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February 2009

Hardwood

Magazine

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The publisher reserves the right to accept or reject editorial content and Ads at the staff's discretion.

The Cover

From humble beginnings, ITL is proud that its lumber begins with its own timber resource. ITL owns and manages over 60,000 acres of prime timberlands located in the Northeastern United States. That's also where ITL operates 10 sawmills and dry kiln facilities equipped with the latest technology. ITL's people manage and harvest the trees, saw the lumber, and further maintain control at every stage from drying, grading, planing and packaging.

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The **National Hardwood Magazine** is the product of a company and its affiliates that have been in the publishing business for 82 years.

Other publications edited for specialized markets and distributed worldwide include: Forest Products Export Directory • Hardwood Purchasing Handbook • Dimension & Wood Components Buyer's Guide • Import/Export Wood Purchasing News • Classified Exchange • Imported Wood Purchasing Guide • Green Book's Hardwood Marketing Directory • Green Book's Softwood Marketing Directory • The Softwood Forest Products Buyer

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HARDWOOD CALENDAR

February

Penn-York Lumbermen's Club, Meeting, co-hosts Fitzpatrick & Weller and WJ Cox Associates, Ellicottville, N.Y. Visit: www.penn-york.org. Feb. 23.

Appalachian Hardwood Manufacturers Inc., Annual Meeting, Ponte Vedra Inn & Club, Ponte Vedra, Fla. Contact: 336-885-8315 Feb. 25-Mar. 1.

March

Appalachian Lumbermen's Club, Meeting, Grandover Resort, Greensboro, N.C. Contact: 828-397-7481. Mar. 10.

Hardwood Manufacturers Assoc., Convention/Expo, The Westin, Charlotte, N.C. Contact: 704-375-2600. Mar. 17-19.

Penn-York Lumbermen's Club, Meeting, host U•C Coatings Corp., State College, Pa. Visit: www.penn-york.org. Mar. 23.

April

Kentucky Forest Industries Assoc., Annual Meeting, Kentucky Marriott Griffin Gate, Lexington, Ky. Contact: michele@kfia.org. Apr. 1-3.

Penn-York Lumbermen's Club, Meeting, host Penn Sylvan, Titusville, Pa. Visit: www.penn-york.org. Apr. 20.

Appalachian Lumbermen's Club Family Meeting, Ocean Reef Resort, Myrtle Beach, S.C. Contact: 800-542-0048. Apr. 30-May 3.

WHAT ARE YOU UP TO NOW?

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SOUTHEAST

According to sources in the Southeast, it's grown increasingly more difficult to take a positive spin on the current Hardwood market situation. However, hopes are still high that a slight rebound could begin late this year.

A Georgia wholesale source said, "It's not a very happy time for most of us Hardwood people right now."

The contact said the excess supply of houses must be lowered before the Hardwood industry can rebound. "The Hardwood industry has to begin new construction again before we're really going to get back to where we need to be going, which is moving forward," he said. "That's not to say we won't have some blips along the way, but they will be supply driven. Poplar jumped in price recently for a short period of time, and we'll see a lot of that before everything gets straightened out."

The source said many companies — including his own — have cut costs and overhead. "We're becoming more efficient, and looking for new niche markets," he said. "We're doing what we can to survive as an industry until we get through this rough patch."

The contact added, "We didn't get into this situation overnight, and we're not going to get out of it overnight. I wish there was a magic bullet. I wish I could be more optimistic, but it will come back. There will be worldwide demand at some point, and we'll be shipping our product again."

An Arkansas Hardwood lumber supplier said his company's sales orders had come

Please turn to page 45

LAKE STATES

Sources in the Lake States region said they were finding it tough to make Hardwood lumber sales as of press time. Although some movement was noted in railroad ties, the rest of the market continues to struggle.

A Michigan sawmill source said she's finding it hard to be optimistic right now.

"It's just tough," she said. "We got some business from companies filling up their inventories after Jan. 1, but overall demand probably won't be here for awhile. The only thing that will bring improvement for our industry is when housing starts pick back up."

The source said her firm's Soft Maple and Yellow Birch lumber is selling fairly well, but the Hard Maple market is flooded. She noted that companies that outlast the economic recession would be leaders going into the future.

"Whoever survives this is going to be very strong," she said. "Hopefully, our company is strong enough to survive. I think President Obama is going to have his hands full dealing with the recovery."

A Wisconsin sawmill source said lumber orders that come into his company are very limited and very specific regarding customer needs.

