



## PRESS RELEASE

### SAN GROUP HIRES JIM BRINDLE AS WHITE WOOD SALES MANAGER

August 30, 2022 17:30 PST | Source: [San Group Inc.](#)

Langley, British Columbia August 30, 2022 – The San Group welcomed Jim Brindle to its team as the White Wood Sales Manager. His broad skill set and sales experience will complement San Group’s global marketing strategy.

Jim is a highly respected industry veteran who brings a wealth of experience and an entrepreneurial mindset that will complement San Group’s sales division. Jim has honed his experience over the past 28 years working in a variety of forestry and sales related roles, starting his career in sawmilling working his way up from a green chain operator, lumber grader, head sawyer to a mill manager. Jim’s extensive sawmilling experience has supported his transition into lumber sales - for the past 15 years, Jim has specialized in an array of lumber, reman and value-added product sales of all coastal hardwood and softwoods including Hemlock, Douglas Fir and Western Red Cedar. Jim’s widespread lumber knowledge and unprecedented sales record has helped him ascend to the top of the industry. “The global footprint of consumers continues to grow and companies leaning into a more robust and diversified sales strategy are the ones driving growth” Said John Langstroth, San Group’s Senior Vice President. “Jim’s extensive expertise from sawmilling to lumber sales complements our mill direct marketing model - coupled with his high acumen and customer-centered sales approach, he will help our white wood division cement itself as a leader in the market. We are excited to welcome Jim to the San Family”

**About San Group:** San Group Inc. is a vertically integrated forest products company, operating in the coastal region of British Columbia. San Group's operations includes timber harvesting, sawmilling, lumber remanufacturing, value added lumber manufacturing, global distribution sales and consumer retail sales via their San Cedar Direct stores. San Group is proud to manufacture and export 100% Canadian-Made wood products to over 27 Countries. Awarded as 2018 Business in Vancouver, BC Wood Products Exporter of the Year in the Natural Resources Division and Overall, 2019 Ernst & Young, Entrepreneur of the Year, 2020 Business Examiner Manufacturer of the Year and 2022 Business of the Year, Vancouver Island. From Harvest to Home, San Group a Global leader in Value Added Canadian-Made lumber products

#### For further information contact:

Andy Johal, Vice President, Sales and Marketing  
(778) 240-3107

[andy@sangroupinc.com](mailto:andy@sangroupinc.com)

Global Exporters of Canadian-Made Lumber Products