



PRESS RELEASE

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Casegoods Design Features New Danzer Veneer for a Textile Appearance

Dornbirn, AT, September 30, 2019 – The NeoCon Expo in Chicago this past June included new casegoods innovations by Nucraft Furniture including their “Tova™” Table and “Forena™” Credenza. These products featured Danzer’s new Linea Black Birch veneer as a surface option which turned some heads within design groups, given the similarity in appearance to high-quality textiles produced for wall coverings.

Andrew DeYoung, Senior Brand Manager at Nucraft Furniture worked closely with the Danzer team to select unique veneer surfaces that would perfectly accentuate the minimalist focus for “Tova™” Table and “Forena™” Credenza while complimenting its graceful yet sturdy persona.

DeYoung expressed his excitement for the new Danzer surface options for these casegoods, noting that Danzer Linea Black Birch has a strong resemblance to that of quality textiles used in high-end wall coverings, stating: “I’ve often even presented the sample with a similar looking linen wallpaper and the surprised and comparative response is immediate. We’ve deemed the overall appeal “handsome”.

He further commented, “I was immediately taken by the uniqueness of the overall appearance of the veneer. The uniform color and linear structure we’ve seen before, but the addition of the textural, slubish quality created (by Linea’s pigment properties), was completely new.”

The partnership with Danzer and Nucraft on this NeoCon initiative was further noted by Phil Tomasello, Danzer’s Director of Specification, who clarified, “Danzer’s expectations for consistently high quality veneers and focus on innovation, enabled us to offer tasteful and natural elements to Nucraft for the show”. Tomasello added: “We appreciate Nucraft’s trust in Danzer as an innovative veneer resource for this special project and are happy to see that Danzer Linea Black Birch veneer fit Nucraft’s surface expectations and design intent”.



New case goods innovation “Forena™”
Credenza by Nucraft Furniture.

Danzer facts box:

One of the world’s largest producers of decorative hardwood.

Founded: 1932

Holding company located in: Dornbirn, Austria

Production sites: 3 in Europe, 6 in North America

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

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

Sales in 2018: EUR 202 million

Supplies customers in 79 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 sustainably manages forests in North America and produces sliced veneer, lumber and innovative value-added wood products for decorative purposes. Danzer products are used in high-quality furniture, kitchen cabinets, cars and other applications.

www.danzer.com

Further information:

Danzer Holding AG

Eckart Schmitt

Hintere Achmühlerstraße 1, 6850 Dornbirn, Austria

T: +43 5572 3944 90

M: eckart.schmitt@danzer.com

W: www.danzer.com