

CUTEK[®]

WOOD SOLUTIONS



CUTEK[®] WHO WE ARE

2026

OPENING STATEMENT

CUTEK® Wood Solutions exists to champion wood. Its natural beauty, enduring strength, and remarkable potential to create sustainable, human-centered spaces. We are dedicated to protecting what matters: the timber (wood) itself, the people who build with it, and the future of wood in our world.

This document reflects who we are: a brand rooted (or rooted) in purpose and performance, with deep respect for wood and those who shape it. From our mission to support every part of the wood lifecycle to our eco-friendly values and science-based solutions, we're redefining what's possible for timber in today's world.

CUTEK® Wood Solutions is more than just a coating — it's a complete system that makes wood easier to use, longer-lasting, and more beautiful by design. We aim to be a trusted partner for those who depend on wood — helping them build better and rethink what wood can do.

Inside, you'll discover the core pillars of our identity:

The What

Our mission, vision, sustainability position, core values, and guiding principles.

The Brand

A refreshed identity, evolving product language, and taglines that strengthen our global voice.

The Who

The architects, builders, contractors, distributors, and homeowners we support, each with unique needs and goals.

The Why

A celebration of wood's timeless benefits and clear answers to the most common industry misconceptions.

The following pages are more than a brand document. It's a call to design smarter, build with confidence, and trust in the quiet power of wood — protected and enhanced by CUTEK®.

If you're reading this, it's because you play a vital role in sharing the CUTEK® story — and shaping the future of wood.

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OUR MISSION

At CUTEK®, our mission is to be the trusted partner for everyone who works with wood.

From homeowners to architects, government, and industry professionals. We provide world class wood protection solutions that make building with wood easier, longer lasting, and more rewarding.

We exist to champion wood as a sustainable, high-performance material, supporting the people who rely on it. Our mission is not just to protect wood, but to educate the world about its true potential – showing that with advanced, penetrating oils and scientifically engineered formulas, wood can be stronger, more resilient, and more beautiful than ever imagined.

Whether it's protecting a deck, delivering innovative solutions to distributors, enhancing public infrastructure, or helping architects realise their visions – we bring expertise, care, and purpose to everything we do.

CUTEK®: Protecting Wood. Supporting Wood People. Changing Perceptions.

OUR VISION

We envision a world where wood is the building material of choice – valued for its natural beauty, versatility, sustainability, and unmatched longevity.

Our vision is to lead the global wood protection industry by empowering people to build with confidence, knowing their wood is protected by CUTEK®, providing enduring strength and performance.

Through continuous innovation, technical expertise, and a commitment to education, we aim to inspire a new generation of wood champions – builders, designers, architects, merchants, government leaders, and makers – who see the potential of wood to shape better spaces and a more sustainable future.



ECO STATEMENT

At CUTEK®, we believe caring for the environment isn't just a responsibility, it's a privilege.

We exist to protect what matters: wood, people, and the planet we all share.

Wood is one of the world's oldest, and most sustainable building materials. It's renewable, recyclable, low in embodied carbon, and deeply connected to human wellbeing. When sourced responsibly and protected properly, it can last for generations... and that's where CUTEK® comes in.

Our products are designed not only to perform but to prolong the life of wood. Long-term protection reduces waste, saves trees, and keeps wood in service longer, turning durability into a powerful environmental strategy.

What's good for nature is good for people. Wood warms our spaces and supports wellbeing, a principle known as biophilic design. At CUTEK®, we are proud to champion and protect projects that not only look beautiful, but are also good for you as well.

AT CUTEK® WE:

Champion sustainable forestry and the responsible use of wood

Extend the life of wood to reduce environmental waste

Advocate for wood as a renewable, regenerative building material

Incorporate recycled raw materials and minimise waste in our operations

Formulate low-VOC, environmentally conscious products

Support builders, designers, and homeowners who choose wood – the better environmental choice



TAGLINE 1

Because when wood is protected, it keeps serving people, places and the planet.

TAGLINE 2

At CUTEK®, we don't just protect wood – we honour its purpose for the generations to come.

CORE VALUES

WE CHAMPION WOOD

We believe in wood for its natural beauty, sustainability, and ability to create lasting legacies. We champion wood as a preferred building material, committed to making it easier and better to use.

We are inspired by the global movement to create bold, beautiful, and sustainable structures with wood at their core. And, we're here to support and accelerate that future.