"Nobody wants to buy any lumber," he said. "On the dry end, we are making some just-in-time shipments, but I've never seen demand so low on the green side of the spectrum if they're even looking at all."

The contact said Basswood has been the species with the largest demand both dry and green. "I can't answer why, but I know some of it goes into manufacturing

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WEST COAST

Sources contacted on the West Coast said the nation's economic downturn has further exacerbated problems the housing market was already facing. However, there are some bright spots for wholesalers including the "green" movement.

A California wholesaler said he's optimistic his company will weather the storm because of its diverse inventory and financial strength. "We'll come out on top in the end, but it will require a lot of hard work," he said. "We have smaller profit margins, but we're still moving product, which is a good thing. Everybody — including ourselves — has to tighten their belts to stay in business."

The source said he is expecting southern California to see a turnaround by the summer. "We see signs of a new direction — upward, but it won't be a speedy recovery," he said. "There will definitely be an upward trend, because we'll lose some of our competition. I don't wish that on my biggest competitor, but everything is so severe that not many companies are financially strong and healthy enough to weather this storm. That holds true for wholesalers, sawmills and end users."

The contact said his firm's salvation is its diverse inventory, which includes over 25 different species in both domestic and export. "Our biggest seller in Hardwood lumber is Poplar in all grades and thicknesses, followed by Red Oak and White Hard Maple," he said. "For people who are limited to one or two different items, it will really be a struggle for them."

An Oregon wholesaler said his company is focusing on service and minimizing mistakes during these turbulent times.

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Canadian Trends

News from suppliers about prices, trends, sales and inventories.

QUEBEC

Log supply has been impacted by the lack of private timberlands, which has kept loggers out of the forest. One contact reported that demand for the lower grades of Alder was still good, but sellers were struggling to keep the clear grades moving. Alder tightened supplies of the lower grades.

Ash was still moving, but with softer prices. Some commented that selling the whole logs rather than in lumber netted more money. Yellow Birch orders have slowed down with prices slipping. However, Yellow Birch remained one of the best species for many sellers, especially for those with 9-foot and longer Sap and Better stock. Flooring manufacturers were reported to be purchasing green Yellow Birch. White Birch was being shipped to specialty markets overseas. Most sellers were able to move Hard Maple, the regionally important species, but most complained that prices were very poor. The No. 1 Common Hard Maple was the hardest to sell, while others commented that the No. 2 and 3A Common grades were not selling for them. Wholesalers reported a continued demand for Soft Maple logs. Those selling Red Oak lumber said all items for this species were slow to sell, however the thicker Red Oak lumber stocks were a bit easier to sell. Sales of White Oak lumber were down due to slower export demand. Walnut sales are more difficult to come by, as the lower grades of this species was a non-seller commented one sawmiller, caused by reduced kiln production leading to less downfall and tightened availability of mixed frame stock.

The PricewaterhouseCoopers Global Forest and Paper Industry Net Earnings Summary for the three-month period ending September 30, 2008, revealed that U.S. housing markets continued to deteriorate in the quarter and companies adjusted production in response to weak demand for North American building products.

The Canadian forest industry racked up losses totalling C\$552 million in the third quarter. Losses of C\$230 million for the third quarter of 2008 were incurred by producers in Western Canada. Eastern Canadian companies lost C\$322 million in the quarter, compared with losses of \$47 million a year earlier.

Overall, it's "not good news for the forest industry" as there is a big migration of production to countries where costs of production are lower, pressuring North American producers, said Craig Campbell, leader of PwC's forest and paper practice unit. He added that they didn't see the earnings getting back into positive territory until late 2009 at the earliest. Campbell added, "It's not a good outlook and we're going through a lot of transformation, a lot of change and difficult times for the forest and paper industry."

ONTARIO

Conversations heard during the weeks leading up to Christmas 2008 and those that followed focused on the slow business pattern. With the economic slowdown, there were more sawmill and logging company closures, and timber owners held their lumber, awaiting better market conditions. Some sawmills reported they would be shutting down for longer than normal over the holidays. Kilns also closed.

The industry is concerned over the number of logging companies that have closed their doors, or that will do so over the winter months caused by the very slow markets.

Many wholesalers reduced their inventory levels. Flooring sales were also slow, with lumber buying falling off. They stopped or slowed their lumber buying due to large inventories and poor sales of finished goods. It was reported that some flooring manufacturers would not be in production during the last two weeks of December. The kitchen cabinet sector was not faring that much better, with their reduced demand for Hardwoods.

