



Setting Customer Timeline Expectations

Contractor Quick Sheet

One of the biggest problems we see: **contractors promising start dates they can't keep**. Ipe isn't sitting on a shelf at the local lumberyard — it's a premium exotic hardwood that requires proper handling from our facility to your job site. Here's how to set realistic expectations with your customers.

■ We're Fast — But It's Not Instant

Ipe Woods USA processes orders as soon as payment is received. We're one of the fastest in the industry. But even with our speed, there are steps that simply take time:

Step	What Happens	Typical Time
1. Order Processing	Payment verified, order confirmed	Same day
2. Milling & Prep	Eased-edge: ready to ship Custom milling: add 5 days	5 days (+5 if milling)
3. Packaging	Bundled, wrapped, labeled for shipping	1–2 days
4. Shipping	Transit from our facility to your location	2–7 days*
5. Acclimation	Lumber adjusts to local humidity on-site	Minimum 7 days

*Shipping time varies by distance and freight availability

■ Realistic Total Lead Time

From Payment to Installation-Ready:

2 to 3 Weeks

(Sometimes faster, but plan for this window)

Add 5 days for custom milled boards

Here's the math:

- **~5 days** from payment to shipment for standard eased-edge boards
- **~10 days** from payment to shipment if custom milling is required
- **2–7 days** in transit (depending on your location)
- **Minimum 7 days** acclimation on-site (required)



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■ Why You Can't Skip Acclimation

We get it — your customer is eager to start. But **skipping acclimation causes callbacks**. Ipe needs time to adjust to the humidity and temperature at the job site. Install too soon, and you'll see:

- Excessive shrinkage or expansion after installation
- Gaps that open wider than expected
- Boards that cup or warp as they adjust
- Callbacks that cost you time and money

Use our *Acclimation Calculator* at [ipewoods.com](https://www.ipewoods.com) to determine the right timeframe for your climate.

■ How to Set Expectations with Customers

Instead of:

"We'll start in about a week once the material comes in."

Say:

"Your Ipe is a premium hardwood that ships directly from the supplier. Once we place the order, it takes about 5 days to ship, another week in transit, and then it needs 1–2 weeks to acclimate on-site before we can install. We're looking at starting the build in about 3 weeks — and that timeline ensures your deck performs perfectly for decades."

Customers appreciate transparency. They'd rather know the real timeline upfront than be disappointed by delays — or worse, have problems with their deck because it was rushed.

■ Pro Tip: Order Early

Smart contractors order materials 3–4 weeks before their scheduled start date.

This builds in buffer time and ensures the lumber is fully acclimated and ready to go. No scrambling, no delays, no excuses to the customer.

Questions about lead times or acclimation? Call us — we're happy to help you plan.