



AWFS Fair

Attendance jumps 15.5 percent. See recap on page 2.

Drawer Sides

Top tips for when to outsource. Page 3.

Special Focus: Veneer

Five Questions for Ken Wilcox, Specialty Hardwoods Division



With more than 30 years of experience in the wood products industry, Ken Wilcox recently joined Timber Products Company in the specialty hardwoods division.

We caught up with Ken to talk about veneer trends, new products and what advice he has for cabinetmakers and distributors.

Timberline: What are the trends you are seeing in the veneer marketplace, and which veneers are hot right now?

Wilcox: The worldwide veneer market is impacted by trends that have developed mainly in Europe. European product development is truly state-of-the-art and usually runs three to four years ahead of the U.S. When those trends come into the U.S., the architectural community picks up on those products, and it builds from there.

The hot species that we're seeing in the market are rift white oak because of its vertical grain configuration, and quartered walnut because of the color and the texture of the wood and its vertical grain. Worldwide, there's good demand for these products. I'm also a firm believer that we can develop some new products right here in the U.S.

TL: What would those new products be and how would they be used?

Wilcox: We're looking at specially selected veneers and new uses for species that can provide different looks. In the U.S. there's a big trend for rustic materials. It's a cool look that can interface with metals and composites. We want to complement that movement.

TL: Would distributors support these changes in product line?

Wilcox: Yes, I believe that our distributors are looking for new, unique products to present to their customers. Our job is to educate them on the application of those products and where they can be used. They're willing and excited to see new products develop.

It's an educational process from top to bottom. It takes time and energy but it will be worthwhile.

TL: What are architects looking for these days in design and texture?

Wilcox: Architects want materials that are new and unique for their artistic visions. I see a lot of them merging metal and composite plastic with wood. Timber Products will help fill that need and offer new, exotic products.

We're seeing these specialty products being used across the board: in high-end residential, commercial work, public works, airports, libraries, universities and courthouses. My mission is to produce new products for the architectural community and get those products moving.

TL: When it comes to specialty veneers, what advice do you have for cabinetmakers and distributors?

Wilcox: If I were a cabinetmaker, my top priority as far as purchasing wood products would be to work with a distributor that has access to manufacturers who produce a full range of products. If I have questions about the use of a given product, I want to be able to call the manufacturer and be educated on its use.

If I were a distributor, I'd be looking for a manufacturer like Timber Products Company that produces a wide range of products that fit with almost any customer base. Plus the sales staff will come to the marketplace to educate and show usability and applications.

To learn more about the exciting things going on in the Specialty Hardwoods Division at Timber Products Company, contact Ken at 800-547-9520 x232.

Veneer Spotlight: Plank Match

This year, Species Spotlight is transitioning to Veneer Spotlight in order to examine additional veneer characteristics. In this edition's feature, Timber Products Veneer Superintendent Eric Cullen looks at plank match veneers.

Definition

Plank match is when dissimilar (in color, grain or width) veneer leaves of the same species are specially selected and assembled in a specific order to create a particular look. This method creates a casual or rustic effect. The components may be of different widths within the panel face.

Plank match is the second most common match behind book match due to the popularity of rustic alder. Plank match has been popular in Europe for a long time and is gaining traction in the U.S. Plank match rotary birch and rotary maple are rising in popularity in Eastern Canada.

Reasons to Plank Match

A main reason to plank match is to achieve a look that resembles lumber planks that are edge-glued together. A secondary reason is to avoid situations where knots

and knotholes achieve a less-than-desired effect. For example, knotty species that are book or slip matched may resemble a pattern that looks like bullet holes. Knotty grades are typically plank matched so knots and knotholes are distributed across the veneer and do not end up in repeating rows.

Plank matching is the method of choice to achieve a rustic look because it lacks symmetry and causes a more casual look. It is common with pine, cedar, alder, cherry, walnut, red oak, white oak and beech.



Knotty Pine



Rustic Hickory

Veneer Spotlight (continued on page 2)

AWFS 2015: Housing Recovery Fuels Excitement



With hope and excitement about the housing and remodeling markets in the air, Las Vegas was the perfect setting for the 2015 Association of Woodworking and Furniture Suppliers (AWFS) Fair in July. Attendance topped 10,500, a 15.5 percent jump from 2013, according to AWFS, and you could feel the buzz on the show floor.

Products Company booth. The event was a great opportunity to connect with old friends, meet new customers and get a pulse of what's going on in the industry.

