

INTRODUCING FORESTREE





SR WOOD, INC.

3rd generation family owned business

Mfg. of natural wood products

Sourced from sustainable wood farms and managed forests

Plant located in Clarksville, IN





OVERVIEW

Real, fine grain wood surface

Rich finish top-coat

Ideal sheet sizes for ease of installation

Proprietary construction for optimum performance

System approach using tested primers, adhesives, and blade



WOOD WALLCOVERING

Applies directly to level 4 drywall

Applications include:

- Walls
- Ceilings
- Columns

= Any drywall surface

ASTM E-84 Class “A” fire rated



FACTORY-APPLIED FINISH

Beautiful low-gloss top-coat, which enhances the veneer's natural grain characteristics

Environmentally friendly

- ✓ HAPS-free
- ✓ Formaldehyde-free
- ✓ Ultra-low VOC emissions
- ✓ CDPH Section 01350 compliant

UV-inhibitor protects the veneer from changes due to natural and artificial light

BENEFITS



WOOD WALLCOVERING vs WOOD PANELS

\$25-\$35/sf total end user cost vs. \$50-\$75/sf for panels

No structural additions to increase wall/ceiling strength

No limitations from curved walls

Light-weight makes it easy to handle/ship

Less wood is used

Less energy is used



MADE IN THE USA





DOOR-TO-DOOR



FORESTREE
WOOD WALLCOVERING

FORESTREE ADVANTAGES





FORESTREE vs. Competitors

- ✓ Better finish
- ✓ Better repairability
- ✓ Clean factory edge
- ✓ Easier to handle
- ✓ Exact quantity delivered





FORESTREE vs. Competitors

Species Selection

- ✓ More natural veneers
- ✓ More reconstituted veneers

Made in the USA

- ✓ Quicker communication
- ✓ Quicker lead time
- ✓ More sustainable
- ✓ No restrictions
- ✓ Main focus





CLASSICWOOD

Premium grade of natural wood veneers

Available in a range of color and grain characteristics, which meet Designer preferences

200+ veneer species available, including domestics, exotics, burls and crotch cuts



