By now, you may have seen the award-winning film “I am APEX.” This product video acts as a visual companion to the launch of the latest in engineered panels for Timber Products Company.

As a marketing partner of Timber Products, our company, FPW Media, was thrilled to begin the APEX assignment. As a ground-breaking composite panel that sets a new standard of quality, it presented a valuable opportunity for our creative team to do the same.

From the moment “I am APEX” began, everything surrounding the project was done with purpose. Our mission was to seamlessly inform and entertain the viewer; really allowing the APEX message to make a lasting impact.

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IN MEMORY OF WILLIAM (BILL) WHELAN

Aug. 18, 1921 – Jan. 23, 2017

William (Bill) Whelan passed away peacefully on January 23, 2017 at his home in Lake Oswego, Ore. He was born in Brooklyn in 1921 and raised in San Diego. He graduated from the University of California Berkeley in 1943 with a degree in mechanical engineering. Before beginning a career in the lumber industry, he enlisted in WWII, fought in Okinawa, and rose to the rank of Master Sergeant in the U.S. Army.

In 1948, he married his wife, Marcia, and moved to Klamath Falls, Ore., and operated Klamath Pool Company. Bill enjoyed a prominent career in the wood products manufacturing industry, where he made numerous contributions in executive management roles at companies including U.S. Plywood, Champion International, Roseburg Lumber, Pope & Talbot, and Timber Products Company. Bill joined Timber Products as a valued consultant before stepping into the roles of VP of Manufacturing and member of the executive team.

“Bill was a successful leader and manager because he was a fierce competitor that hired and promoted good people and let them do their jobs. He was keen to use processes such as monthly reviews and short interval scheduling to drive in constant incremental improvement – in all manufacturing. He also had a good sense of humor,” remembers Joe Gongia, PDI, President & CEO.

Over his long and successful career, Bill also served in leadership roles in many industry associations.

Bill is survived by his wife of 68 years, Marcia, and their three children, five grandchildren, and 11 great-grandchildren.

TIMBER PRODUCTS COMPANY’S PLANS FOR FORMALDEHYDE STANDARD COMPLIANCE REMAIN ON TRACK

As the deadline for compliance with the Environmental Protection Agency’s Formaldehyde Emissions Standards for Composite Wood Products changes once again—now March 22, 2018—Timber Products Company remains dedicated to staying on top of this change through ongoing education and discussions with industry partners.

As a result, Timber Products Company continues to work closely with Hardwood Plywood and Veneer Association (HPVA) and the Composite Panel Association (CPA) to ensure that we will have processes in place to meet the new requirement on time. In addition, we are exploring with these certifiers the potential for establishing pre-certification, so there is no un abrupt switch in processes.

Point people at each Timber Products facility are studying every detail of the Environmental Protection Agency (EPA) releases about this requirement, attending education sessions like the EPA/HOHD Joint Industry workshop, and regularly meeting with their colleagues to discuss updates and define interpretations. Through this ongoing education, we expect to be able to rapidly put an action plan in place for consistently updating our policies once the final rule goes into effect.

We expect our customers to see few changes externally as a result of compliance with the update to Title VI of the Toxic Substances Control Act (TSCA). However, we will make a number of internal updates to our documentation as well as the frequency of our testing to guarantee that our customers get the high-quality products they expect.

If you have any questions regarding the TSCA’s Title VI guidelines, visit timberproducts.com.

APEX: REDEFINED & REIMAGINED

Laying a solid foundation is important for any structure, whether it is pouring concrete for a building or selecting panels for a set of cabinets. The foundation serves to hold everything together—to keep a structure straight and worry-free for years.

For interior applications such as furniture, cabinets and display, Apex composite-veneer panels from the Apex division of Timber Products Company serve this purpose. When you have a difficult application that will have to hold up despite constant hard use, Apex is your best choice.

