



# PRESS RELEASE

March 16<sup>th</sup>, 2018

Keynote Talk by the Hardwood Experts at the com:bau  
Architecture and Construction Show

## **Danzer Presents 3D-Veneer Projects to Architects and Construction Firms**

Dornbirn Hardwood specialist Danzer presented some of the numerous options for shaping wood using 3D-Veneer to a group of around 200 architects and construction company representatives in Dornbirn in Vorarlberg – location of its headquarters and the home of timber architecture. The event took place as part of the Innovative Wood Applications special exhibition at the com:bau fair from March 9-11, 2018.

As part of the Innovative Wood Applications special exhibition, hardwood specialist Danzer presented Danzer 3D-Veneer to around 200 guests from the architecture and construction sectors in Dornbirn, Austria. The special show was part of the regional com:bau trade show that took place from March 9-11, 2018. The talk showcased the special applications for Danzer 3D-Veneer, including a number of reference projects including chairs and interiors. Eckart Schmitt, CEO Danzer Specialty Division explained: “Vorarlberg has a reputation as a pioneer in timber construction and timber architecture. We are delighted to have the chance to present our innovative and exceptional projects here in the town where we are based. Interest in 3D-Veneer was strong: we presented various highlights including the Eames Molded Wood Side Chair – available in North America – and the entrance hall to Finsbury Circus 8 in London in a PechaKucha-style keynote presentation in which 20 slides are shown for 20 seconds each. Our explanations of the production methods and how architects could use the material really caught the audience’s imagination. Our 3D-Veneer opens up a huge range of design possibilities, as well as paving the way for industrial production of organic wood shapes – since its introduction we have realized several hundred 3D-Veneer projects.

### **Danzer 3D Wonderwall at the Innovative Wood Applications special exhibition**

Danzer was also represented by Danzer 3D Wonderwall at the Innovative Wood Applications special exhibition. “Our Wonderwall product is a wavy, three-metre-high wall, covered with 3D-Veneer Walnut – just two weeks ago it was on show at the Surface Design Show in London. Wonderwall is an impressive authentic elevation of the 3D-Veneer and never fails to impress,” explained Eckart Schmitt. The special exhibition at

com:bau was organized by the Vienna agency for innovation in architecture, Ofroom. “To coincide with the exhibition, Ofroom published holz:book, which includes a detailed description of our 3D-Veneer. The exclusive publication was distributed to 3,000 architects in Austria,” said Eckart Schmitt before adding: “Participating in this special exhibition, and the invitation to give a PechaKucha keynote speech were very rewarding for us. The quality of all the talks and the ensuing discussions at the subsequent come-together session were an inspirational experience. We took away numerous ideas and made a number of valuable contacts.”

#### **Facts Danzer:**

One of the world's largest producers of decorative hardwood

Founded: 1932

Holding company located in: Dornbirn, Austria

Production facilities: 4 in Europe, 5 in North America

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

Product range: veneer, lumber, timber and logs, specialties (Vinterio, 3D-Veneer)

Sales 2016: 190 million Euros

Supplies customers in 87 countries worldwide

Employees: 1,600 worldwide

#### **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.

#### **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](http://www.danzer.com)

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