Making firewood pay - the Irish way

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MALLER logs can make bigger profits for British firewood producers, if they can learn lessons from Ireland.

That’s the message John Wilson wants to get across to producers in the UK, who could be adding significant value to their businesses with relatively modest investment.

The eldest of the three brothers behind Jai P Wilson, John took a step back from the machinery distributor last year to set up the company Multi Log, manufacturing and selling the new Eazi Pak log-setting machines.

The philosophy behind his new venture is to add value to firewood by selling smaller quantities in nets, bagged using a more efficient semi-mechanised system. This only works, says John, when mechanisation reaches a level where operators can work constantly throughout their shift with the minimum of physical effort. Otherwise, motivation and morale is diminished and production levels fall.

Designed to provide a fast and affordable packing solution ideal for small, medium and large operations, the Eazi Pak machines have proved very popular in their first year, with sales across the UK and Ireland.

It was on a recent trip to Ireland to deliver a new machine that John had the opportunity to study the country’s bagged firewood market. And what it confirmed to him was that, while many UK producers assume that while the actual bagging is done manually, the effort involved is minimal and can be done by practically anyone.

This ensures production figures remain consistent throughout the day. During testing using two operators on 45 x 60 nets with 8” softwood, 150 nets per hour was easily achieved.

East Pak owners have said that while the extra production achieved has been significant, the increased staff welfare and morale has ensured the machines are embraced by all and is now an integral part of their setups.

The Eazi Pak machines are simple to operate over long periods and can be set up practically anywhere without any noise pollution issues.

If you study the table above you can see the tremendous potential added value on offer.

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