A bit of a bright spot during the last month of 2008 was the falling gas price at the pumps. Gasoline prices have dropped dramatically since September, thus helping with this huge expense for the Hardwood lumber industry. Some forecasters predicted that oil could drop as low as \$25 a barrel in 2009.

With the U.S. Thanksgiving in November and the Christmas Holiday Season following right behind, log flow was slower. Alder sales, commented some contacts were also slow. Reduced Alder production tightened availability of lower Alder grades.

One sawmiller said that Ash was the only item that was moving for him at this time, while another advised that it was Basswood who was his biggest seller. Another commented that Beech buyers were hard to find.

Yellow Birch sales were slower, yet better than many other species due to smaller maintained inventories. Hard Maple, the regionally important species, was moving yet prices were falling. Soft Maple sales varied according to region contacted.

The Forest Products Association of Canada said in a pre-budget submission, that the forest industry wants the federal government to maintain \$300 million in existing programs, and add a new program worth \$300 million over five years and speed up tax breaks to create "world-class business conditions." This program would assist in developing technology and commercialize the use of waste wood for bio-energy, bio-fuels and bio-chemicals.

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NHLA

Eye On Technology

BINGAMAN & SON ADDS VISIONTALLY

Bingaman & Son Lumber Inc., headquartered in Kreamer, Pa., recently installed a VisionTally™ end-tally system at its lumberyard in Clarendon, Pa.

VisionTally scans and measures bundles automatically from both ends at once. Actual board measurements are recorded and converted to nominal footage and tallies. Wane is detected and analyzed for accurate measurements. No board marks or special bundle preparation is required, and no personnel attention is required during the scanning process.



Scott Shaffer

Scott Shaffer, vice president of yard operations at Bingaman & Son, said the company chose VisionTally over some competitors because it offers a more complete package. "Most of the kiln dried bundles being developed have more than one length," he said. "Installing a product that still relies on employees marking the ends of boards so a scanner can determine length from the even end creates opportunity for mistakes and could require more manpower. We wanted a technology that could scan both the even end and the uneven end."

Shaffer added, "When our customers receive a bundle scanned by VisionTally, we know that we have sold a bundle with accurate footage. Bingaman believes this provides customers the most accurate tally for each bundle they receive."

Bingaman & Son Lumber Inc. offers 12 species of the finest Pennsylvania Hardwoods, which enables the company to meet special requests for mixed thicknesses, grades and species of lumber. The company maintains approximately 5 million board feet of kiln-dried inventory. Bingaman boasts four facilities (Kreamer, Clarendon, Mill Hall and Saint Marys, Pa.) in the heart of the Appalachian Mountains of Pennsylvania, a region known worldwide for the color and texture of its Hardwoods.

FRANK MILLER LUMBER INSTALLS EXACT MODUS

Frank Miller Lumber Co. Inc., headquartered in Union City, Ind., recently installed Exact Modus' SMART Lumber Grading Solution on their sawmill's lumber inspection and planer lines.

"It's a bin sorter without the steel," said Tony Messina, vice president of operations. "It's so much more than just a tally system; it's a management tool."

Frank Miller Lumber (FML) desired a grading line solution that automatically tallied boards, provided unlimited sorting capabilities and offered detailed production information to help manage the company's profitability.

FML President Bob Miller said, "I was skeptical at first, but the positive impact of Exact Modus' production software providing real-time production/management information for our company has been very satisfying, and the information available is helping us manage the gap between production and sales."

Main features of Exact Modus' SMART Lumber Grading Line Solution, which has been developed for Hardwood lumber producing sawmills and concentration yards, include: automated measurements and tally, powerful sorting capabilities and real-time production/management information. The grading line solution also emphasizes grader ergonomics, trim saw control by the grader and is adaptable to most existing grading line configurations. It allows a company efficient and precise control over filling customers' orders, while finalizing a bundle's tally on the production line.



Tony Messina

VECOPLAN LLC APPOINTS SMALLWOOD, CAMPBELL

Vecoplan LLC, located in High Point, N.C., recently named Richard Smallwood and Mike Campbell to sales manager positions.

Installation, Products and Services



Richard Smallwood

Smallwood will function as a liaison between the marketplace and Vecoplan, communicating changing and specialized customer needs to Vecoplan's research and development engineering team. He will also work with the marketing department to introduce innovations in mobile technologies to the marketplace.



