

## AWFS Fair

AWFS hits Las Vegas in July. See show plans on page 2.

## Frameless Cabinet Trend

Showplace Wood Products launches frameless cabinet line. Page 4.

# Phoenix Firm Captures 2015 BEST Kitchen Design Contest for Linear, Contemporary Makeover

Allan Rosenthal, owner of Linear Fine Woodworking (LFW) in Phoenix, had a big challenge last year when his firm was hired to transform a high-end kitchen into a masterpiece.

"The homeowners really wanted to use Rosewood for the cabinets and a few accompanying pieces of furniture," he said. "That's a very difficult species to find. This was around the same time that Fender got fined for using illegal wood for its guitars, which made finding Rosewood that much harder."

"Our customers request a huge array of specialty hardwood veneer species. We can usually find what they ask for, or a close substitute. Ensuring we meet American and international environmental standards is a key part of our sourcing process," stated Eric Cullen, Timber Products Hardwood Veneer Manager.

After scouring the country, Rosenthal located some of the scarce material in a New York

woodworking shop that was closing its doors for good, and sourced about 5,000 square feet for the project. The effort paid off for Rosenthal and his firm, as the kitchen redesign not only pleased the homeowners, but also captured the **2015 BEST Kitchen Design Contest sponsored by Timber Products Company.**

"It was a pleasant surprise to win," said Rosenthal, who usually uses local distributors, including Rugby, for his materials. "The cabinetry in the house didn't match the architecture at all, so the first thing the clients did was hire an interior designer, Elizabeth Rosensteel, who did a phenomenal job. It was a fun project to work on and I'm proud of my team."

## The project

With a clientele of high-net-worth executives and part-time winter residents from the East Coast, Linear Fine Woodworking is known for exotic veneer projects that skew toward

contemporary designs and can cost upward of \$2 million.

For the BEST Kitchen Design winning project, Rosenthal and his team put together a design for the roughly 600-square-foot kitchen that was focused on a linear presentation.

"All of the cabinet doors were flat and they matched horizontally," he said. "As an added touch, we mounted linear, integrated, steel pull-handles to the top of every door and drawer. The other interesting design element was installation of a band under the counters that matched the stone appearance but really contained the electrical outlets. It doesn't look like there's an outlet anywhere in the kitchen."

Rather than the traditional swing cabinets, LFW installed slip-style doors in the upper units to support the linear theme.

For the cabinet box interiors, Rosenthal's team of 17 employees used prefinished Maple and built the units in the company's 22,500-square-

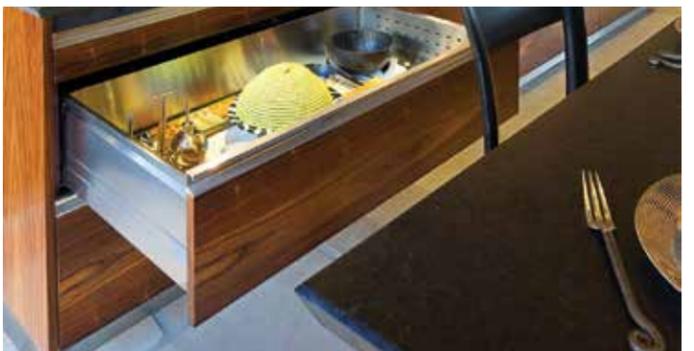


foot workshop using two CNC machines.

"We're well-equipped and have true craftsmen who take great pride in their work," he said. "We do all of our own drafting and AutoCAD work, and then

remodels that range in cost from \$30,000 to \$50,000. The company also works on commercial projects and has an unorthodox method for landing those jobs.

"Usually a woodworking shop will do a commercial project



we cut all the parts and pieces. This particular client was very detail-oriented, but we are used to working with particular clients who are perfectionists. We excel in that field."

In addition to the kitchen, LFW used the Rosewood material, as well as metal touches, for a number of other elements in the home:

- A dining room table and floating buffet that match the kitchen's look and feel
- Floating shelves that are supported by aircraft cables mounted to the ceiling
- A panel over the TV in the living room that used a copper and steel woven material

By the completion of the project, Rosenthal and the owner had become close friends, and still occasionally socialize.

"I'm from New York and I understand how to work with people," he said. "That's why builders and designers use our firm."