At Timber Products, we offer particle board, MDF and Apex panels. Of these three, Apex is the strongest and most durable and also brings a wealth of additional qualities. While it was released last year, Apex has been reformulated in 2017 to have a density similar to standard MDF, but retain higher physical properties. Apex has nearly twice the core hold rating as MDF (about 400 pounds compared to 230 pounds) while also sporting a higher internal bond and modulus of elasticity. With its superior smoothness and machinability, Apex is ideal as a core for paint, veneer, melamine or high-pressure-laminates.

Apex offers high-quality composite panels at a competitive price. As Bob Brown, our Director of Sales for Composite Panels says, “The mill developed a way to reformulate Apex, and feedback has been very, very good. Nothing but positive.”

Need to know more about Apex? Find it at timberproducts.com.

MILL SPOTLIGHT: MUNISING, MICHIGAN

Hardwood lumber and hardwood veneer have been produced at Timber Products Company’s Munising, Mich. location since we acquired the facility in 1998.

Today, the sawmill services the Great Lakes region, with some lumber reaching the southeast and West Coast where it is utilized in cabinets and flooring (including basketball courts), cases, packaging pallets and railroad ties. The veneer is used on decorative walls, doors, cabinets, desktops and other furniture around the country.

Before distribution, these products start as premier hardwood logs harvested from within a 200-mile radius of our Munising manufacturing site. The vast majority is hard maple, with smaller percentages of soft maple, beech, and other species. The logs are bought specifically for either lumber or veneer, and are accumulated accordingly in the facility’s log yard. Operating on a shift, five days a week, the sawmill consumes more than 12 million board feet of logs each year, while the veneer operation has the capacity to produce more than 160 million square feet per year.

Walking through the sawmill, manufacturing begins with a 36-inch machine that removes bark and feeds the hardwood log into 8-foot bandsaws. Computers aid the production process as boards are sawn from the logs, edged and trimmed to length, then graded by a visual inspection. Next, lumber enters a computerized slicing sorting system that separates the lumber by grade. The graded lumber is packaged and sold green, or transferred to the steam heated kilns for drying. Dry lumber can be sold rough or sent through the planer and solid surfaced.

Veneer is manufactured in a completely separate process; logs are conditioned using high pressure steam for three or more days prior to being peeled. Once properly conditioned the logs are trimmed, debarked and sent into a unique computerized log centering charger that feeds the logs into a lathe that peels the veneer at a specific thickness. The veneer is then conveyed through a jet steam dryer to achieve a final uniform moisture. From there, it is cut into panels that are graded and sorted for shipment. Veneer with defects is marked and clipped to size then spiked back into whole panels, or customer ordered configurations, to meet unique customer requirements.

Given the vast amount of hard maple coming into the facility, it is no surprise that maple is the largest volume of veneer manufactured at the mill. However, product managers, operators, and Timber Products leadership are collaborating to explore the viability of adding alternative species to the product mix. A number of factors play into the decision, including log availability, transportation costs, and the production challenges of running different species. Each species has its own unique characteristics. As a result, the manufacturing process must be adapted for each species.

At Timber Products Company, we have invested in state-of-the-art equipment to optimize any manufacturing challenge, but it is still a labor-intensive process. The roughly 130 hourly workers on-site do a great deal of manual handling, including piling, stacking and sorting the grades. The lumber and veneers are handled up to five times before being approved for delivery. Although the facility has made significant upgrades in automation, the human touch is still important to the process.

Discover more about our manufacturing facilities, such as Grants Pass, as well as the other mills we operate by visiting our website.
**MELAMINE’S A MUST**

If you are sitting at a wood grained desk as you read this, chances are you are resting your forearms on a piece of furniture that uses melamine.

Melamine has been worked into various items from furniture to cabinets to closets. Over the years, it has grown as new styles and textures hit the market, providing new possibilities for melamine incorporation into projects and designs. Melamine is one of the most adaptable, versatile and durable offerings from Timber Products Company.

