

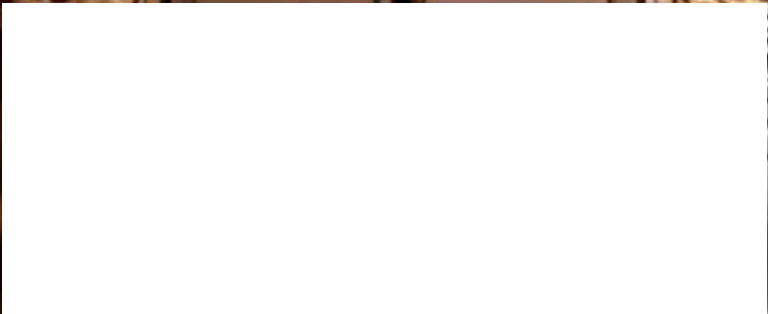
doors + hardware

*Upgrading Multi-Family Housing
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Demystifying Acoustic Doors

*Don't Get Called Back for
Supplying the Doors They Specified*



DON'T GET CALLED BACK FOR SUPPLYING THE DOORS THEY SPECIFIED

The solution is simpler than you think.

By Rick Liddell, FDHI, and Rocky Boucher



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You've diligently reviewed the specification, maybe even questioned or clarified the spec with the general contractor (GC) and architect. You carefully ordered and provided wood doors that met the written architectural spec. But then you get that dreaded call, complaining the doors you supplied don't meet spec because "their appearance is different" than what the GC, architect or client expected.

Has that ever happened to you? Probably at least once.

Now, think of the time the architectural spec called for rotary natural birch. You satisfied the order exactly as specified only to get a call from the architect or GC telling you, "The doors are just ugly and you better fix this!"

Or the time the spec called for plain sliced birch or plain sliced maple and the architect called you to ask, "Why do all these doors have these wide stripes?"

Or the time the architect specified (and you supplied) a beautiful rift cut white oak, only to be told, "But the doors look like they have machine gun marks across the face..."

In each case you provided exactly what the architect specified. But, because of natural characteristics and veneer lay-ups, the architect or owner is dissatisfied. And in every case, they expect you to fix it—now!



Each pair of these doors met the architectural spec for pair-matched rotary white birch. The architect rejected the three sets because of their combined visual incompatibility.

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Let's take this frustrating dilemma apart by realizing that architects are usually interested in four things when specifying a wood, whether it's for a door veneer or something else:

- ✓ aesthetic appearance in their final setting
- ✓ sustainability
- ✓ legal sourcing
- ✓ cost

Photos courtesy of Columbia Forest Products.



Rotary white maple doors can be stained to enrich the maple itself or to mimic other veneer species, from cherry to mahogany.

The order may vary depending on the type of project, owner focus or lead time and availability.

The good news is that North American rotary-cut white maple is a simple and effective cure for the problems illustrated above. It addresses the primary criteria, project to project. It's really a solution that has been "hiding in plain sight" until now.

Rotary White Maple (RWM) offers the architect, as the owner's representative, a new approach to achieving all four of their primary concerns, and a lot more:

- ✓ It's plentiful. Nearly one billion square feet of RWM are produced in North America each year.
 - As a species, maple generally yields a higher percentage of visually-pleasing sap veneer than birch.
- ✓ The rotary peeling process uses approximately 20-30 percent more of the original log than various slicing methods in use today. Rotary cut is a more efficient, more responsible and smarter use of the resource.
- ✓ North American rotary cut white maple veneer is nearly 20 percent thicker than most plain sliced face veneers, which allows for sanding to enhance finishing, and for better durability and potential repairs in the field.

Let's review the delivered benefits in more detail.

Aesthetics and Visual Flexibility

Because the doors may be the only exposed wood in the interior of the commercial structure, grain pattern and color are important. RWM offers a tight color range and subtle grain pattern, which helps avoid the kind of color and visual variation that can occur with typical birch or oak. With RWM, "rotary" does not equal "wild" in terms of grain pattern!

In addition, RWM doors can be finished clear or with a stain from light to dark to enhance the maple or even allow it to mimic more expensive veneer species.

RWM can come in whole-piece faces, with zero leaves and splice lines. This eliminates the potential of the "barber poling" striped effect which is found after finishing in plain-sliced and rift-cut maple and birch.

Beyond Looks: The Strong Sustainability Story

Rotary veneer techniques extend the maple hardwood resource in comparison with use of solid lumber, affording today's project teams with a responsibly-grown and harvested resource, from the US and Canada.

A portion of harvest in North America occurs on lands certified to the standards of the Forest Stewardship Council® and FSC

“Barber pole” refers to the alternating dark and light appearance that is observed in book matched plain-sliced veneer, which is especially noticeable after finishing.



100 percent veneer grades are available upon request. Today, many buildings are constructed using techniques introduced by LEED®, including a preference for no-added formaldehyde and FSC® Certified assemblies.