WE HELP PEOPLE

Our purpose is to improve the lives and work of those we serve. Whether it's a customer, a partner, or a team member, we act with care, empathy, and generosity. We provide real-world solutions for protecting wood, not just products.

WE STRIVE FOR EXCELLENCE

From product innovation to everyday service, we take pride in our work. We focus on quality, consistency, and the details that matter – because what we build reflects who we are.

WE WORK AS ONE TEAM

We respect each other's strengths, share knowledge freely, and work with a spirit of unity. Across departments and borders, we collaborate with humility and a shared passion for what we do.

We enjoy the journey, celebrate our wins, and bring energy to sharing the incredible potential of wood – with each other and with the world.

WE STEWARD WHAT MATTERS

We treat wood, resources, relationships, and time with care. We build lasting products, strong partnerships, and trusted reputations.

Because the work we do today should stand the test of time

WE GROW WITH PURPOSE

We grow so we can serve the wood industry better. As the world turns to wood for more sustainable and inspiring ways to build, we're committed to growing with it—developing new solutions, expanding our reach, and staying ready to support those leading the way.

When we grow on purpose, our customers also grow.
Their success is our purpose.

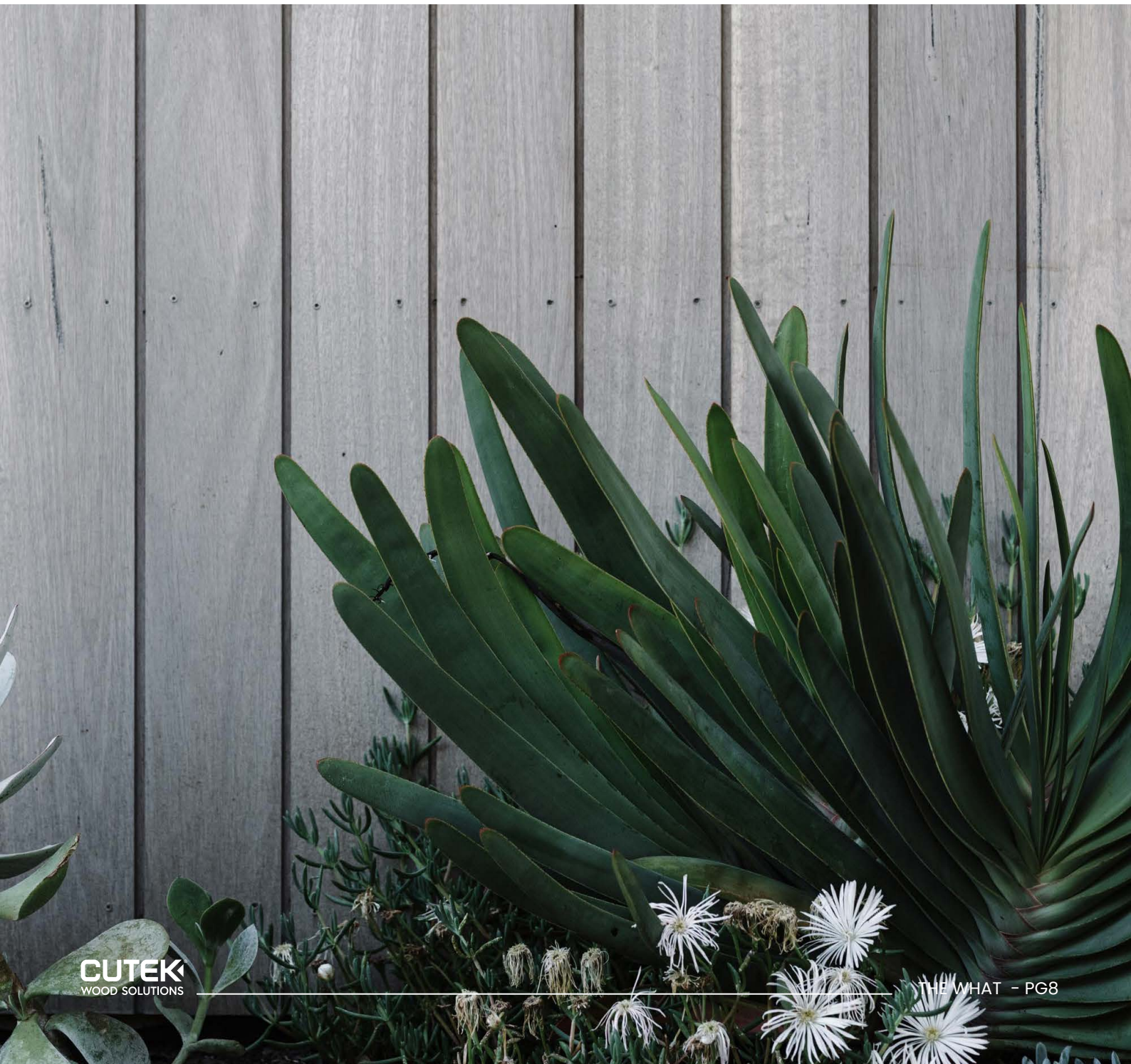


WE HONOUR THE JOURNEY

We are grateful for the legacy that built CUTEK®, and embrace the responsibility for carrying it forward.

