

Video of the Month: Particleboard

Hear insight on the science behind making quality fir and pine particleboard. Page 3.

5 Tips for Hardwood Plywood Buying Success

Learn top tips that can help you buy the right product for your projects. Page 4.

New Boise Law Office Bucks Convention, Sets Area Design Standard



Distributor Intermountain Wood Products in Boise ordered 410 sheets of hardwood plywood from Timber Products Company that were used for casework, ceilings and faux beams in the new Holland & Hart law office.

Boise is known for its Western flavor and beautiful scenery. It's also home to one of the most innovative office designs in the region.

When it came time to design the new Boise office for law firm Holland & Hart, designer Gillian Hallock Johnson, LEED AP, and a principal at BurkettDesign in Denver, looked no further than her client for inspiration.

"You can't do a great design without a great client," said Johnson, who has designed several of the law firm's western regional locations. "In this case it also took a great developer with an appreciation for inspired design. The firm's previous Boise office was traditional and very closed-in, so for its new space Holland & Hart was looking for something transformational and open. The firm stepped out on a limb and produced a space for the next generation of lawyers—one that will be talked about for decades to come."

The office, which shares the top two floors of the new Zions Bank Building in Boise, accomplished its mission by using an abundance of natural light and leveraging the spectacular panoramic views.

However, the detailed architectural millwork, made with Timber Products Company material, is one of the strongest architectural expressions in the design scheme.

"The millwork really defines the personality of the space," noted Johnson. "In particular, the beautiful spine wall that runs through the middle of the office and spans two floors makes a monumental statement. It creates a powerful sweeping gesture that articulates the main circulation. At the same time, the warmth of the wood element connects with human nature and fits in nicely with the natural beauty of the city."

The spine wall, made from 177 sheets of quarter-sawn maple and quarter-sawn ash hardwood plywood from Timber Products' southern Oregon mills, is the centerpiece of an architectural millwork plan that left no detail overlooked.

Distributor Intermountain Wood Products in Boise delivered the Timber Products Company hardwood plywood material for the law office project. For the wall, Western Idaho Cabinets added the horizontal tongue-and-groove elements to the panels and also prefinished the surfaces. Then, Bledsoe Construc-

tion, the main contractor of the project, installed the panels.

"Mixing species on the spine wall was a unique design choice," said Kalon Partridge, distribution center manager at Intermountain Wood Products. "Hardwood plywood was a great solution for the feature and Bledsoe was very pleased with the material that came from Timber Products Company."

Intermountain ordered 410 additional sheets of hardwood plywood for casework, ceilings and faux beams in the office. According to Johnson, the other wood products-based elements all play off of the spine wall. "We made sure that the millwork craftsmanship was of the highest quality," said Johnson. "The client had a very high standard for design, and the materials needed to be the best quality possible."

After eight weeks of construction, the new office opened in early 2014 with rave reviews.

"The reaction from the local community has been phenomenal," said Johnson. "We've heard only positive feedback and the law firm is very pleased. There's nothing else like this office in the entire city."

From the production side, Partridge said the process was challenging but that the material, and the service from Timber Products Company, helped the project stay on schedule.

"Ordering and receiving the material from Timber Products was a smooth experience," he shared. "We were under some pretty rigorous deadlines and often had to split press runs so we could get the right quantities of each species. But we always received what we needed and all the species matched every time. The customer was pleased, the design was impressive and everyone was happy with the finished project." 🌲



A spine wall at the new Boise office of law firm Holland & Hart is made from 177 sheets of quarter-sawn maple and quarter-sawn ash hardwood plywood from Timber Products' southern Oregon mills.

Maryland Woodworker Captures 2014 BEST Kitchen Design Contest



Timber Products Company Sales Representative Mike Lyon, left, presents Kelvin Brown of Integrity Trimworks with the 2014 BEST Kitchen Design Contest award at the Cabinets & Closets Conference & Expo.

When the online voting closed and the judges at Woodworking Network had cast their final ballots, the winner of the 2014 BEST Kitchen Design Contest, sponsored by Timber Products Company, was Kelvin Brown of Integrity Trimworks, LLC.

The Maryland-based company was selected for the top prize for its remodel of a residential kitchen that brought new life and charm to a cozy space. Online voters awarded the project an average score of 8.88 out of 10 possible points.

"The project home is in Alexandria, Virginia, so the owners were looking for a classical, antique, traditional look," said Brown, who runs his own one-man operation. "It was a nice challenge to do this project and it honed my skills even further. I had not done anything this elaborate before and it was a first that had that much detail."