Several attendees noted that European design trends are having an impact on colors, textures and material combinations such as mixing

Healthy news about the housing and construction markets helped fuel the enthusiasm during the show, according to those who stopped by the Timber

metal and wood in design projects.

As always, the highlight was Timber Products' annual customer appreciation party. After a long day on the trade show floor, everyone kicked back and enjoyed some great food and beverages with friends before heading out on the town.

Thank you to everyone who came by to see us at AWFS, and to those of you who followed all the action on our Twitter and Facebook channels. We'll see you at IWF 2016 in Atlanta!

greenT Line Adds Radiata Pine Option

Timber Products Company's GreenT™ product line is adding a new option for you to select when you're looking for a durable, versatile panel.

The new AC Elite Radiata Pine sanded plywood offers a Pine face with a Western core line and back and carries an APA PS-1 stamp. It is made with Phenolic Exterior resin, exceeding CARB emission standards.

"This phenolic sanded panel with minimal repairs that is manufactured in the U.S. fills a void in the marketplace compared to its fir counterpart," said Josh Gibeau, International

Division Manager. "Plus, because it's part of the GreenT line, it will help a project meet any green building standard."

Perfect for cabinets, crates, fixtures displays and staircases, the AC Elite Radiata Pine panel offers numerous sanding options, minimal core gaps with a tight core line, and a balance of strength and machinability.

For more information about the new GreenT option, contact your Timber Products Company sales representative.

PCBC Recap: Home Buyer Demographics Changing

Is home ownership still the American dream? This topic was top-of-mind in June during the 2015 Pacific Coast Builders Conference (PCBC) in San Diego.

The answer, most agreed, was a resounding yes. According to recent statistics, 80 percent of home owners said that buying a house was the proudest moment of their life.

Homeownership is on the rise because buyer demographics are changing. Instead of a population "pyramid," with baby boomers on the top, soon the population will be the same across all ages. As the pyramid diminishes, all generations will control the demand in the marketplace and the baby boom generation will no longer drive the market.

"I have been attending PCBC since 2004 and this was the first year since the recession that I felt an overwhelming consensus of optimism and excitement," said Katie Yee, Director of Business Development and Marketing at Latitude 33, a planning and engineering firm. "The industry still has a lot of challenges that it is

facing and obstacles to overcome, but it seemed that everyone from suppliers to consultants to developers felt like we are headed in the right direction. The dream of homeownership is still alive. Buyer demographics may be shifting and changing, but buyers are still out there and eager to buy a home of their own."

The New American Consumer

Demographic shifts, lifestyle choice, and technology are redefining and reshaping the definition of family and how we see the world. For example, consider how the following cultures, family definitions and external influences will reshape the housing market:

- Male – fastest-growing household
- Asian – fastest-growing demographic
- Changing values are redefining the family
- 41 percent of babies are born to single mothers
- Polycultural shifts influence home and culture
- Technology is not just a platform, but a lifestyle

What this means is that housing stock will need to change and reflect the needs of the current buyers. That also means that kitchens and bathrooms, where a majority of woodworking activity takes place, will change and adapt to current needs.

Millennials

Often regarded as the next great generation to influence housing, millennials are defined as potential buyers who are 19-36 years old. Many life stages occur in this timeframe, and so far the generation has not followed the traditional path to adulthood. The 20-somethings prefer a more urban lifestyle, while 30-somethings are moving away from urban and settling into homes and starting families.

While this seems like a challenge, it's actually an opportunity for home builders to attract the younger consumer by understanding what drives them. Experts at PCBC said that the way to engage this audience is to activate all five of the senses in order to portray how housing will make their lives better and easier in small ways.

For example, home builders should:

- Use technology to engage
- Include all family, including pets
- Stop serving bad coffee and water and serve "Viva Pops."
- Create an unexpected experience that gets others to tell about it (social media).
- Create the unexpected
- Create an experience, such as a dog park, garden for kids, and engage with sense of community, etc.

"The shapes of our communities are changing and are becoming more inclusive and urbanized with live/work opportunities, vibrant town centers, walkable designs and a variety of housing options from first-time home buyer to senior housing to affordable housing," said Yee. "We aren't just building homes, we are creating communities, neighborhoods and lifestyles."



Veneer Spotlight: Plank Match (continued from page 1)

Use Cases

Kitchen cabinets are far and away the top use case for plank match veneers. Much of the material is sold to the Rocky Mountain region. Store fixture manufacturers are also beginning to use more plank match veneer for store sets.

Advantages

One advantage of plank match is that it makes use of the entire log. In plain sliced, the developing quarters are often not used. In plank match, we can add in quarters and it improves the appearance and uses more of the veneer in a face grade application.

