



# PRESS RELEASE

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Hardwood Specialist Danzer at the Surface Design Show in London

## **Innovative Wood Surfaces for Architecture and Design**

**Maldon/London. Hardwood specialist Danzer was showcasing its innovative and sustainable Danzer Freeform, Danzer Linea and Danzer Vinterio product lines, as well as Danzer 3D-Veneer at the Surface Design Show in London – the fair for architects, designers and product developers – took place from 6-8 February 2018 at the Business Design Centre.**

This year's Surface Design Show, the fair for architects, interior designers, designers and product developers, took place from 6-8 February: hardwood specialist Danzer presented selected highlights from its innovative product lines at stand no. 216 on the mezzanine floor at the Business Design Centre in London. Danzer Freeform, Danzer Linea and Danzer Vinterio, as well as Danzer 3D-Veneer were all on show at the stand. "We are delighted that so many visitors seized the opportunity – we were able to establish a lot of new contacts and received great feedback," says James Angel, Director of Sales at Danzer UK. Danzer is one of the world's leading developers and manufacturers of decorative wooden surfaces for the furniture, design and interior design sectors.

### **Innovative 3D-Veneer from Danzer**

Danzer 3D-Veneer allows for the design and industrial production of organic wood shapes. "Danzer 3D-Veneer ushers in a new era in wood design: while bending wood was previously restricted by narrow parameters, the introduction of 3D-Veneers opens up completely new possibilities. We now have implemented hundreds of 3D-Veneer projects in a range of industries, including the furniture and automotive sectors. We are there every step of the way to support designers and producers right from the outset, using our expertise to produce innovative prototypes," explains James Angel.

### **Danzer Linea and Danzer Vinterio product lines**

Danzer showcased the tried and tested Danzer Linea and Danzer Vinterio product lines at the Surface Design Show. Made from hardwood lumber components, Danzer Vinterio has an even, solid wood aesthetic that reflects the intrinsic properties of the specific type of timber used. The technical veneers in the Danzer Linea series are characterised by a linear, rift-sawn look. Both product lines are available in a range of different woods. "Our

innovative developments meet the strong demand for natural materials such as wood. Working in close cooperation with designers and architects, we are constantly coming up with fresh ways to implement new product ideas. We are proud of the fact that some of these designs have already won awards and design prizes,” James Angel explains.

#### **Danzer Freeform technology: inlaid wooden surfaces**

Danzer Freeform is an industrial process that adds metal inlays to wood surfaces. Until now only possible through painstaking handcraftsmanship, or restricted to straightforward linear patterns, Danzer Freeform technology now makes it possible to create veneers with inlays in virtually any shape. Decorative elements, typographical details and even logos can now be added to wood surfaces quickly and at reasonable cost. “Our technical capabilities are now so advanced that there are virtually no limits to the type of inlays that we can produce. Industrial production methods deliver additional cost efficiencies while opening up a wide range of potential uses,” James Angel confirms.

#### **Wood as a sustainable material**

Danzer continuously invests in modern technologies and processes to ensure optimal use of hardwood – a precious resource – and keep waste to an absolute minimum. Wood is a sustainable natural material. The company adheres to strict due diligence procedures when it comes to procuring its hardwoods. Danzer is FSC® and PEFC® certified.

#### **Surface Design Show London**

Held at the Business Design Centre in the creative hub of Islington, the Surface Design Show in London is an industry platform for architects, interior designers and product developers. Around 200 exhibitors participated at the event, which also featured a fringe programme of keynote talks, discussions and presentations.

#### **Danzer factbox:**

Danzer is one of the world’s largest producers of decorative hardwood.

Established: 1932

Holding company located in: Dornbirn, Austria

Production sites: 4 in Europe, 5 in North America

Sales offices: 7 in Europe, 8 in North America, 3 in Asia

Product range: sliced wood, lumber, timber and logs, speciality products (Vinterio, 3D-Veneer)

Sales in 2016: EUR 190 million

Delivers to 87 countries worldwide.

Employees: 1,600 worldwide

#### **About Danzer:**

Danzer is a leading quality hardwood company with production facilities in North America and Europe. It has approximately 1,600 employees and services customers from 18 sales offices worldwide. Founded in 1932, Danzer is managed by a third-generation

family member. The company owns and manages forests in North America sustainably and produces sliced veneer, lumber and innovative value-added wood timber products for decorative purposes. Danzer products are used in high-quality furniture, cars, interior architecture and other applications.

[www.danzer.com](http://www.danzer.com) | [www.danzer.co.uk](http://www.danzer.co.uk)

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