We recognise the privilege and opportunity we have to share this remarkable product with the world. Where people are building with wood, we believe it's our duty to tell them about CUTEK® – to build on the legacy by providing this much-needed solution wherever it can make a difference.

We choose to lead with honour, humility, and a commitment to doing what is right – even when it's hard.



GUIDING PRINCIPLES

These shape the spirit we bring to everything we do.

FAITH IN WHAT WE BUILD

Our business is grounded in faith — expressed in everything we do.

Faith in the Bigger Picture

We build with long-term purpose, believing our work carries meaning beyond ourselves.

Faith in Each Other

We trust in the strength, integrity and capability of our team.

Faith in the Product

We stand behind the quality, consistency and performance of every CUTEK® product.

Building Faith with Others

We earn trust through transparency, reliability and care — with customers, partners and every person we work with.

GIVE MORE THAN EXPECTED

Whether it's supporting a teammate or guiding a customer, we give more than what's expected. Because going the extra mile builds stronger relationships, better outcomes and a better industry for everyone.

SEEK WISDOM. ACT THOUGHTFULLY

We take time to understand before we act.

We listen deeply, ask thoughtful questions, and think long-term. Every decision is made with care, because wise choices protect our people, our products and the future we're committed to building.

THE WHY

THE TIMELESS ADVANTAGE OF WOOD

Wood is one of the most versatile, sustainable, and beautiful building materials on the planet. Here's why we believe in it — and why we're committed to helping people use it well.

Sustainable

Wood is one of the only truly renewable building materials we have. When harvested responsibly and used with care, it helps reduce carbon emissions, store carbon in long-lasting structures, and support the growth of new forests.

Unlike concrete or steel, which rely on carbon-intensive processes, wood is grown — not made. Every tree absorbs carbon dioxide from the atmosphere and stores it. When we build with timber, that carbon stays locked away.

Even more important: by protecting and extending the life of wood through smart design and effective coatings, we reduce the need for replacement and waste — which means fewer trees cut down over time. A well-cared-for timber deck, home, or structure has the power to last generations. That's sustainability in action.

Durable

When properly treated and maintained, wood is one of the most enduring materials in history.

Consider Japan's *Hōryū-ji Temple*, built in 607 AD, or China's *Nanchan Temple*, dating back to 782 AD — both still standing today. Their survival isn't just luck; it's the result of careful design, expert craftsmanship, and the natural resilience of timber species like hinoki cypress.

This kind of longevity proves what we've always known: when you understand wood and care for it properly, the timber will stand the test of time.



THE TIMELESS ADVANTAGE OF WOOD

Reusable

Wood's second life is often just as impressive as its first.

High-end furniture makers regularly use salvaged European oak and pine to create pieces full of character and soul. Architects and builders re-imagine reclaimed timbers from old barns, bridges, and factories into stunning feature walls, beams, and flooring.

It's not just eco-conscious, it's beautiful. Every mark tells a story, and every reuse keeps valuable material in circulation and out of landfill.

Naturally Supportive

Wood isn't just good for the planet — it's good for people.

As a biophilic material, timber helps us feel more connected to nature. Research shows it can reduce stress, improve mood, and enhance focus. It also supports Passive House and low-impact building design, thanks to its natural insulating properties and low embodied energy.

Timber lets us build better — for people and the planet.

Workable

Wood is incredibly workable, allowing creative freedom in form, function, and finish. It's easy to shape, cut, and join, making it ideal for both traditional craftsmanship and modern fabrication.

Beautiful

Every piece of wood is unique. Grain patterns, colour tones, and natural movement give timber a warmth and individuality that no synthetic material can replicate.

Prestigious & High Value

Timber carries prestige. It adds warmth, character, and value to any space — whether it's a feature wall, a luxury façade, or a family dining table.

It's a natural investment worth protecting — both for performance and for beauty that lasts.



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