The remodel used both solid maple and maple hardwood plywood throughout the kitchen. The room features custom-built cabinets with beaded face frames and inset-raised panel doors and drawers. The stove, buffet and desk are sprayed with a cream-color

lacquer and charcoal gray glaze along the bead of the face frame. To provide a contrast, the refrigerator and island are sprayed with a charcoal gray lacquer. The island counter is made of 2-inch solid walnut and the rest of the countertops are marble.

A former graphic artist, Brown has been on his own in the woodworking business for the past eight years and foresees this award helping him earn more business in the Washington, D.C., area.

"I am happy I won, and I think the recognition will help with securing more jobs," he said. "Being a one-man shop I am always competing with bigger companies, but once I prove I can produce quality cabinets it usually works out well."

Congratulations to Kelvin for a spectacular project worthy of being crowned the BEST Kitchen Design winner. For his efforts, Kelvin received a \$500 gift card and a custom trophy presented at the Cabinets & Closets Conference & Expo.

See photos of all the entries and the winning project in the BEST Kitchen Design Contest on Woodworking Network under the Awards tab.

Species Spotlight: Reconstituted Veneer

In this issue's Species Spotlight, Timber Products veneer supervisor Lynn Campbell shares her insight on reconstituted veneer.

reconstitute: build up again from parts; reconstruct

Characteristics

Reconstituted veneer is made to be repeatable. It looks like a certain species and can be manufactured so all sheets look identical. This means that the reconstituted veneer that you order today will look identical to the veneer that you order a year from now.

Uses

We've seen that reconstituted veneer is very useful for furniture manufacturers, restaurants and hotels/motels. If they damage any pieces of wood they can replace it with the same look as the original. Natural wood is not exactly the same each time because trees have different cell prints, but reconstituted wood is made from a pattern so it's like making a copy.

How is it made?

Two very abundant species—Obeche from West Africa and Bass from China—are cut into 1/32" slices and glued together in a block. The block is put into a press that imprints the texture and dye onto the veneer so it replicates the desired species and characteristics that a customer orders. The process is similar to making a mold that is used over and over again to make replica copies.

Environmental benefits: The benefit of reconstituted veneers, in addition to the appearance, is the little impact it has on the environment. Since it uses plentiful species from plantations, the process helps preserve certain species and keeps the natural wood in the rain forest. The dyes that are used are water-based so there are no VOCs involved.

Trending

Customers are starting to take note of reconstituted veneer and the benefits of having the same look and characteristics in every sheet. For many, it's the best product for their needs because it's consistent, which is especially important to architects.



2014 Remodeling Off to Slow Start, Should Rebound

The harsh winter weather took its toll on the remodeling industry in the first quarter of this year, according to April findings from the National Association of the Remodeling Industry (NARI). Despite the setbacks, the association is optimistic that 2014 activity will pick up.

"The harsh winter seemed to have played a role in the decline of our numbers this quarter," says Tom O'Grady, CR, CKBR, chairman of NARI's Strategic Planning Committee.

However, despite the low ratings for current business conditions, remodelers are more optimistic about the future, heading into their busy season. The outlook for business three months out reached a new all-time high of 6.51, from 6.41 in December 2013.

According to O'Grady, postponed home maintenance issues continue to be a large driver for projects. However, homeowners remain slow to make the decision to move ahead with higher-priced projects, which is still the biggest barrier to growth.

"From the comments on the Remodeling Business Pulse survey, remodelers still feel this will be a strong year for business," O'Grady said.

Webcast: On-Demand Webinar Series Looks at Kitchen Trends

Timber Products Company has teamed up with Woodworking Network to offer you a series of informational webinars covering trending topics in kitchen design and the woodworking industry.

If you or your customers are interested in learning more about how to create an award-winning project or looking for inspiration for kitchen design, listen to these 30-minute, on-demand webinars:

Play to Win: Creating an Award-Winning Project

What makes for an award-winning entry? Two things: a great project, and a great

presentation. Too often, cabinetry and millwork firms take their eyes off the prize by missing one key step: good photography. Entering a contest will gain you recognition, visibility and new business. But it's the photo, not the project, that scores points. In this webcast, photographer Mike Kaskel will show portraits of great projects he has photographed, and explain what made them winning photos — (shadow, light, color, focal point, etc.). Mike is joined by designer Denise Butchko, who will review design aspects of the winning entry in the BEST Kitchen Design Contest.

Trending Wood Species and Applications in Today's Top Kitchen Designs

Kitchen design trends are changing and incorporating more international flavor than ever before. This webinar is a chance to find out what kitchen design styles and wood species are currently trending in the U.S. and what types of wood-use applications customers are craving. Hear from John T. Conroy, RA, principal and founder of the Princeton Design Collaborative, and Andrew Tucker, owner of Tucker Distinctive Kitchens, as they share their thoughts

on wood species preferences, sustainability options, changing kitchen design trends and where the kitchen cabinet market is headed next.