In plank match, mismatching is intentional and can produce the exact look desired. Knots can be placed anywhere based on how a panel is used. "Consistently inconsistent" is a good way to describe plank match because patterns do not repeat themselves.

Cutting

Many people confuse matching with cutting methods. Plank match can be rotary cut, plain sliced, rift-cut or quartered veneer. Matching is not determined by the method in which the veneer is cut.

Top Tip

When ordering hickory, the calico appearance is often most desirable. Plank matching is a great way to achieve a calico appearance when using this species.

In the next issue of Timberline, we'll cover pleasing match to complete the series that has also looked at book match and slip match.

If you have questions about plank match veneer, contact your Timber Products Company sales representative.

Components University

Editor's Note: Every 2015 issue of Timberline will feature an informational article about components and how woodworkers can use custom or standard components to improve their manufacturing efficiency and profitability.



When to Outsource Drawer Sides



One of the most common questions woodworkers face today is, "Should I make my own drawers and sides or outsource this function to a supplier?"

Because drawers are such a vital part of most woodworking projects, here are five tips to help you evaluate the best option for your company.

Looks are deceiving

Drawer sides may look simple to produce, but they are more difficult than you think. The top edge treatment is important. From wood tape to a bullnose, it has to be perfect. Customers often ask for popular edge treatments that many shops are not equipped to do. The groove to receive the bottom must be dead-on level and the exact dimension, otherwise the drawer bottom won't fit (too narrow) or it will rattle (too wide). Joinery: from an English dovetail to simple bore and dowel, it has to be done exactly right. If not, the drawer is out of square.

Understand your true cost

With all these steps and processes to make drawer sides and a finished drawer, be sure to take into account your full labor and materials cost. Include the cost of owning equipment that you use only for this purpose. And of course there is all that waste.

Quality counts

What's the first thing a customer does when they approach a cabinet on display? They open a drawer. The fit, finish and machining of a drawer is something in which the typical customer sees real value.

The best drawer side material may not be in your shop

Customers often ask for drawer material that is different from the rest of the cabinetry. We often see white melamine drawers inside cabinets with a real wood exterior.

Focus on where you add the most value

Woodworkers use their designs and creativity to turn wood into something functional and beautiful. Outsourcing drawers helps a shop to focus on the aspects of their product that add the most value to the customer.

Timber Products Company has the full capability to provide cut-to-size, finished drawer sides with short lead times. For more information on outsourcing drawer side material, contact your Timber Products sales representative.

Rick Montoya Named Director of Marketing



Rick Montoya has joined Timber Products Company as the new Director of Marketing.

Rick comes most recently from The Papé Group in Eugene, Oregon, where he headed up marketing activities for the past three years with a special focus on the company's online presence.

No stranger to the wood products industry, Rick served in leadership and management roles at States Industries for nearly 20 years.

"Rick brings a very strong industry background to Timber Products Company and we are thrilled that he will be leading our marketing efforts," said David Gonyea, Executive Vice President.

Rick will be based at the company's headquarters in Springfield, Oregon.

Timber Products Company Acquires Particleboard Facility

Timber Products Company will acquire the particleboard manufacturing facility in Martell, California, from SierraPine, Ltd., which will operate as "Ampine, a Division of Timber Products Company." Anticipated close of this transaction is sometime in October.

"Timber Products has been in the particleboard business for nearly 50 years," stated Timber Products Company CEO Joe Gonyea, III. "SierraPine has invested significantly in the plant this year and we are pleased to add this mill, its team members and product line to our company."

"Current Martell customers will continue to receive the same quality products and excellent customer service they have come to know. We expect a smooth and seamless

transition. Additionally, we are pleased that Steve Mulholland and Karla Randle will join the Timber Products sales team when this transaction closes."

Roseburg Forest Products will buy SierraPine's MDF facility in Medford, Oregon.

Any particleboard sales questions can be directed to Steve Mulholland at (916) 772-5599, smulholland@sierrapine.com; Karla Randle at (916) 772-4806, krandle@sierrapine.com; or Mark Herbert at (541) 744-5423, mherbert@timberproducts.com.

For further information, contact Rick Montoya, Director of Marketing for Timber Products Company, at rmontoya@timberproducts.com.

Major Facility Upgrade at Medford Plywood Plant to Feature New Dryer

As Timber Products Company approaches the 100th anniversary of its founding in Medford, Oregon, one of the country's largest producers of hardwood plywood and decorative panels is solidifying its roots in the Southern Oregon community by reinvesting in its local plywood facility.

