

2024

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 | timeless Collection

# The Timeless Collection

## Where Real Wood Meets Timeless Beauty

In a world where the authenticity of materials is often obscured by synthetic alternatives, the **Timeless Collection** emerges as a **beacon of elegance and natural beauty**. This is a testament to the enduring charm and now, convenience of real wood.



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# Purpose & Process

## The Assault Continues

The market is currently flooded with propaganda from producers like TFM and HPL, who exaggerate the drawbacks of veneer and pretend to have a comparable sustainability argument. It's time for our response. We have been patient and polite, but now we will assert the **unmatched quality and sustainability of real wood**.

## Our Mission

- 1. Real-Wood Response:** Provide a genuine alternative to synthetic woodgrain panel surfaces.
- 2. Counter Myths:** Address and debunk the perceived advantages of TFM and HPL.
- 3. Leverage Beauty:** Highlight the natural and eternal beauty of real hardwood.
- 4. Convenience:** Offer a ready-to-use package that's an easy to switch to for TFM shops.
- 5. Establish and Promote:** Establish the collection with target accounts and help them promote it to their customers.







# Our Real-Wood Response

Our collection offers **five market-tested face choices**, ranging from planked Walnut to whole piece Birch and Scandinavian White Oak.

Each piece is ultra-low gloss, pre-finished on both sides, **ensuring a beautiful and durable finish.**



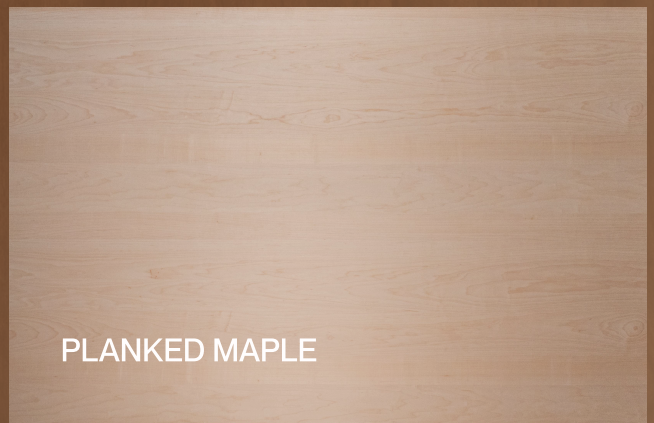
PLANKED WALNUT



PLANKED RIFT CUT  
WHITE OAK



WHOLE PIECE BIRCH



PLANKED MAPLE



PLANKED  
WHITE OAK





# Countering Myths & Arguments About Veneer

For years, synthetic surfacing manufacturers have spread less-than-accurate information about real wood veneers. Many of these claims are simply unfounded. The reality is that **North American hardwood is timeless, sustainable, and can be just as easy to fabricate as printed alternatives.**

## Durability

Our collection features a hard-service UV finish with an ultra-low gloss level to visually mask long-term abrasion marks.

## Deforestation

Our wood comes from sustainably managed forests under FSC-Certified or Controlled Wood Standards, ensuring old-growth areas are protected.

## Cost

We offer a high-value wood-faced panel at a remarkably affordable price point, thanks to PB cores and standard face choices.

## Fabrication Challenges

Treat these panels like melamine in the shop! They are pre-finished on PB cores, ready for the CNC, and require no finishing. A range of coordinated edge banding is widely available.





# The Benefit of Real Wood

**Real wood reflects life**, while synthetic prints appear lifeless. Each panel in our collection is **unique**, not a repetitive re-run. They are color-sorted to ensure **harmonious blend-ability**, whether used in full form or cut up and mixed. This provides customers with **a beautiful new differentiator**.

## Convenience & Appeal for Customers

FEATURE	PRO BENEFIT	CONSUMER BENEFIT
<b>5 Item Design Collection</b>	Easy to stock & sell	Easy to select
<b>Plank Effect</b>	No risk of mis-matched panels or parts	Attractive, premium appearance
<b>Virtual Match Edgebanding</b>	Easy to fabricate	Beautiful results
<b>Locally Stocked</b>	Easy, fast access	Timely availability
<b>High-Wear Prefinish Treatment</b>	Labor & time savings, worry-free processing	Long-term durability assurance
<b>Ultra-Low Gloss Finish (both sides)</b>	Less "fragile" than higher gloss level panels from fabrication through installation	Popular "Natural" look; reduces impact of fingerprints and smudges
<b>Real Hardwood Faces</b>	Differentiator with no drawbacks	Maximum design appeal

FOR MORE INFORMATION, PLEASE CALL ONE OF THE REGIONAL NUMBERS LISTED OR VISIT [WWW.CFPWOOD.COM](http://WWW.CFPWOOD.COM)

**EASTERN US: OLD FORT**  
1 800-438-6069

**EASTERN US: CHATHAM**  
1 800-237-2428

**WESTERN US & CANADA**  
1 800-547-1791

**NORTHEASTERN US & CANADA**  
1 888-664-1964 • 1 888-525-1964

