



Timber Products Company
THE TREMENDOUS RESOURCE

timberline

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On-Demand Webinar Offers Optimization Tips

Page 2

5 Questions for Industry Leaders

Page 3

Holiday Greetings From Our Family to Yours

The holiday season offers us an ideal time to reflect back on the past year and all that has transpired. Once again, our first thought is one of appreciation — for our 972 great team members who make our company what it is today and for our customers who are the focus of everything we do. Our relationship with each and every one of you is important to our family.

Please also join us in recognizing and thanking the men and women in our armed forces whose sacrifice, and often suffering, make our freedom a reality here at home.

From our family to yours, we hope this holiday season will be one of joy and peace for all. May the coming year be happy, healthy and successful in all that you do.

JH Gonyea

Joe Gonyea, III

David Gonyea

Project Profile: American Eagle Outfitters Refreshes Store Sets at 840 Locations

Back-to-school shopping may heat up in early August for consumers, but retailers start planning even before the summer begins so they can prepare their stores and attract shoppers with unique and inviting displays.

That was the case this past April when Leggett & Platt, a leading producer of store fixtures and point-of-purchase displays for major retailers and specialty shops, ordered 11,000 White Pine hardwood plywood panels from Timber Products Company. The firm had an August 1 deadline to build and install new displays in 840 American Eagle retail stores across the country.

"This order was unique because the retailer wanted a natural wood look for its cube displays," said Doug Clark, who handles national accounts at Timber Products Company. "However, the order ended up being on a larger scale because the material was used for other displays as well. Plus, American Eagle selected

White Pine for the project, which is difficult to secure in the spring because it's a seasonal species."

Undaunted, Timber Products Company scoured the eastern United States and Canada for as much White Pine veneer as it could find.

"We used every bit of A grade White Pine that our suppliers could peel for us," said Clark. "It took us about two months to acquire all of the material that was needed. We also used basswood for some panel backs when appropriate."

With its Oregon mills in Grants Pass and Medford already filled with orders, Timber Products went into overdrive on production to meet the looming deadline it had for delivering the panels.

"We all knew there was a drop-dead delivery date," said Clark. "Over the course of two months we produced the panels and they went out as fast as they could to Leggett & Platt. Toward the end, we considered all types of delivery methods — even possibly shipping two units by air — so our customer could make its deadline. All the material was delivered by mid-July as promised and the customer was able to meet its commitment as well. It was a tremendous project for everyone involved."

Quality was an emphasis every step of the way during production of the American Eagle panels. According to Clark, no panel defects were reported and no claims from Leggett & Platt were received.



Leggett & Platt, a leading producer of store fixtures and point-of-purchase displays for major retailers and specialty shops, ordered 11,000 White Pine hardwood plywood panels from Timber Products Company to build and install new displays in 840 American Eagle retail stores across the country.



Grade A White Pine panels from Timber Products Company were used for cube displays and signage in American Eagle stores.

"We had 100 percent acceptance, which means our customer was pleased with the quality and consistency of the panels," he said. "The top requirements for this project were delivering a unique species in a quality panel in a timely manner and we hit all three. Our customer was happy, which means we were happy. American Eagle even shared with the team on a conference call that the store set looked great and it was a big success."

To find out more about the products used in the American Eagle project, contact your Timber Products sales representative.



Public Trust in Forest Management Key to Sector's Future



Editor's note: This is the final installment in our 2013 series of articles on forestry in America and its importance to the woodworking industry. Look for additional articles on forestry in future editions.

**By Paul Barnum,
Oregon Forest Resources Institute**

Because the processes and outcomes of timber harvest are obvious to all, it's up to the forest sector to tell its story to a skeptical public that is mistrustful of forest management activities.

Up and down the West Coast, forest sector organizations are doing all they can to inform the public about forest management. Whether it's the Washington Forest Protection Association, the Idaho Forest Products Commission, the California Forestry Association or the Oregon Forest Resources Institute, all are working toward a common goal of creating a positive public-opinion environment in which to conduct active, sustainable forest management.

Social license

A century ago, most of the U.S. was connected to the land. But today the public lacks a strong link to natural resource management. Milk comes from Safeway. Hamburger comes from McDonald's. Wood comes from The Home Depot. There's little connection to the farms, ranches and forests that supply society's daily needs, and little understanding of the cost to bring these products to market.

Because of this missing connection, people who either misunderstand natural resource management or have a hidden agenda can complain to their elected officials that "something needs to be done." Forward-thinking natural resource companies understand this reality. Like quasi-public agencies such as electric, water and gas utilities, they know that the public gives them a "social license" to operate. And like any license, it can be revoked.

