

INTERWOOD FOREST PRODUCTS

A subsidiary of Fritz Kohl Veneer Mill, Karlstadt Germany

Showing Exotic Lumbers



Exotic lumber can be a hard thing to evaluate. At our inventory showings we get out a planer and sand down the rough surfaces of the lumber to reveal its true beauty. Once we wet the surface is when we can really appreciate its color, grain, and figure. (above: Sapeli; below: Bubinga)





Not all exotic species are typically available in lumber. For instance, Tiger Maple (fiddle figure) is easier to find veneered than it is to find in lumber. Below are a few examples: Mozambique, Avidore, & Anegre.



Live Edge Boulds

At the moment there's an increase demand for live edge slabs both domestic and exotic. Live edge slabs are a cross section of the tree which are sturdy and show off all the natural beauty of the tree. Selecting a boulder slab means having a one of a kind piece of nature at your fingertips. The individual characteristics of the species selected becomes an inspiration and focal point for designers and their customers alike. (below: Mappa Burl slab; bottom: Avidore, Eucalyptus)




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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 adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"