Melamine is made by thermally fusing a polymer laminate onto a wood substrate and is available in a wide variety of patterns and colors that will work with many applications. It comes in different textures, such as the appearance of distressed wood. Our textured melamine line was launched about two years ago, and with added colors, it is being reintroduced to the market. “With the new colors and textures, it is difficult to discern melamine from wood until you’re close enough to it,” said Lori Burke, Business Development Manager for Spectrum.

**MELAMINE’S A MUST**

Melamine brings with it a host of practical advantages like its durability, affordability, and overall design. The base can be a combination of plywood, particle board, MDF and our Apex panel. Properties such as cost, screw holding ability and weight are different between these various base materials, however, they all provide a smooth laminating surface.

Melamine is also used with our SpectraBoard, a unique panel developed by Timber Products and Spectrum, which houses a veneer face and melamine back. Because of this, SpectraBoard cabinets have a beautiful wood exterior with the easy clean-up and durability of a melamine interior. It provides a long lasting resistance to scuffs and moisture as well as a surface that is always smooth, straight and easy to clean.

If you have a product that requires both durability and style, consider melamine. For more information, visit our website to read up on melamine and SpectraBoard.

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**REDEFINING CUSTOMER SATISFACTION FOR SIERRA FOREST PRODUCTS**

When Sierra Forest Products opened its Chicago division in January 2000, the group was operating in a 25,000-square-foot facility and only serving a handful of customers, recalls Joe Ventimiglia, Division Manager – Midwest for Sierra. Even in those early days, Sierra found that Timber Products Company gave them the same support as its larger customers.

Since then, Sierra has grown to a 155,000-square-foot facility providing lumber and panels across a 180-mile radius and their relationship with Timber Products has only strengthened. It is no secret that Timber Products is one of our largest suppliers and one of our most valued relationships,” said Ventimiglia.

A Deep Partnership Goes Beyond Sales Goals

A shared value lies at the heart of this relationship, but the partnership goes far deeper than their similar focus on environmental sustainability, integrity, and innovation. Ventimiglia said, “We know that time and time again, Sierra has seen proof that Timber Products is actively involved in the success of its product. This is made evident through consistent, high-quality products and services, open communication and the speedy resolution of challenges. And, as Ventimiglia points out, challenges do crop up when dealing with a natural product.

“In all good partnerships, when a real issue arises, communication is critical,” Ventimiglia said. “We have always found that Timber Products Company attacks problems head on and with urgency and care. Timber Products and Sierra work extremely well together to come up with solutions and proactive action plans to resolve any issues as well as prevent future occurrences.”

Learning and Educating—Core Values of the Partnership

Sierra turns to Timber Products Company as a resource. For example, Ventimiglia said, “The Hardwood Plywood Veneer Association has set great industry specifications, and we work with the Timber Products team to dissect what is and is not allowable with each grade so that we can customize panels for our customers and market.”

This 17 year long, open give-and-take relationship has created a high level of trust between Sierra Forest Products and Timber Products Company.

“Simply put, we think of Timber Products as an extension of Sierra,” Ventimiglia said. He adds, “Together with Timber Products, we’ll continue to evolve by focusing on removing barriers and allowing our sales team to be quick and nimble. We want to build on our successful model and continue to host workshops that help to uncover latent needs. We look forward to continuing our work together with Timber Products while creating value for our customers.”

To discover the full breadth of what Timber Products Company offers its partners, clients and customers, contact us today.

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**TIMBER PRODUCTS’ PARTNERS CREATE WINNING FLOORS**

Much like the path of each winning team in the Final Four tournament, the flooring from which the players shoot and score takes a journey. This year, Timber Products Company and our Munising, Mich. mill was pleased to partner with Connor Sports for processing. Harvested maple logs become white maple lumber at Timber Products Company before making their way to Connor Sports for processing.