## Full-service firm

As a full-service woodworking company, LFW usually works on five or six complete home makeover projects per year, as well as 20 or so peripheral projects, like home office

and then someone from that office hires us for their home projects," said Rosenthal. "But we're the opposite. We usually do a client's house first and then they bring us in to redo the executive offices, reception areas and lobbies. It's a great way to secure more business and expand our pipeline of work."

Rosenthal is a third-generation woodworker, as is his production manager. He says the work is in their blood and that, while the industry is going toward production-oriented drawer boxes and fronts, he is positioning LFW as an old-world, craftsman-focused company.

"When I find people who are looking for a career rather than just a job, I try to hang on to them," he said. "They are passionate, and woodworking is what they want to do. That's how we will succeed as a company."

To see all of the entries in the 2015 BEST Kitchen Design Contest, sponsored by Timber Products Company, visit the Awards tab at [www.woodworkingnetwork.com](http://www.woodworkingnetwork.com). For more information on materials used in the winning project, contact your Timber Products Company sales representative. 



Linear Fine Woodworking of Phoenix captured the 2015 BEST Kitchen Design Contest, sponsored by Timber Products Company, for its kitchen makeover using Rosewood material. The wood was used for cabinets and drawer fronts, bottom right, as well as a new dining room table, top right.

# AWFS Preview: Connect with Timber Products at Booth #4232

With the housing crisis in the rearview mirror, the woodworking industry is heading to Las Vegas July 22-25 for the Association of Woodworking and Furniture Suppliers® (AWFS) Fair with a sense of optimism and an eye toward growth.

This year's theme is about looking forward and expanding the market for woodworkers, equipment manufacturers and materials suppliers. The event is an opportunity to connect with old friends, make new acquaintances and meet with industry professionals who can help you navigate the market. The Timber Products team will be at the show and will be on-point to answer your questions and help with your decorative panel and hardwood plywood needs.

You're invited to drop by booth #4232 to see the entire line of award-winning Green™ Hardwood Plywood, visit with product



experts, check out the new booth and qualify for special giveaways, including \$4,500 in decorative panels. Timber Products will also be sponsoring an exclusive Women in Woodworking luncheon. Follow @TimberProducts on Twitter and like our Facebook page to learn more about Timber Products' plans at AWFS 2015.

See you there!

AWFS Fair, July 22-25, 2015, Booth #4232

# 4 Lessons for New Product Success

At the recent Cabinets and Closets Expo in Chicago, an Inventor's Roundtable sponsored by Timber Products featured small-business owners who had recently introduced new or cutting-edge products to the marketplace. The purpose was simple: share stories, challenges and experiences in the hope they could help each other.

From the very beginning of the session, there was instant bonding as every person could relate to the trials and tribulations the others were experiencing. Four main themes came out during the discussion:

**Yes, you have to do it all.** Entrepreneurs and small-business owners face the challenge of being a jack-of-all-trades. From cash flow management to sales and marketing, you have to do it all. But what came out of the discussion was an important message they all shared: While you won't be an expert at some aspects of running a small business, you can do it! Use your common sense and good judgement to guide you.

**You are not too small.** It seemed like every company had a story about developing a product, taking it to market and suddenly finding a great deal of demand. It didn't matter that they were a one- or two-person business; customers wanted their product. The lesson is to look for alliances that allow your small business to leverage the expertise of other businesses to help get your products to market.

**Avoid the sales rep ditch.** Several companies at the Roundtable had varying experiences with hired sales representatives who promised to take their products to market. The conclusion: Avoid the reps who sound too good to be true (because they are) and want money up front to get started. Use reps who can show you their track record and are willing to work on a commission arrangement based on sales.

**Go for it!** These inventors all had stories that demonstrated how they took a leap of faith with their product. One example was a company that had developed a new storage device and system. It had no sales and had only produced prototypes. It decided to exhibit at a show and got a great amount of interest and best of all, lots of orders. It has been off and running ever since.

The session ended with an exchange of business cards and a real desire to get the group together again via conference call or in person at another show. The bonding was real, as these inventors found that while their products may vary greatly, the challenges are shared by all.

# Supporting Habitat for Humanity

To support the local communities in which it works and lives, Timber Products Company participated in a "Build a House in an Hour!" fundraising challenge organized by Springfield/Eugene Oregon Habitat for Humanity. Timber Products was part of a seven-member Challenge Team that pledged half the cost of a home,

challenging others to commit to the balance. The effort raised enough money to build one and a half houses. A very deserving local family will now have a safe home they can call their own and where their children can grow up to be a part of the community.