Register for these free, on-demand webcasts by visiting <http://bit.ly/TPwebcasts>. Watch for additional webinars sponsored by Timber Products Company throughout 2014.

5 Questions for Todd Dittman, Executive Director, Association for Retail Environments



Todd Dittman is the executive director for the Association for Retail Environments (A.R.E.), a position he has held since July 2013. While new to the industry, his background is in marketing and finance with more than 20 years of experience with industry-leading companies and associations. *Timberline* recently caught up with Dittman to talk about trends in the woodworking and store fixture industries, and changes he sees in the retail marketplace and the impacts on store fixture suppliers.

Timberline: How have brick-and-mortar stores changed to respond to the surge in Internet shopping?

Dittman: The store is changing from a place in which to buy things to a space in which to experience a brand.

Sure, the goal is to sell, but maybe not at that particular moment and maybe not in the store itself. Retailers are starting to understand that it does not matter where the actual sale occurs (online, in-store, etc.), so long as they get those sales—and those customers return for more. Brick-and-mortar stores provide an experience that consumers can't get from any other channel, so the emphasis is on sensorial spaces, immersive spaces and personalized customer service. The best designs help create brand evangelists. Everything from the signage, graphics, colors, fixtures, materials, lighting, music—even scent—is combined in unique ways to represent the brand.

TL: What are some design trends with the use of wood in retail store interiors?

Dittman: Natural wood is all the rage right now. Sometimes it is paired with faux natural wood. And far from being confined to more earthy types of retail businesses, natural wood is often sought for high-tech environments. The juxtaposition of natural wood with electronics softens and warms spaces that could otherwise be cold and stark.

TL: How does material sustainability play into retail store design?

Dittman: Retailers must strike a balance among cost, durability and sustainability. If cost weren't part of the equation, durability and sustainability would be "no-brainers." Unfortunately, the need to keep costs down prevents many retailers from investing in sustainability or durability. That said, retailers with brands that appeal to customers with a greater stake in sustainability will make the investment. Examples would be outdoor brands such as Patagonia, Nike and Timberland.

TL: What are some of the key challenges to store fixture manufacturers, and how are they being addressed?

Dittman: Cost pressures—being addressed through value engineering and offshore manufacturing options (lower cost/longer delivery time/quality concerns). Talent recruiting and staff retention are also on the manufacturer's mind. Today's CEOs are struggling to understand what makes the top performers tick. In a competitive environment with similar technologies, it is easier than ever for top talent to leave for greener pastures.

TL: When it comes to selecting materials for retail store interiors, how important is "Made in the USA"?

Dittman: Depends on the brand. Some retailers are just looking for the cheapest price; others want quality and/or regional sourcing. When sourcing overseas for domestic projects, specifiers need to take into account scheduling needs and cultural differences in the perception of fulfillment. For example, some plants will substitute one material for another, not realizing that to Americans, it must be exact. Same for color—brand logo colors may not be produced in the exact hue required. And tolerances vary from region to region.

TL: We've asked five questions but we have a bonus question for you: How are retail stores changing in configuration to better serve customers? What does this mean to store fixture manufacturers?

Dittman: Some retailers are doing away with cashwraps, replacing them with mobile checkout using iPads or iPhones. For fixture manufacturers, this should mean more floor space for fixtures. For companies that have focused on cashwraps, it's time to branch out. Many retailers are looking at smaller footprint stores. For those stores, fewer fixtures would be needed. On the upside, new store construction is on the upswing, which bodes well for fixture companies.

Coming Next Issue: What Does LEED v4 Mean to Your Business?

Like it or not, LEED continues to be the dominant green building program in America. While the latest version of this program, dubbed v4, was released last November, woodworkers are still struggling to understand what it means to their businesses. In the next issue of *Timberline*, we will lay out all the changes that pertain to woodworkers, explain what they really mean, and give you insight on what you need to know to participate in LEED v4 projects.

Until then, the most significant change in LEED that you should be aware of is with the Materials and Resources category—the part where most of the wood-related credits reside. LEED v4 has evolved from a series of credits based on attributes of products to one that embraces life cycle thinking at both the product and whole building levels. The goal was to drive a market transformation to greater transparency and dis-

closure of product ingredients. This version is more complex, and we have yet to see a defined process to satisfy some of the new credits. This reality makes understanding v4 that much more important.

Timber Products has been an advocate of green building programs and green products for decades. Our "Green Road Show," in partnership with SierraPine, was an educational program presented to our customers in 13 major markets around the U.S. over a two-year time frame. Part of this program was designed to help people understand the version of LEED that was in place at the time and how our customers could get involved in LEED projects.