At the heart of this multi-million dollar project, which broke ground in early May, the company will demolish an existing 61,200-square-foot building and replace it with an 88,800-square-foot facility that will house state-of-the-art veneer dryers, stackers and scanning technology.

"Today's wood products industry is as challenging as ever. This reinvestment will retool this facility to improve manufacturing efficiencies, reduce energy consumption, and elevate the quality and consistency of our products," said Timber Products Company Partner and CEO Joe Gonyea, III. "We are committed to this community and state. This project will help us grow our business and will secure the future of our employees in Medford and Southern Oregon."

The project will continue to roll out in multiple phases during the coming year, with completion expected by summer of 2016.

Improved dryer capability

As a cornerstone of the expansion project, the new veneer dryer will provide increased capacity to help meet the growing dried-veneer needs of the company's plywood production.

"The state-of-the-art automation capabilities will allow us to improve ergonomics and shift away from manual, repetitive-motion activities – ultimately providing our employees with a safer work environment," said John Wasniewski, Regional Manager, Oregon Panel Products.



Before



After demolition

As part of a major expansion in Southern Oregon, Timber Products Company will build a new 88,800-square-foot plant with a high-efficiency veneer dryer at its plywood facility in Medford, Oregon.



Social Media Corner: Play 'Guess the Species' on Social Channels

How well do you know your wood species? Can you identify a wood species just from a picture? Join Timber Products Company on its Facebook and Twitter pages and test your knowledge when we play "Guess the Species."

Here's how it works: On the last Friday of every month, we will

post a picture and a hint on our Facebook and Twitter pages and invite you to try to guess the species. Submit your answer in the Comment section. The answer will be revealed later that day.

Watch for some fun additions coming up soon, like video versions with introductions from

our veneer specialists, and we might also test your knowledge of matching methods.

Follow us on Facebook ([facebook.com/timberproducts](https://www.facebook.com/timberproducts)) and Twitter (@[timberproducts](https://twitter.com/timberproducts)) to join the fun and learn about wood species.



Think Pink Truck Hits the Road to Support Breast Cancer Awareness



Breast Cancer Awareness month in October is just around the corner. One in eight women will be diagnosed with breast cancer over the course of her lifetime, which means the fight for a cure has never been more important.

This year, Timber Products Company is joining the battle with a new Breast Cancer Awareness Truck that is hitting the highway and helping to promote the worthy cause.

"Timber Products is proud to bring this truck to the road to raise awareness in the fight against breast cancer," explained Joe Gonyea, III, CEO. "We have had team members, family members and friends all impacted by cancer. Working together, it is

time to eradicate this disease for future generations." TP Trucking employees Nan Delgado and Marti Strickland are two such team members affected, and are fortunately now survivors.

The truck has been on the road since late July. Driver Dale Quaderer proudly spreads awareness along the I-5 corridor, passing out pink TP Trucking hats along the way. Dale's wife and mother are breast cancer survivors, and he himself is a cancer survivor.

On October 4, the truck will make an appearance at the Susan G. Komen Race for the Cure event in Eugene, Oregon, where thousands will run and walk in order to raise money to support



TP Trucking employees Nan Delgado, left, and Marti Strickland, right, pose in front of the new TP Trucking Breast Cancer Awareness truck. Both are cancer survivors.

breast cancer research. Timber Products, as a race sponsor, will match every \$35 race entry with a \$35 donation for each person who joins the Timber Products race team. Timber Products will also be sponsoring a cheer station for those who would like to show their support without participating in the race.

Timber Products Global: A Trusted Source

In today's complex worldwide marketplace it's more important than ever to partner with experienced and trusted sources for imported wood products. Timber Products Global has an extensive line of products from all corners of the world and a proven track record when it comes to sustainability,

quality and regulatory compliance.

TP Global is chain-of-custody certified to import FSC products and promotes sustainable forestry around the globe. All purchases require documentation of legality and Lacey Act compliance. In

addition, TP Global stresses the importance of quality products that meet industry standards.

Timber Products is a member of C-TPAT (Customs-Trade Partnership Against Terrorism), a voluntary supply chain program led by U.S. Customs and Border

Protection. They are also one of very few participants with the U.S. Customs and Border Protection's Center of Excellence and Expertise in importing of Industrial and Manufacturing Materials.

Please contact TP Global at 800-547-9520 for your imported MDF, Plywood, or veneer product needs.

timberline

Timberline is a publication for our employees, families and customers.

Requests for additional copies or to be included on the Timberline mailing list may be sent to timberline@timberproducts.com.

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