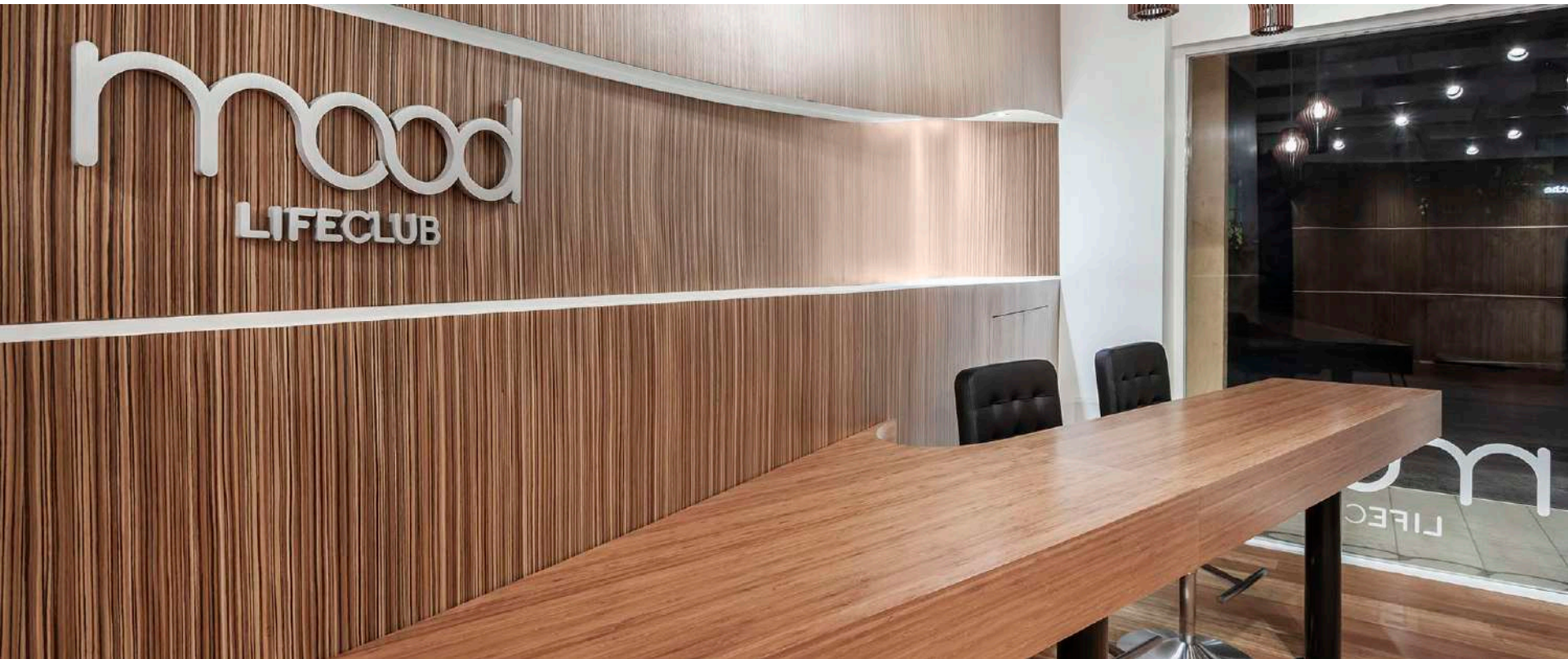
FRIENDLY FOREST

Premium grade of reconstituted wood veneers

Developed from rapidly-renewable trees (poplar, tulipwood and obeche)