Not your grandfather's forestry

For those in the forest sector, the future of its social license is dependent upon continued public trust in forest management. Many perceptions of forest management are based on old stereotypes. Gone are the days of thousand-acre clear-cuts, harvesting to the edge of a riverbank or dragging logs through streams. The West Coast has some of the strictest forest practice laws and regulations in the United States – and with good reason. The region is famous for its water quality, fish habitat and recreational potential. All these must be protected and managed in balance with timber production.

In western Oregon, for example, clear-cutting is often used in Douglas fir forests because new seedlings depend on direct sunlight to grow quickly. However, clear-cuts are limited in size to 120 acres, and adjacent units may not be clearcut until seedlings are well-established and considered free to grow – generally four to six years. Buffers of trees – called riparian zones – of various widths must be

left along waterways, depending on the width of the river or stream. Most importantly, reforestation is required within two planting seasons.

As a result, 40 million to 50 million seedlings are planted every year in Oregon – about four trees for every one harvested.

Telling the story

The Oregon Forest Resources Institute is unique among the four West Coast states in that it is a state agency, established by the Oregon Legislature in 1991 for the express purpose of public and landowner education. OFRI is governed by a 13-member board and is funded by a dedicated forest products harvest tax.

Among OFRI's educational activities are public education, landowner education and K-12 programs, including professional development for teachers and in-class programs for students. The agency has launched four new websites, including OregonForests.org for the general public, LearnForests.org for K-12 teachers and KnowYourForest.org for forest landowners. In addition, OFRI runs a dedicated site, TheForestReport.org, that houses data from a comprehensive study of the sector's economic impact, The 2012 Forest Report. OFRI is located in Portland, Ore., and has a staff of seven.

A former OFRI board member once said, "The one thing the public doesn't understand is silence." In today's media-rich society, it is incumbent on the forest sector to explain how its practices are conforming to social and scientific standards. Good forest management practices, combined with effective public education, will help ensure the sector's "social license" remains valid for years to come.

– Paul Barnum has served as Executive Director of the Oregon Forest Resources Institute since 2008.

On-Demand Webinar Delivers Panel Optimization Tips

Panel optimization is more important than ever these days. Many woodworkers are buying panels that are the wrong dimension for their jobs, resulting in excessive wood loss and higher costs. Others are not using the processing intelligence built into their machinery.

That's why Timber Products Company invites you and your customers to listen to a special on-demand webinar with Woodworking Network to learn how to optimize panel yield and cut waste.

You'll hear from Patrick Cowan, Plant Manager at Timber Products and our expert on this topic, on how to select the correct cores and panels for your jobs, and save money on delivery and added services like prefinishing and custom components. A representative from Stiles Machinery will address how to tap the intelligence in machinery programs.



Register now for this one-hour, on-demand webcast by visiting <http://bit.ly/TPwebcast>.

Distributor Partner Holds Seminar on Veneer Grading



Sierra Forest Products and Timber Products representatives join Sierra customers for a grading seminar at their Chicago warehouse.

To help its customers be more knowledgeable about hardwood veneer grades, Sierra Forest Products recently hosted a seminar at its Chicago warehouse. Timber Products Company experts Pat Nosler and Eric Cullen gave presentations to the 30 participants to help them learn about the specific differences between veneer grades for common species. By specifying the exact right grade for the intended application, course

participants learned they could save money, save time, and be in a better position to meet their customer's needs and expectations. Training was also given in veneer cuts and how different cuts affect staining and finishing.

The all-day course involved classroom work and then hands-on training in the warehouse to grade panels. Comments from participants indicated surprise with how detailed and precise the HPVA

grading specifications are and how little they really knew about the veneer grades. One thing that they all agreed on is that they are much better prepared to place their next order of hardwood plywood.

Timber Products enjoyed being a part of this seminar that was of practical value to Sierra's customers.

5 Questions for Top Industry Leaders

According to most in the wood products business, 2014 is shaping up to be a continuation of the improvement in the marketplace. With housing starts rebounding and consumer confidence returning, we caught up with a number of industry suppliers for their thoughts on topics ranging from environmental certification to color design trends. Here's what they had to say:



Cristian Aguirre,
Masisa

Are you expecting more interest in environmentally certified products?

Yes, the number of requests for green products should increase. We have expected this for a long time. People don't realize how expensive it is to earn and hold environmental certifications, but it definitely helps in the

market if your company offers certified products. We expect 2014 will be a good year and we are preparing our facilities for the uptick. Today, there are just a few customers asking for green products, but it is something we offer all customers and see more demand coming, particularly for materials that meet CARB Phase 2.



