## INTERWOOD FOREST PRODUCTS

A subsidiary of Fritz Kohl Veneer Mill, Karlstadt Germany

## 1155 Sixth Avenue in NYC

White Oak is a timeless choice for designers of luxury interiors. Different species of White Oak hale from all over the world and domesticly too of course. It's instantly recognizable, always sophisticated, and wonderfully livable. Last year Durst began renovating the interior of this quote, "Granite Tower", 1155 Sixth Avenue, specifying exceptional rift White Oak panels.





We feel so proud to be featured in this season's issue of Design Solutions magazine, the official magazine of the Architectural Woodwork Institute. Firms who worked on this project are:

Project Architect: <u>Studios Architecture NYC</u> Project Contractor: <u>Plaza Construction NYC</u> Project Millworker: Corporate Woodworking NJ
Panel Manufacturer: Custom Plywood IN
Veneer Supplier: Interwood Forest Products KY

Below is an excerpt on the qualities of Slovenian White Oak which make it such a very desired wood and the following image was taken at the showing of the veneer at Custom Plywood in New Albany IN. Project architect, Robert Clemens, reviews the log as it's turned bundle by bundle. This is how designers and millworkers understand the consistancy, grain, color, and possible figure in a log from the first sheet to the last and gives them the best idea of how the wood will look in the finished product. To read the article in its entirity please click here.



## Solvenian White Oak

The veneer was supplied by Interwood Forest Products, an AWI supplier member from Shelbyville, Kentucky. "Interwood sourced this log from Slovenia where more than half the country is covered by naturally diverse, old growth forests," notes Brooke Roberson.

"High altitudes and mountainous terrain protect these forests from being developed for agricultural use. This means little to no distrubance in the growth cycle of the tree allowing for superb growth rings and consistant grain structure. Slovenian Oak has long been the wood of choice for Italian furniture producers precisely due to its straight grain and sturdiness." (photos taken by Jeremy Frechette)



**Veneer Visions** is a quarterly newsletter by Interwood Forest Products. Interwood was established in 1987 as the US division of Fritz Kohl Veneer Mill in Karlstadt Germany.



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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action).

Create a great offer by addingwords like "free" "personalized" "complimentary" or "customized." A sense of urgency often helpsreaders take an action, so think about inserting phrases like "for a limited time only" or "only 7remaining!"