# 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.



# 5 Keys to Deciding Make Vs. Buy

With business finally improving, woodworkers are faced with operating decisions they have not had to make in years. Like every other aspect of their business, these opportunities require a fresh perspective. One of those important decisions woodworkers face is to make or outsource component parts. To help our customers decide, here are five tips to consider.

## Large project or spike in business

Woodworkers are often presented with a job with time constraints or sheer size that exceeds their capacity—people, machining, packaging. Outsourcing everything from selected component parts to major parts of

the job, a company can accept the job with confidence and without having to add personnel, equipment and other capacity needed only in the short term.

## Repetitive parts

Every woodworker has a need for parts that rarely change in specification, like drawer sides or drawer parts and shelving. Why tie up people and machinery to make the same part over and over? Component suppliers like the Spectrum Division of Timber Products can produce high volumes of drawer parts on its state-of-the-art machinery, to your exact specifications. Outsourcing repetitive parts gives you time to focus on more important aspects of your business, like product and market development.

## Reducing your costs

Component manufacturers like Spectrum have invested heavily in high-volume, tight-tolerance equipment. Spectrum gets most of its raw material from Timber Products mills. The resulting economies of scale mean that woodworkers can buy many components for far less than their cost to make them. And your freight bill is only for usable parts, not full panels that will generate trim cut and waste when processed on site.

## Knowing your cost

One of the main challenges of every woodworker is knowing your true cost—material, labor, overhead, everything. By purchasing custom or

standard parts, you now know your exact landed cost.

## Reduce waste, inventory

Woodworkers look at their dump bin and cringe because all that wood trim is lost money. By purchasing component parts, you get 100 percent good parts and ZERO waste. Little or no wood waste is a great addition to your green initiatives.

Which of these factors is your business faced with and how can we help?

# Veneer Spotlight: Slip Match

For 2015, Species Spotlight is expanding into Veneer Spotlight in order to examine additional veneer characteristics. In this edition's feature, Timber Products veneer expert Eric Cullen looks at slip match veneers.

## Definition

Slip is a matching type that must be specified. It is most often used to minimize the barber-pole effect common with book matching. In slip matching, the leaves of veneer are fed into the splicing machine the same way they come off the slicer or lathe. Slip match usually features the tight side of the veneer facing outward.

When you are using a straight-grain veneer, such as rift, if the grain is not running parallel to the edge of the veneer, the whole sheet can appear as if it were leaning or out of square.

With book match, a cathedral may be created. A-grade plain sliced must have a cathedral. With slip match, the cathedral cannot be manufactured. Often, when buying plain sliced slip match, we must buy B- and better grade rather than A-grade. With slip match, the grain does not match at the joints. It starts over and repeats.

## Use cases

Most use cases are for kitchen cabinet manufacturers who are trying to eliminate or minimize the barber-pole effect. They use slip match primarily for the doors. The use of slip match has increased over the past few years.

## Advantages

The advantage of using slip match is that it reflects light and takes finishes more uniformly.

## Cutting

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

## Top tip

Because they are less common, slip match veneers require extended lead times for ordering.

Most customers assume slip match is always oriented on a tight side out. In fact, it may be loose side out. Many believe that the loose side finishes better than the tight side. This happens because the knife that cuts the veneer has a bevel to it (see top graphic below). The veneer that goes across the angled part of the knife is under different pressures and stresses than the portion of the log that goes along the vertical part of the knife. The pressure distorts the grain and creates the loose side, which has little checks in the veneer.

In future *Timberline* editions, look for Veneer Spotlights on plank match and pleasing match. Book match was the topic in the Spring 2015 issue.

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

# 5 Questions for Corbin Clay, Azure Furniture Co.



Corbin Clay is the founder of Azure Furniture Co. in Denver, Colorado. The company collaborates with local sawmills, the Colorado State University Forestry Department and the U.S. Forest Service to transform otherwise unused beetle kill trees into elegant, high-quality furniture. The blue-gray color of the Pine gives dramatic natural character to Azure Furniture Co. products without diminishing the strength or integrity of the wood. As part of our ongoing look at innovation in woodworking, *Timberline* recently caught up with Clay to talk about sustainability and how he develops new products.

**Timberline:** What are you seeing in the marketplace when it comes to sustainability? Are customers asking for certified wood?