Dan Hershberger,
Stiles Machinery

What trends are you seeing in your market?

Today, we're seeing a real trend in material handling. In the past, many of our customers manually brought material to a panel saw and loaded it on by hand. Now, one area that is growing is automated material handling systems that bring the material to the saw, stage the material at the end of the

saw and then load it so the operator only has to cut and remove the parts. They don't have to lose any time loading material. This process maximizes efficiency for the operator and the business.



Joe Bolton,
Forest Plywood Sales

How important are vendor suppliers to your business?

Relationships with key vendors are very important in today's marketplace. We buy thousands of panels from Timber Products Company, and our close relationship makes that possible without a hitch. Timber Products keeps us updated on what they see coming in the market, and we do the same for them. We have a 24-year relationship with Timber that has stood the test of time. They have a great crew including a sales person that lives in our area and who knows our

market well. One thing I appreciate in particular is that communication goes all the way to the top if necessary. If I have an issue, I know I will always get a call back and it will be resolved.



David Hughes,
Rugby Architectural Building Products

What are some business challenges that your customers are facing?

One of the big challenges we're seeing is that lead times are shrinking at all levels. The end user is very demanding on turnaround and does not provide any lead time to the cabinet and millwork companies. That's why it's important for distributors to have inventory on demand for quick and prompt delivery.



Bill Johnson,
Schattdecor

What design trends are coming into the market?

Two years ago many of the colors being ordered for decorative panels were dark. Now, they are starting to lighten. For example, gray and light gray are very popular. Even chocolate colors are starting to become lighter in tone. Also, everyone is loving linear designs. A lot of low-pressure producers have a low linear tick plate that enhances the design. We expect that gray and linear will still be popular in 2014. People are always looking for something new. Another trend to watch is the infusion of white panels with wood grain design. That is coming in the future.

Species Spotlight:

Red Oak

Overview: If there's one thing to say about Red Oak (*Quercus Rubra*), it's that the species does not have an identity problem. Since it does not mimic other species, Red Oak is specified for the qualities that it brings to the table. The northeast United States and southeast Canada are the main sources of Red Oak.

Appearance: Pale reddish color and a prominent grain. The grain usually prevents Red Oak from being used for painting or overlay purposes because the texture shows through. The heartwood for Red Oak is extremely desirable.

Uses: Used extensively in kitchen cabinets and furniture. Many distributors and big box stores usually stock it.

Trending: Currently, there's an increase in demand for quarter-sawn Red Oak (see photo), which is prized for its flake. Red Oak is also commonly available in plain sliced, rift and quarter sawn, and rotary cut. Rift cut minimizes the flake and quarter slicing maximizes the appearance of the flake. The flake is a medullary, which is a dense cell. When you put a finish on the Red Oak the cell does not accept stain as much as the surrounding areas, and the flake becomes more prominent in appearance.

Did you know? Golden Narrow Heart Red Oak is selected for its golden color and the cathedrals are separated by an equal amount of straight grain for a very uniform appearance. It's the opposite of rustic, which is more high-end.



Red Oak

4 Simple Steps for Woodworkers to Go Green

It's easy for woodworkers to get overwhelmed by the "green" world. Because there is so much information out there and so many green building programs, it's hard to know where to start.

With our economy on the comeback trail, customer demand for environmentally responsible products will only grow, so it's an ideal time for you to learn how to navigate these waters. Here are four simple steps you can take to join the world of green products. Timber Products Company calls these steps "sensible sustainability." In other words — don't make it complicated, don't spend a lot of money and be sensible about your sustainability efforts.

1. **Talk to your suppliers.** Ask your trusted suppliers about the environmental attributes of the products you buy from them. Most will have at least one person who knows the answer to that question. Ask them about environmentally responsible products you are not buying but should consider. Tell them about your interest in providing "sensibly sustainable" products to your customers and ask them what ideas they have to help. You will be surprised how much you will learn with this first step.
2. **Talk to your customers.** Ask them what is important to them from an environmental standpoint. What you might learn is what we hear the most from consumers — mainly they "just want to do the right thing."
3. **Learn about wood that comes from responsible sources.** Remember that wood is at the heart of a woodworker's business. From solid wood to particleboard made from wood residue, any green effort must include an understanding of where the wood came from.