Mike Campbell

Campbell will be responsible for overseeing sales of Vecoplan's Mobile Shredding Systems to the document destruction industry. He will also work with the research and development engineering team, in the constant improvement of technologies for Vecoplan's Shred Trucks and with the marketing department to introduce these innovations to the marketplace.

Vecoplan LLC is a worldwide leader in size reduction technologies, including shredders, material handling machinery, separation equipment and complete waste reduction systems for a wide variety of industrial markets.

CLEEREMAN, McDONOUGH JOIN FORCES

Cleereman Industries Inc., based in Newald, Wis., recently acquired Precision Fabricating & Stamping Inc., a material handling company in Zanesville, Ohio. McDonough Manufacturing Co., located in Eau Claire, Wis., was a shareholder of Precision Fabricating, utilizing the company's



Fran Cleereman

expertise for its material handling needs, and will now be a minority shareholder of Cleereman Industries as a result of the transaction. Cleereman Industries and McDonough Manufacturing will now work closely together under a strategic alliance to better serve the industry.



Matt Tietz

Cleereman's acquisition of Precision and resulting strategic alliance with McDonough will allow the company to provide unparalleled expertise and quality to produce a "turn key" mill for its valued customers. This now includes design, layout and equipment manufacturer for carriages, band mills, resaws, custom material handling equipment, optimized edgers, thin kerf gangs, automated grading stations, drop saw trimmers and trimmer lines, and other related sawmill needs — all with the quality that Cleereman and McDonough have provided for generations.

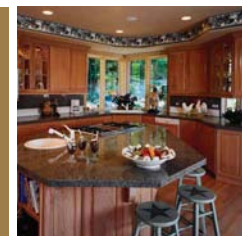
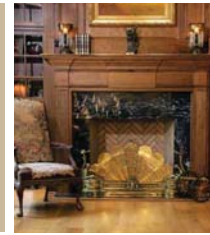
Fran Cleereman will continue as president of Cleereman Industries. Rod Chitko, formerly with Precision, will now serve as Vice President — Material Handling Division. Jeff Krueger, a member of the Cleereman team for over 15 years, has now been promoted to Vice President — Carriage Division. Matt Tietz, owner of McDonough, will serve as an active advisor in addition to his new shareholder interest.

Cleereman and Tietz jointly stated, "Our new partnership has been formed with one overriding priority — how to better meet our customers' needs in a fast changing world. By working together we have expanded our resources, both in regard to our people and product line. We can now build upon the exceptional customer service we have respectively provided by offering broader solutions in a more seamless fashion."

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NHLA News

NHLA Increases Focus On China



by **MARK BARFORD, CAE**
Executive Director
National Hardwood Lumber Assoc.
Memphis, Tenn.

For the last year, NHLA has been undergoing a complete rebranding. In the months after the board adopted new brand attributes and a new logo, NHLA has been busy implementing the visual changes and is now in the process of revamping its services. The most recent action that represents the continuing

rebranding is the opening of our first overseas office. NHLA now has an office in Shanghai, China.

As of January 12, Bob Sabistina, represents NHLA in the China office. He can be contacted at bshardwoods1@yahoo.com. Many of you know Bob from when he served the industry as NHLA Inspector Training School Director and NHLA Chief Inspector. For the past few years, Bob has been working in Asia as a consultant for the American Hardwood Export Council (AHEC) since 2005, mainly conducting NHLA grading seminars.

NHLA's activities in China will focus on three areas important to the industry:

Inspection services including grade inquiries on specific loads and dispute resolutions;

Teaching and training of U.S. Hardwood lumber grades to the growing list of consumers in China and Southeast Asia in cooperation with the American Hardwood Export Council (AHEC); and


NHLA promotion and representation at industry meetings, tradeshow and various industry functions.

The move to a permanent office is a natural progression as the North American Hardwood industry expands its search for Hardwood lumber markets. The success of reaching those markets is dependent upon the differentiation of North American Hardwoods from the rest of the products. Our commitment to the Shanghai office shows our members, the industry and the global market that NHLA is moving forward with our new brand and re-focused message – 'Strong Roots. Global Reach.'

The office will operate seasonally and is scheduled to be open from January 2009 until late spring. All international grade inquiries should be coordinated through NHLA Chief Inspector, Mark Horne. Mr. Horne can be reached by phone at 901-377-1818 or email at m.horne@nhla.com.

The addition of the office in China allows us to serve our members on a worldwide basis. I encourage members to contact me directly at m.barford@nhla.com about how best we can use this asset to assist their business.