The previously-mentioned statistics about the highly-efficient yield that veneer producers achieve with rotary-peeled white maple, especially compared to birch and any plain-sliced veneer, is a real bonus in this regard.

Legality

Proper sourcing legality around wood products has been a more prominent consideration since the issues with Gibson Guitar and Lumber Liquidators, which have brought national attention to wood sourcing practices and compliance with the Lacey Act.

Domestically-produced RWM is a very “low-risk” choice in this regard, unlike imported veneers or door skins from places like China or Eastern Europe.



UNIVERSITY OF TEXAS AT DALLAS DORMITORY PROJECT

Under the eye of architect David Harlan of KSQ Design in Tulsa, Okla., two new dormitories were completed in time for students’ arrival in August. Featured throughout were doors from VT Industries, clad in Columbia’s rotary white maple faces.

Upon installation, Harlan noted they experienced fewer instances of significant damage than normal (attributed, perhaps, to the thicker veneers).

In addition, the visual impact of the doors was enhanced by “the very nice, mild and consistent texture of the grain.”

Multiple doors in the same line of sight demonstrate the visual balance and uniformity of rotary white maple door faces.

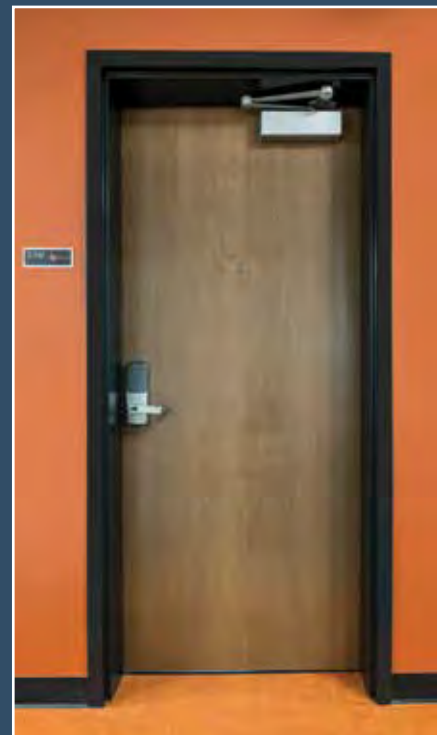
The subtle grain and ability to accept a wide range of stains are two of the most useful attributes of rotary white maple veneer.



Top: Multiple doors in the same line of sight demonstrate the visual balance and uniformity of rotary white maple door faces.

Bottom Left: The subtle grain and ability to accept a wide range of stains are two of the most useful attributes of rotary white maple veneer.

Bottom Right: Mention “rotary cut” hardwood veneer, and you might think “wild and crazy grain patterns.” Think again – rotary white maple features a modest, subtle look that works in casual and sophisticated spaces.



Cost

When determining the veneer species for the doors for most nonresidential projects, other than very high-end buildings, cost is always a concern to the architect and the owner.

Obviously, exotic species veneer directly impact the overall cost of the door. A middle tier of veneers (cherry, walnut, mahogany, etc.) can ease budgets a little, but still may push too high.

RWM is perhaps the least expensive domestic veneer next to rotary natural

birch, but it offers the advantages of being subtler and can be stained as a stand-alone or to mimic another veneer species including those noted above.

Thus, RWM can be considered a value-engineering feature the architect can comfortably specify, due to its visual advantages.

Visual Flexibility and Control

The wonderful thing about RWM is the way it can be “managed” in terms of visual output, and the ability it offers the specifier to control the final effect.

RWM can be laid up in a traditional book and running pattern. Again, its pleasant grain pattern and subtle color allow it to blend well from door to door, including center balance matched, pair matched and set matched.

Whole-piece face RWM is literally cutting the veneer in widths up to five feet and lengths up to 12 feet, thus eliminating any splicing. The entire face is tight side out, so there is no chance for barber poling. And whole-face veneers can be pair matched and set matched to assure a great outcome.



The rotary white maple on this door complements the rotary white maple on the hardwood plywood paneling adjacent to it. Because these elements can be custom stained and finished, it makes it that much easier to blend in a unified design together.

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Putting Rotary White Maple Doors to Work

As a total opening distributor, you are certainly directed by the architectural specification.

When you see a spec for Rotary Natural Birch or even Plain Sliced White Maple or Birch, consider seeking a price for RWM as an alternative for the GC. Often they are encouraged to provide value engineering options.

Also, in some cases, there may not even be a veneer species specified. The GC will turn to you for your recommendation. Consider opting for RWM, be it book matched, whole-piece face or plank match.

The selling features are in your favor and it is highly unlikely that you'll be called back by the architect because he doesn't like the looks of the door. You'll be a continuing resource for architects, GCs and owners. ■



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Don't let the wrong veneer disturb your vision and planning!

**For more information and samples, please call us at:
800-231-4148**

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