**Clay:** Yes, sustainability is growing in our industry in particular. It's almost harder to find noncertified wood than it is to find FSC®- or SFI-certified material these days. I think it's the growth of the health-conscious consumer who wants a certified product and low-formaldehyde finish. Industries usually chase culture, and our culture has started to ask where things come from. For example, how can a company sell a \$99 table that was produced halfway around the world and shipped to our country? What's in it? That's not making sense to today's consumer.

**TL:** As a young business, what are the challenges that you are facing?

**Clay:** Our biggest challenge now is managing our growth. That means bringing in revenue to keep the lights on, covering staffing costs and being more active in our marketing. From a production side, managing our

equipment acquisitions is huge. We do everything by hand right now, which is very expensive, and are looking into equipment investments. That's a big step that we are still considering.

**TL:** What are some ways you innovate with your designs and products?

**Clay:** We listen to our consumers and treat them as a default focus group. If we hear enough people say we should offer upholstered furniture, then we will do it. The nice thing about being a small business is how agile you can be. We can chase trends and prototype rapidly. We just released a table that was designed, engineered, prototyped and built in a week. We lean a little toward modern in our designs and have a very Scandinavian aesthetic, so we can stay true to our style and still innovate with new products like dining room table styles or bathroom vanities.

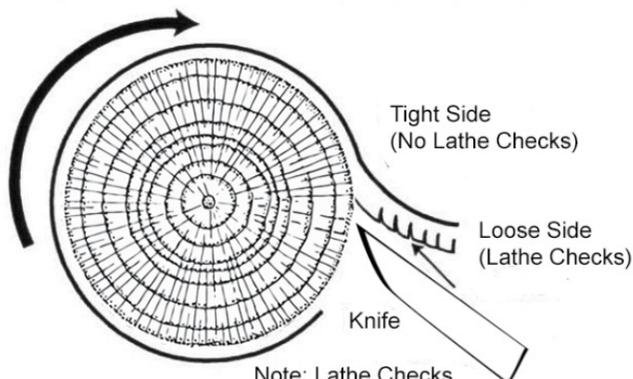
**TL:** How much do you lean on suppliers for not only materials, but also advice and consultation?

**Clay:** We rely pretty heavily on our suppliers for both information and assistance, especially with new products like hardware and finishes. We work with them to help with R&D, so they listen to us, and we listen to them. It's a good relationship. It's important to rely on your suppliers because we're furniture builders, we're not lumber experts.

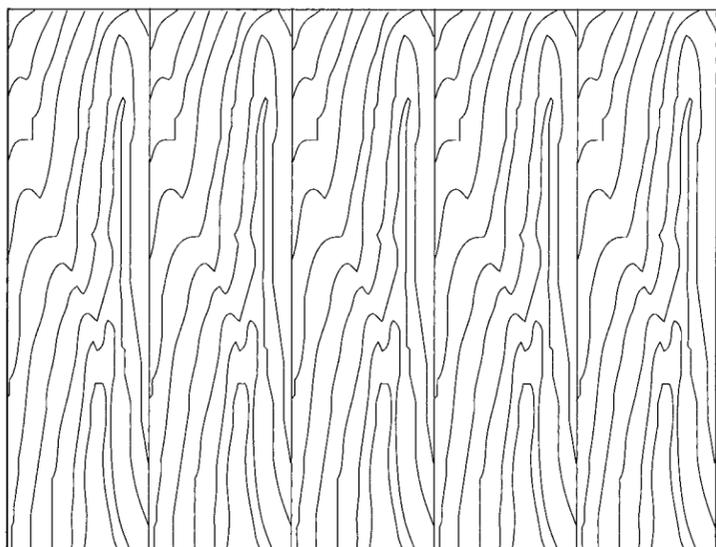
**TL:** What advice would you give to younger woodworkers?

**Clay:** The most important piece of advice for an aspiring woodworker is to find your niche. Look for voids in the market and identify where you want to be. The custom cabinetry and furniture markets are saturated. I wouldn't want to compete against a cabinet company that has been building cabinets for 30 years. You want to be able to say, "We are the only company doing this" or "We're the best at making this." Find a niche and run with it, and it's OK to fail. We made a lot of ugly furniture as well as mistakes early on. You know, it's one thing if you just throw your hat in after a year of hardship and give up. There's no doubt there's a lot of sacrifice with being a new business. It's also intelligent and strategic to say, "This isn't a lucrative venture; we need to rethink our strategy." I think that's totally fine.

Tight side loose side development in wood veneer



Note: Lathe Checks close up when loose side is flat, but are still present.



