



PRESS RELEASE

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Hardwood Specialist Danzer at Global Shop Chicago **Authentic Wood Surfaces for Retail Spaces**

Dornbirn/Chicago. Hardwood specialist Danzer presented its authentic wood products such as technical veneers and 3D-Veneer at Global Shop, the retail design, planning, and merchandising expo and conference that took place in Chicago from March 27-29. One of the company's focuses at the fair: showing to planners and designers how to ensure consistent aesthetics on high-end retail fittings worldwide.

International hardwood specialist Danzer presented a selection of its innovative and sustainable production lines – including its 3D- and technical veneers, and wood-metal combinations – at booth number 2554 at the Global Shop expo in Chicago from March 27-29, 2018. Danzer is a world leading developer and manufacturer of decorative wood surfaces for furniture and interior design. “Wood is a key component in retail fit-outs and has a positive influence on the shopping experience. Competition from online sellers makes creating a unique atmosphere for customers even more important. Our broad product portfolio opens up a wide range of design opportunities, while at the same time guaranteeing a uniform and consistent look across all of a retailer's branches, which helps to reinforce recall values,” explains Eckart Schmitt, CEO Danzer Specialty Division. “With a global service reach and sales offices all over the world, we make it easy for customers to work with us.”

Authentic technical veneers and formable 3D-Veneer

At the Global Shop Danzer showed the possibilities of the proven product lines Danzer Linea and Danzer Vinterio. Danzer Vinterio is an authentic wooden surface made of high quality hardwood lumber. Due to its production method, Vinterio has an even, solid-wood aesthetic that reflects the intrinsic properties of the type of timber used. The authentic Danzer Linea hardwood veneers are made from sliced hardwood of the respective wood species. They are characterized by a linear, rift-sawn look. Both product lines are available in a range of different woods. In addition to the standard types of wood such as American Walnut, European Oak, fumed Larch or Beech Driftwood, customized designs including combinations of several wood species are possible. Danzer also showed 3D-Veneer at the Global Shop. It reliably enables the industrial production of surprising organic wood shapes. “We have already completed hundreds of products with furniture and automotive customers; the material is now increasingly attracting interest in interior

design projects. At Danzer we support our customers from the initial planning stage all the way through to completion with our know-how,” explains Eckart Schmitt.

Inlaid wooden surfaces: Danzer Freeform

Another design breakthrough: Danzer Freeform. Danzer has developed an industrial process that adds metal inlays to wood surfaces. “Until now, this was only possible through painstaking handcraftsmanship, or restricted to straightforward linear patterns, but now Danzer Freeform technology makes it possible to create veneers with inlays in virtually any shape: customer specific decorative elements, typographical details and even logos can now be added to wood surfaces quickly and at reasonable cost,” he concluded.

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.

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