The first step of this journey began last year when foresters with Nature Conservancy harvested 560 maple trees that were then delivered to Timber Products Company. From Timber Products’ plants, the hardwood lumber was shipped to Connor’s Amasa, Mich. mill. In Amasa, flooring strips were produced and numbered before traveling to Connor’s finishing facilities. There, technicians put the floor down, sanded it, applied two coats of seal, painted the lines and logos, added two coats of finish and let it cure. Within four weeks, the flooring was shipped for final installation at the game venues.

Connor’s work did not stop there. The company has technicians who both install and remove the floors. “They really enjoy doing it, as they get to stay at the tournament and make sure the game is going well,” said Stromberg.

After the games have ended, the champion team has the option of purchasing the floor. Otherwise, floors are returned to Connor, where they are sanded, refinished and sold as used flooring. A college or pro team looking for a bunker can get a new floor that has a proven history of supporting winners.

*Discover what other affiliates and partnerships we have built over the years. To learn more about Connor Sports, visit their website.*
Timberline is a publication for our employees, families and customers. Requests for additional copies or inquiries on Timberline contact marketing@timberproducts.com.

Editors: Amber Poston and Rick Montoya

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That’s a wrap
Whether you love the University of Oregon Ducks or root for the Oregon State Beavers, TP Trucking is looking to turn your head on the highway. TP Trucking features wraps on several of their curtain vans that reflect a partnership with the University of Oregon (UO) athletics, as well as one wrap spotlighting Oregon State University (OSU).

The trailers run on a weekly basis from TP Trucking’s headquarters in Central Point, Ore., to Los Angeles and back through Seattle, providing long-haul advertising for the schools and a strong source of pride for the drivers.

The trucks are largely used for hauling Timber Products’ panel products southbound and loads ranging from paper products to food and beverage back north. One lucky driver, however, hauls football gear for the Ducks’ away games. The football gear switched to being hauled by truck after September 11th, but since then, the team has kept the transport of their gear in TP Trucking’s capable hands.

Given the response the trucks get on the highway— including the frequent thumbs-up of passing fans— it is not surprising to note that these vehicles are often special guests at local events.

Given the response the trucks get on the highway—including the frequent thumbs-up of passing fans—it is not surprising to note that these vehicles are often special guests at local events. Have you seen one of our University of Oregon or Oregon State trucks on the road? Snap a photo and let us know on Facebook and Twitter. Learn more about TP Trucking at tptrucking.com.

Timber products to showcase products and celebrate customers at AWFS fair
For more than 20 years, Timber Products Company has been a part of the AWFS Fair, a leading biennial trade show for woodworking manufacturers from every sector.

The event is known as the woodworking industry’s innovation marketplace and is dedicated to providing a forum where attendees can find solutions—from raw materials to machinery and more—to improve their operations. This year, in booth 4639, Timber Products anticipates talking to attendees about new products and exploring new opportunities for meeting the next leading trend.

The event marks the launch of our “American to the T” campaign, demonstrating Timber Products’ commitment to cultivating and sustaining American jobs, resources, and manufacturing. The AWFS Fair is the perfect time to connect with our customers and suppliers together—all in one place. It also provides an excellent opportunity for our sales, marketing, management, leadership and operations teams to make an impact on the future of the woodworking industry through educated discussions and networking opportunities.

This year, the event will be held on July 19-22 at the Las Vegas Convention Center, and we will be rolling out a new look, as well as a number of product options sure to appeal to show attendees.

The event marks the launch of our “American to the T” campaign, demonstrating Timber Products’ commitment to cultivating and sustaining American jobs, resources, and manufacturing. Also on display in booth 4639 will be our cost-effective Apex line of no-added formaldehyde composite plywood, SpecialT OSB core and a rustic white oak veneer that is sure to catch eyes.

Also, we will be upgrading our customer reception this year, and moving it to an off-site location. “It’s an opportunity to thank our customers for their continued partnership,” said Rick Montoya, Vice President of Sales and Marketing for Timber Products. We look forward to connecting with you at the AWFS Fair! For more information, visit awfsfair.org.

KEEP UP ON OUR BLOG
To read more about the latest industry news, trends and events visit: timberproducts.com/blog