



# PRESS RELEASE

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## Hardwood specialist Danzer at the IWF Atlanta **Innovative Solutions with Hardwood Veneer**

Atlanta, Georgia—Hardwood specialist Danzer presented new hardwood products at IWF Atlanta, the world's largest woodworking tradeshow, held from August 22 – 25 at the Georgia World Congress Center. The Darlington, Pennsylvania-based company Danzer Veneer Americas showcased thick-cut veneers and several technical veneer innovations, including new Danzer Linea species and wood metal composites.

Customers—manufacturers of quality wood products—had the chance to touch, feel and learn more about these stand-out natural veneers at the biennial show. The Danzer exhibit at IWF Atlanta featured:

- **Danzer Linea:** A technical real wood veneer unique to the industry with a linear, rift-type look that exhibits depth and light reflections from the grain and stands for consistent quality where larger surface areas need to be covered with consistent appearance. At this year's IWF, Danzer presented established species, including European Birch, American White Oak and Black Walnut, as well as new ones, including Black Birch and Fumed Larch.
- **Danzer Freeform:** This veneer is created through an industrial process, featuring organically shaped metal inlays to offer new design possibilities with wood, to add functionality and/or carry a brand message.
- **Sliced flooring lamellas** manufactured with proprietary slicers, producing little to no waste compared to sawn lamellas—for high-quality, thick-cut decorative deck layers.
- **A prototype lightweight substrate panel** that is as strong as standard engineered panels.

Danzer products allow furniture and cabinet makers, flooring companies, architects and designers, and other manufacturers to create completely new and differentiated looks. “The potential is endless,” says Vijay Reddy, Vice President, Product Management and Marketing at Danzer Veneer Americas and a 20-year industry veteran. “Combining different wood species and materials to meet customer specifications leads to more recognition, more demand—and more sales. Our team was excited to show our visitors

the possibilities that our Linea veneers and other high-quality wood products provide them, and their customers.”

Reddy adds that inventive applications of Danzer offerings were also on display for the benefit of the about 30,000 IWF attendees, including a car dashboard, an Eames chair, a Rodeo chair and additional 3D pieces.

“It was a pleasure to meet our customers—and showing them what’s new,” says Reddy. “This was an important opportunity for us to learn more about their needs, share information and strengthen relationships with the design and procurement professionals we serve.”

**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, specialty products (Vinterio, 3D-Veneer)

Sales in 2017: EUR 210 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)

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