The world's largest and oldest Hardwood industry association, NHLA represents 1,400 companies and individuals that produce, use and sell North American Hardwood lumber, or provide equipment, supplies or services to the Hardwood industry. It was founded in 1898 to establish a uniform system of grading rules for the measurement and inspection of Hardwood lumber. Since 1980, its headquarters have been in Memphis, Tenn. To learn more about NHLA, please visit www.nhla.com.



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Hardwood Council's 2009 Efforts Sharpen Focus On Hardwood Sustainability

Now, more than ever, architects, designers, and the like are looking for the most environmentally friendly and financially responsible materials. The Hardwood Council sees 2009 as a key opportunity to hone in on the many attributes of our North American Hardwoods. Our message is simply this - not only are North American Hardwoods nature's original "green" material, they are also the nation's most sustainable, renewable and natural resource.

Industry feedback gained from an online survey conducted by the Council this past December has aided in refining the Council's 2009 promotional and educational efforts. The following is the Council's proposed 2009 plan.

Industry-Wide Positioning Piece: The Council will develop an industry-wide positioning piece that all members and their constituencies may use to promote a unified message about North American Hardwoods on issues such as: sustainability; abundance; renewal; harvesting; and certification.

Theme: A theme line will position the favorable attributes of North American Hardwoods over other building materials and will be reinforced by a series of common message points that will be used throughout all communication materials in 2009.

Website: The Council will restructure its website to enable easier access to requested information. New content will be added to make it a "one-stop shop" for all Council resources, such as continuing education units and whitepapers.

Continuing Education Units: In 2009, the Council will promote its two latest CEUs: *The American Hardwood Advantage: Carbon-Neutral Materials for Today's Zero-Tolerance Goals*, through *Architectural Record* magazine, and *American Hardwoods for High Traffic Areas*, an electronic version through Hanley Wood University. These two have been highly successful since their launch at the close of 2008 and are being used to validate future initiatives through print or electronic-based formats.

Life-Cycle Thinking: In response to the U.S. Green Building Council (USGBC) plans to introduce a life-cycle analysis (LCA) component to its LEED rating system, the Council will publish a document to quantify the research results that favor North American Hardwoods over other materials.

Please turn to page 43

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We recently acquired a new Hardwood lumber concentration yard in Marion, N.C., which will produce an additional 15,000,000 board feet of kiln dried lumber annually.



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Richard Jimbo Shaver

Richard Jimbo Shaver and Chad Shaver handle the Hardwood and Southern Yellow Pine sales for their company.



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AHEC Update

AHEC Holds Seminars In Indonesia's Growing Market

by **MICHAEL SNOW**
Executive Director
American Hardwood Export Council
Washington, D.C.



Hardwood lumber exports to Southeast Asia have fallen slightly over 10 percent for the first 10 months of 2008. However, Indonesia is the one market in this region that has seen its Hardwood lumber imports increase over 10 percent. White Oak lumber has seen the largest increase at 40 percent nearly 10 million, followed by Ash and Red Oak. Maple, Walnut and Tulipwood have had slight decreases. Sawn timber has become increasingly more important in Indonesia with log imports falling nearly 30 percent, while the rest of SE Asia has imported nearly 15 percent more. Since 2004, Indonesia has more than tripled its imports of Hardwood lumber to 60 million. The United States owns nearly 28 percent of the market share, twice the amount of its closest competitor, Malaysia, a surprising feat in itself as Malaysia borders Indonesia and has actually exported more Hardwood lumber than the United States in the first six months of 2008. With its proximity to the Middle East, Indonesia has also increased its exports of wood furniture in the region such as the UAE, a country where legal and sustainable woods are as equally important as the United States and Europe, illustrating the ripple effects of the growing "green procurement" movement beyond the borders of the main European implementing countries. Indonesia is now the ninth largest exporter of wood furniture with annual exports valuing nearly \$1.2 billion, close to one-third of China's exports, the largest exporter of wood furniture. Furthermore, local manufacturers have also expressed concern over its domestic raw materials, primarily tropical Hardwoods. In addition to the aforementioned and the potential for more growth due to inflation and increasing costs of labour in China and Vietnam, AHEC recently held a series of seminars in the manufacturing sectors outside its capitol, Jakarta.


Over sixty delegates attended the half-day seminar in Surabaya, east of Java and over ninety delegates attended the seminar in Semarang, also east of Java. The seminar was supported by *WoodMag*, a local wood industry trade journal, and covered by

Please turn to page 43



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Flooring Report

Promoting The Power Of U.S. Wood Flooring Industry



by ED KORCZAK
Executive Director
National Wood Flooring Association
Chesterfield, Mo.