Transformed to simulate the appearance of natural wood species

Consistent color and grain



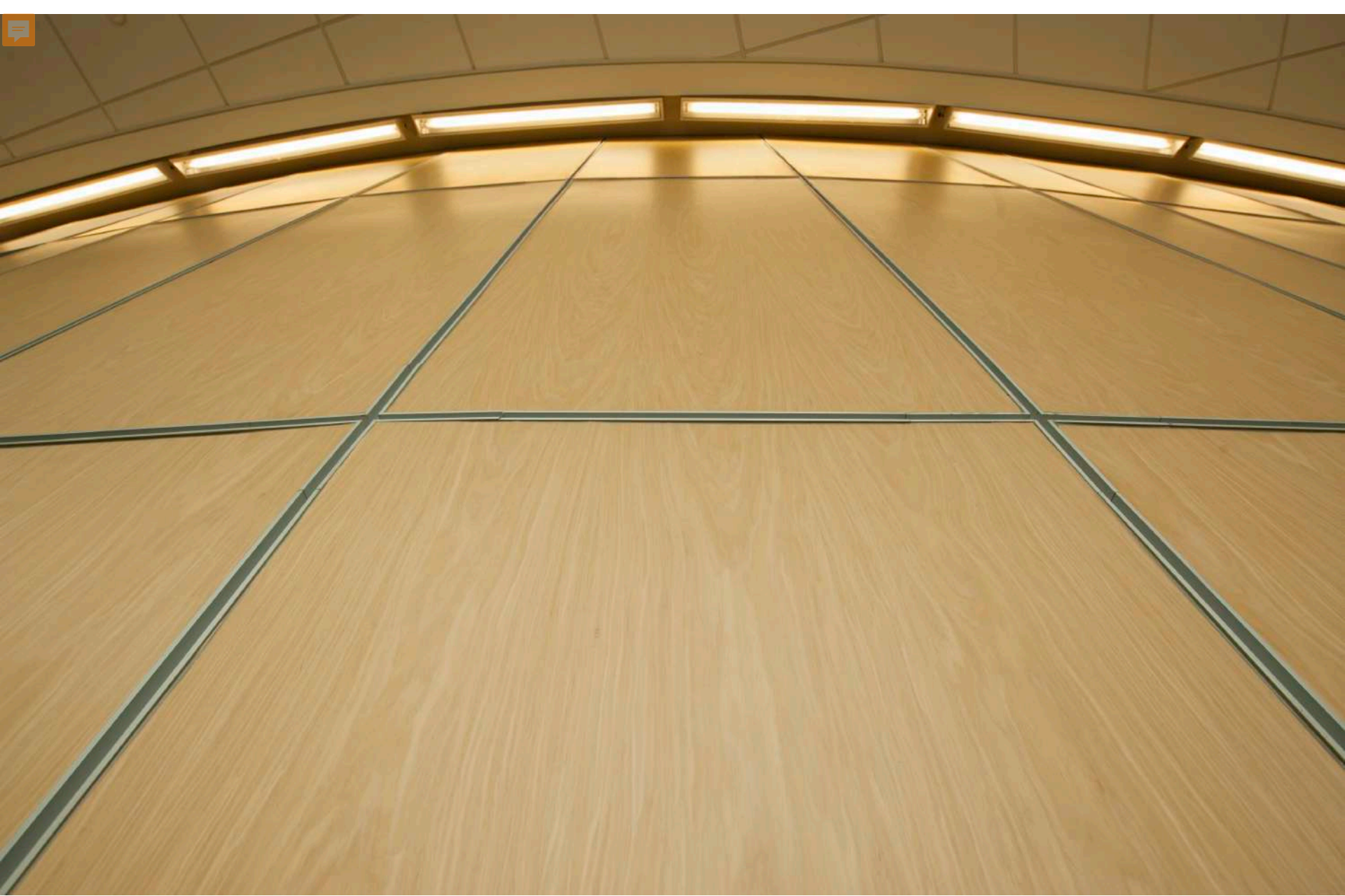
DESIGN





VERSATILITY





SAVINGS





FIXTURE-FRIENDLY





FLAT CUT (PLAIN SLICED)

This log slicing technique is the most common cut in architectural veneer, producing a pleasing combination of cathedral (or flame) and straight grain.



QUARTER SLICE

This log slicing process produces straight grained veneers. By cutting to eliminate the cathedral in the log, the resulting pieces are often narrower than flat cut veneer.



BOOK MATCH

The most commonly used match, created by turning over every other piece of veneer, like the pages of a book. The visual effect created is a mirrored image of the grain to the adjacent leaf.



SLIP MATCH

Used more commonly with quarter sliced veneer, this process has each leaf slipped, not flipped over, into position.

SPECIFICATIONS



A close-up photograph of a wood plank wallcovering. The planks are arranged in a staggered pattern, with some horizontal joints visible. The wood grain is a warm, medium-brown color with natural knots and variations in tone.

RANDOM PLANK

This process is similar to random match, but uses shorter pieces and incorporates horizontal joints. The visual effect created is similar to wood flooring.

SPECIFICATIONS





RANDOM PLANK





CHEVRON MATCH

This intricate process involves book matching veneer at a 45° diagonal. The visual effect created is that of V's or waves.

SPECIFICATIONS





CHEVRON MATCH





MIX & MATCH

This process uses different woods pieced together randomly or in a measured sequence. The visual effect is a casual look.

SPECIFICATIONS





MIX & MATCH



FORESTREE APPLICATIONS





CORPORATE



Surgery

Outpatient Care Center

Informational sign with text, partially obscured.

