very excited by the warm welcome our new appearance grades received at this year’s conference and look forward to the impact they will have on the broader mass timber movement, following additional testing.”

For more information about Freres Engineered Wood and their latest product offerings, please email buyMPP@frereswood.com or visit www.frereswood.com.

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About Freres Engineered Wood Products

Freres Lumber Co., Inc., DBA [Freres Engineered Wood](http://www.frereswood.com), has a 100-year history of innovation in the wood products industry, beginning in 1922 when T.G. Freres started a small sawmill in Oregon’s Santiam Canyon. Today, Freres’ operations include finished plywood, lumber, veneer and structural composite lumber, Mass Ply products, biochar, and a cogeneration facility that supplies renewable power for the local area. Known for being traditionally innovative, Freres is deeply committed to its community and to sustainable forest management practices. The company uses 100 percent of the wood it processes throughout its three operations—Freres Engineered Wood Products, Freres Timber and Evergreen BioPower LLC—and six wood products facilities. Freres provides family wage jobs to nearly 500 employees. For more information, visit www.frereswood.com or call 503-859-2121.