Slip Matching - Figure 200-16 from AWI Quality Standards Illustrated, Seventh Edition.

## Video of the Month

Cherry is a popular species, and is used mainly for high-end projects. When ordering Cherry, it's important to understand the terminology so that you receive exactly what your customer wants and the look you desire. In this video, Timber Products Company Veneer Room Supervisor Lynn Campbell explains why Cherry is trending in popularity and the different slice options available.

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





# Showplace Wood Products Launches Frameless Cabinet Line

When the governor of your state helps launch a new facility, you know you're onto something special.

South Dakota Governor Dennis Daugaard attended groundbreaking ceremonies at Showplace Wood Products in Harrisburg on May 15 to announce the company's frameless cabinet manufacturing facility expansion and help kick off the launch of the company's new product line.



"We've looked at making frameless cabinets for about five years," said Bill Allen, director of manufacturing. "It's been on our radar screen and we've always felt production needed to be in a separate facility. The preparation for this new plant has been in the works for about 18 months and now we're ready to go. There's a high energy level here because opportunities to start a new factory don't come along too often."

Backed with economic development funds from the state, the new, 60,000-square-foot facility is expected to be operational by the end of 2015 and provide 30 to 50 new jobs for the employee-owned company.

"The state is investing in companies like Showplace Wood Products that are growing and expanding," said Allen. "We have been a shining example of using state funds and in turn providing jobs and revenue in the Sioux Falls community. Governor Daugaard's attendance at the groundbreaking showed that he recognizes that we are a good investment for the state."

## Partnering for success

When preparing for the new frameless line, Showplace worked closely with Timber Products Company to plan panel acquisition and establish a roadmap for success. Both Allen and Lori Seykora, director of product development and design, spent four days in Oregon learning about the company and meeting their sales and manufacturing teams.

"The biggest factor that could make or break the new frameless line is the panel products," said Seykora. "We dedicated a lot of time to building a relationship so that we were comfortable with the plan and could reach out at any time if needed. Timber Products Company was a natural fit because they have our interest in mind."

Initial plans call for Showplace to order Oak, Maple, Cherry, Rustic Alder and paint-grade panels from Timber Products Company for the frameless cabinets. In addition, textured melamine and foil panels will be included as options.



Before a crowd of local dignitaries, employees and vendors, South Dakota Governor Dennis Daugaard presided over groundbreaking ceremonies at Showplace Wood Products to announce the company's frameless cabinet manufacturing facility expansion

"We're excited about the materials from Timber Products Company and the relationships that have been built," said Seykora. "Everyone has dedicated a lot of time and effort to get started and we're ready to launch production."

With samples in hand, the executive team is planning to embark on a nationwide road show in October to talk with sales reps and dealers across the country, tout the new line, and take initial orders.

## Marketing Transitions



Dear Readers,

After more than 19 years at Timber Products Company, I will be retiring this summer. This issue of *Timberline* is

my last as editor and head of our company's marketing activities.

Over the years, marketing wood products has dramatically changed. Allow me to share some thoughts.

### Focus on customers

The role of marketing has shifted from just supporting sales efforts to now supporting the needs of customers directly. Today, wood products marketing must stand the test of being practical, relevant and timely to address the very real needs of our customers.

### Design

To market panel products, we used to focus on Oak, Maple and Birch. Today, the conversations are often around color, texture and tone. We are very much in the design business, in partnership with architects, woodworkers and end-user customers.

### Message delivery

Digital marketing and social media have transformed the marketing world, and provided us opportunities to reach customers in new ways. But printed pieces like *Timberline* still have a viable place in

reaching our audiences and being a tremendous resource for our customers.

It's been a challenge to keep up, but a challenge I have thoroughly enjoyed. Some of my favorite memories over the years include sharing our forest management story with customers, partnering with distributors and retailers on new marketing concepts, getting our themed TP Trucking rigs on the road, and adapting to the changing media landscape.

But I am reminded that "the more things change, the more they stay the same." I tried to always remember that marketing in our industry must be personal

to be effective and that our customer partnerships are one of the most valuable assets of our company.

I have had the best job in the world—working with a great group of customers and team members who are smart, forward looking and challenging in a good way. I have worked for a top-notch company—it's been a privilege and pleasure to have been part of the team at Timber Products Company.

My best to you in the years to come.

**Roger Rutan**  
Director, Marketing  
and Public Affairs

# 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](mailto:timberline@timberproducts.com).

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