There are two programs in America that focus on responsible forestry — the Sustainable Forestry Initiative (SFI) and the Forest Stewardship Council (FSC). Both are excellent programs that ensure that forestlands in their program are managed in a sustainable manner, providing a supply of wood for generations to come. For particleboard and MDF, look to the Eco-Certified Composite (ECC) sustainability standard of the Composite Panel Association. It's easy to understand these programs if you don't allow yourself to get bogged down in the details — just keep the big picture in mind.

4. **Find out which green program is the best fit for your business.** The best example of this step is kitchen cabinet manufacturers. The Kitchen Cabinet Manufacturers Association (KCMA) has a program called the Environmental Stewardship Program, or ESP. It's an easy-to-understand program that will challenge your business to improve environmentally, but the goals are very achievable. There is an equivalent of ESP for every sector of the woodworking industry. If you need help finding the program that fits your business, ask your suppliers to search the Internet.

If you start with the KISS (keep it simple stupid) approach, you will find your company well on its way to providing your customers with environmentally responsible products. You will be doing your part for the environment and it will be a great marketing asset for your business.



4 Benefits of Buying Prefinished Hardwood Plywood

Applying a finish coat to hardwood plywood can be expensive, time-consuming and push you up against your allowable emission level. Our customers tell us time and again that this is especially true for drawer components and cabinet interiors.

Is there a better way? Yes. Consider ordering prefinished panels.

Purchasing prefinished hardwood plywood reduces production times and increases productivity by offering a finished panel that can be used in a wide variety of low-wear applications and noncritical surfaces (cabinet interior, drawers, etc.). Since these prefinished products are ready for processing upon arrival, they give woodworkers the ability to complete a project faster and more efficiently.

Other benefits of ordering prefinished panels include:

1. Efficient for applying a finish on hard-to-finish areas: cabinet interior where it's easy to get blow back, drips in corners. Drawers where you have the same issues.
2. Consistent finish with every panel guaranteed: color, gloss level.
3. Cost effective – cheaper than finishing in-house for those surfaces. No sanding. Less labor.

4. Helps meet local air quality standards. You don't have to finish, so you have no emissions. Prefinish panels have no VOCs (this is important where shops are up against their maximum allowable emissions)

Timber Products Company's prefinished panels have a strong resistance to scratches and are available in a full range of wood species. They also allow finishing labor to focus on more critical areas of production, which can improve the bottom line when it comes to completing projects.

All of our hardwood plywood is manufactured with sustainable materials, so the prefinished components rise to the same level of certification. Woodworkers can be assured that our prefinished panels can help them comply with any green building standards they need to meet. Plus, the UV topcoat gives you a balance of hardness and flexibility that you need for your projects.

International Trading Commission Rules on Imported Hardwood Plywood Duties

On Nov. 5, 2013, the International Trade Commission voted to not levy countervailing or anti-dumping duties on imported hardwood plywood from China. Timber Products was part of a coalition of domestic hardwood plywood manufacturers who petitioned for duties in 2012.

We are disappointed by this decision and will continue to advocate for free trade that must be fair trade.

Three earlier rounds of preliminary decisions supported the case of domestic producers, but the ITC vote is the final word on this issue.

Timber Products Company will continue to support the hardwood plywood needs of our customers with competitive products that are sourced from sustainably managed forestlands, manufactured in the USA.

Color Revolution Calls for Textured Melamine Panels

If you haven't noticed, the color revolution is sweeping the design scene. Dramatic, bright colors are coming into all areas of consumer goods, including woodworking. Imagine if your customers could simply add dramatic accents to kitchen cabinet doors, or brighten up an entertainment center with rich colors and patterns.

Now they can with help from the new Designer Series of textured melamine panels from Timber Products Company's Spectrum Division.

Available with particleboard, MDF or SpectraCore cores up to 1.50 inches thick, the textured laminate panels are available in 11 decorative colors, including: Cordoba Pine, Pen Pine, Exotic Walnut, Rift White Oak, Grey Lines, Bamboo and Brown Zebrano. To provide

even more designer looks, texture options include straight grain, stippled and glass.

"Customers who order the textured option will realize all of the features and benefits of our current melamine panels, with the added benefit of a little European flair," said Patrick Cowan, Manager of the Spectrum Division. "Colors and a more fashionable look are trending in the market now, so these panels should be very popular with designers who are specifying a more stylish look with their projects."

According to Cowan, kitchen cabinets, furniture, point-of-purchase displays and commercial applications are the top sectors showing interest in the textured panels.



For distributors, the new textured option means Timber Products Company is your one-stop-shop for all decorative panels. If you would like more information on the textured laminate line, contact your sales representative or call 800-547-9520.

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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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