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Hoover Treated Wood Products Signs Direct Agreement to License ExteriorFireX™ to Sweden-Based, Woodsafe Timber Protection AB

The partnership brings top-rated fire-retardant treated wood technology to growing markets across Europe

THOMSON, GA (2024-05-21) – Hoover Treated Wood Products (HTWP) has granted an exclusive license to Swedish wood innovation company, Woodsafe Timber Protection (Woodsafe), to use its signature ExteriorFireX™ formula. The partnership enables a streamlined process to ensure this life-saving technology is available in Europe.

Hoover's ExteriorFireX™ — available as WOODSAFE® Exterior WFX™ — is pressure-impregnated fire-retardant-treated lumber and plywood that provides third party tested and certified fire protection for applications directly exposed to the weather. Woodsafe will offer Exterior WFX™ treated lumber and plywood for commercial and residential buildings throughout Europe.

“At Hoover we are dedicated to keeping people safe where they live and work,” said Dave Gillrie, CEO, HTWP. “Woodsafe’s ability to use our life-saving formula means we are protecting people not just in the United States, but Europe as well. We are excited to offer ExteriorFireX™ throughout Europe.”

With more than 20 years of treatment experience, Woodsafe is Europe’s largest fire-retardant treated wood (FRTW) manufacturer. Woodsafe is steadfast in creating sustainable, durable products in addition to its strong commitment to fire protection and life safety.

“We believe in growing communities where the wood industry works together to build safe and sustainable homes for everyone,” said Thomas Bengtsson, founder, Woodsafe Group. “Hoover and Woodsafe are equally committed to innovation that makes the world a safer place, which is what makes this partnership such an exciting step forward for the world of FRTW.”

This license is the second European partner to utilize Hoover’s life-saving technology. Hoover has a long relationship with UK company, [PTG Treatments](#). The addition of Woodsafe to Hoover’s European portfolio opens the door to better sharing of best practices and collaboration.

For more information about Hoover, visit firtw.com and for more information on Woodsafe, visit woodsafesafe.com.



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ABOUT HOOVER TREATED WOOD PRODUCTS

Hoover Treated Wood Products, Inc, in business since 1955, supplies a comprehensive portfolio of pressure-impregnated kiln-dried lumber and plywood products for fire retardant and preservative applications. Hoover has multiple company-owned treating facilities, conveniently located to service 100 plus member stocking distributor network which thoroughly covers the United States.

Hoover's mission is to protect people where they live and work with the proprietary Pyro-Guard® and Exterior Fire-X® products. Hoover meets or exceeds the requirements for FRTW as defined in the International Building Code and is mentioned by independent third-party inspections from Underwriters Laboratories.

ABOUT WOODSAFE TIMBER PROTECTION AB

Woodsafe Timber Protection AB is the only manufacturer exclusively engaged in fire-retardant treatment of wood and plywood products. Since our establishment in 1990, we have developed customized equipment and highly efficient processes according to CO2 SMART. The business is subject to third-party manufacturing control and is since 2008 the only manufacturer with type approval certificates according to the building code. Woodsafe were Europe's first CE certified manufacturer of fire-retardant wood and our quality and management system is certified according to ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, EcoVadis Gold, WQS 2.0. We are proud to manage more than 1300 unique projects annually. Reference projects include, among others, such as world's tallest wooden skyscraper Mjøstårnet i Brumunddal, the world's largest oak roof Gardermoen Pir Nord, Ilulissat Icefjord - UNESCO World Heritage Center Greenland, Ceder husen and more.