HEALTHCARE



EDUCATION



STADIUM

McGinley Atrium
In recognition of gifts from Michael L. & Karen E. McGinley



LOBBY



EXIT STAIR



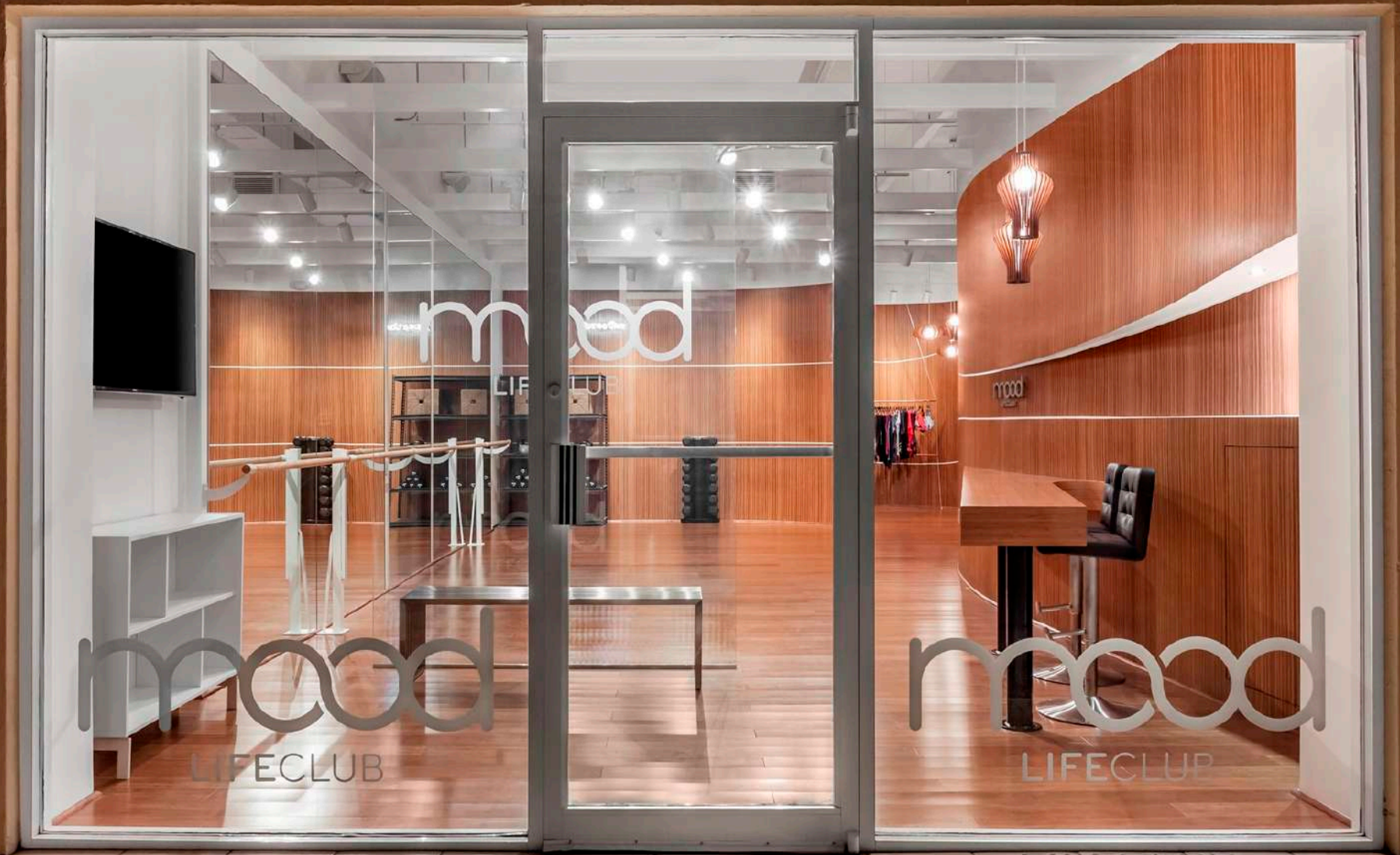
BREAK AREA



APARTMENT LOBBY



AIRPORT



mood
LIFECLUB

mood
LIFECLUB

RETAIL