The next *Timberline* article will continue that tradition of education. There are some "wins" for wood in v4, but you have to understand the ground rules to take advantage of them.

Video of the Month: Particleboard

Did you know that Timber Products Company has been producing particleboard since 1964? And that you can order particleboard, including FSC-certified panels, to be delivered alongside your hardwood plywood and decorative panel orders? A new video takes you inside the manufacturing facility in southern Oregon, shares insight from our experts on the science behind making quality fir and pine particleboard, and explains how these panels are cost-competitive in the market.

See the video on the Timber Products Company YouTube channel: <http://bit.ly/TPVideos>.



The first LEED Platinum home built in Orange County, California, in 2009, which contained Timber Products Company hardwood plywood in the kitchen, would need to be built under a revised set of criteria today in order to meet the new LEED v4 standard.



5 Tips for Hardwood Plywood Buying Success

Even if you have years of experience in the woodworking business, it's beneficial to brush up on how to buy hardwood plywood in today's marketplace. Changing terms and new options make the buying process an ever-changing environment. Below are some top tips that can help you buy exactly the right product for your projects.

1. Know your veneer species grades

The Hardwood Plywood and Veneer Association (HPVA) has established very specific standards for every grade of every major hardwood species. Many customers often get into habits of buying a certain grade when perhaps another grade would work better for them, (e.g., specifying an A-grade veneer when a B-grade gives the look they are after). Once they see how a B-grade looks, they switch to take advantage of lower costs and greater availability.

Top tip: Make an appointment to visit Timber Products' veneer grading rooms in Medford, Oregon, or Corinth, Mississippi. If you are unable to travel to our mills, ask for digital photos of the grades and species you want to consider. With this information, you will make more-informed selections.

"The hardwood veneer grading world is full of terminology and it's vital that you understand these terms. Just as important is making sure that your definition of veneer terminology is the same as ours."



A visit to Timber Products Company's veneer grading rooms in Medford, Oregon, or Corinth, Mississippi, can help you learn about veneer species grades and terminology.

2. Understand hardwood veneer terminology

Plain sliced. Spliced. Book matched. Slip matched. Golden narrow heart. The hardwood veneer grading world is full of terminology and it's vital that you understand these terms. Just as important is making sure that your definition of veneer terminology is the same as ours.

Top tip: Ask Timber Products about what you want in your hardwood veneer and be sure that everyone is on the same page before you order. If necessary, ask for a sample or a photograph.

3. Consider all core options

While traditional veneer core is the most common for hardwood panel construction, be sure to consider other options. Particleboard and MDF cores offer great laminating surfaces. Timber Products' ProCore has a combination construction of veneer core and MDF crossbands for lighter weight and a superior laminating surface.

Top tip: Select the core that has the right performance characteristics for its end use. For example, select a less costly core for a toe kick on a cabinet.

4. Think finishing from the start

Many customers apply a variety of finishes, such as lacquer, stain or distressed features, to their products. Finishing options should be a key consideration when ordering hardwood plywood and can save you time and money if you order the right option.

Top tip: When buying hardwood plywood, consider all veneer alternatives that will be compatible with the finish you plan to use. For example, a hard maple veneer accepts a finish much differently than a softer oak veneer. Splice lines should also be considered.

5. Choose partners wisely

Consulting with a trusted partner is the best way to navigate the changing hardwood plywood buying process. At Timber Products Company, we work regularly with customers to help them make the best and most cost-efficient hardwood plywood buying decisions.

Top tip: Call your Timber Products representative or our veneer experts at 800-547-9520. We can help you stay on top of the latest trends and information, including what hardwood veneers are going to be in short supply and which will be more plentiful.

Get Wood Smart at Panel Talk

Timber Products Company has expanded its partnership with Woodworking Network and the Panel Talk portal, an information hub about hardwood plywood and decorative panels. This online channel features educational videos, blogs, and podcasts that can help your business succeed.

In addition, Timber Products Company is sponsoring a series of webinars throughout 2014 for you and your customers, and offering design contests for woodworkers and designers.

"Panel Talk is a unique space in the woodworking industry and one where customers can find vital resources to help them run their businesses," said Roger Rutan, Marketing Director at Timber Products Company. "With new features like webinars and contests, the portal is a rich tapestry of learning opportunities."

Each time you visit you'll discover an insider's look at trending wood species, learn how to purchase the right panel products, and see innovative projects from your peers. Our mission is to help you learn the important steps in buying and using hardwood plywood and decorative wood panels. Visit Panel Talk today and keep checking back regularly, or subscribe to the RSSP, for new content.

Go to Panel Talk at www.woodworkingnetwork.com or <http://bit.ly/paneltalk>



timberline

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

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