A lot of focus has been directed toward the destruction of the world's forests during the past few decades. The truth is that deforestation is happening with alarming frequency. Millions of acres of forestland are harvested illegally throughout the world each and every year, which contributes significantly to global warming and the destruction of wildlife habitat. Because this activity adversely affects our environment, and directly impacts our industry, the National Wood Flooring Assoc. has worked diligently with several key organizations, including the Hardwood Federation, the International Wood Products Association (IWPA), the National Hardwood Lumber Association (NHFA), and the American Forest & Paper Association (AF&PA), to promote the illegal logging ban with Congress. The ban was passed this past summer as an amendment to the U.S. Lacey Act, and directly impacts anyone dealing in wood flooring and other wood products. Specifically, the ban prohibits the import, sale or trade in the United States of wood and other forest products that are harvested illegally.

This legislation is significant for a number of reasons. First, and most importantly, it protects our world's forests. Second, it protects buyers who practice due diligence when importing wood into the United States from other countries. Third, it eliminates the influx of low-cost, low-quality wood flooring produced from illegally harvested forests. The penalties for noncompliance with this new legislation are severe. Penalties can include the forfeiture of the illegally harvested material, fines of up to \$500,000, and jail time of up to five years.

Needless to say, this legislation is a significant step forward in preventing the illegal harvesting of trees, but it does nothing to recognize those companies that work diligently to sustain our forests.

To address this issue, the NWFA established an Environmental Committee and developed the NWFA Responsible Procurement Program (RPP) to promote and recognize environmentally and socially responsible forest management. The goal of the NWFA RPP is to harness the power of the United States wood flooring industry to promote environmentally and socially responsible forest management in the regions that supply the timber on which we all depend. Obviously, if we deplete the forests throughout the world, the raw materials we depend on will no longer be available, and we will put ourselves out of business.

The NWFA Responsible Procurement Program is based on three tiers of increasing voluntary participation and associated certification.

Tier One recognizes companies that source their wood from states

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Lean Manufacturing Contributes To Woodharbor's Success

BY BRIDGET MCCRAE

Mason City Iowa —

Nestled amid rolling cornfields and tree-lined rivers, this small city is home to Woodharbor Doors & Cabinetry Inc., a firm that specializes in fine interior millwork that is skillfully and expertly made by people who genuinely care about the artistry of crafting and finishing fine woodwork.

With two locations and 426 employees, Woodharbor buys about 2 million board feet of Hardwoods annually, with its primary species being Red Oak, Cherry, Poplar, Hard Maple, Hickory, Mahogany, White Oak, Alder and Aspen. Working mostly with 4/4, 5/4, 6/4 and 8/4 Selects and

Better, and No. 1 Common varieties, the company purchases its raw materials from Midwestern lumber suppliers who operate sawmills.

"They also have warehousing distribution capabilities that complement our manufacturing requirements for quick shipments of materials," said Ed Bauer, Woodharbor's purchasing inventory controller. The firm markets the wood species that are most popular in its industry, and strives for a broad line of consumer-

requested varieties, according to Bauer, who handles the purchasing duties for the manufacturer.

"A lot of our wood supply comes from the Lake States area, and everyone in the Hardwood industry knows that's where the highest-quality, best-looking materials come from," he said.

Among Woodharbor's many customers,

brothers Dennis Lewerke, senior vice president, and Jon Lewerke, chief operating officer, "and we are serious about that commitment."

Rising Above the Rest

Woodharbor is about two years into a switch to "lean manufacturing" techniques that Bauer said will further enhance its performance and productivity. "We identified the need to become more competitive in our market, and more profitable," said Bauer. "We want to be here for the long term for our employees and our customers in the market, and lean manufacturing is a

way for us to accomplish that."

The process of removing all excess steps from the manufacturing and operating process hasn't been all easy for Woodharbor. "It's been challenging, and we have a long way to go with it," said Bauer. "But it's fun too, and the changes are already noticeable. At a time when the industry is slowing this initiative has been very helpful and we'll be even stronger when the recovery kicks in."

As custom homebuilders for several

"We are determined to bring our customers the finest in interior wood millworks, and we are serious about that commitment."

Curtis Lewerke, president of Woodharbor Doors & Cabinetry Inc.

design centers and lumber yards nationwide, are also keenly aware of the fact that the company strives to create doors and cabinetry that reflect the qualities that it respects the most in a fine piece of furniture: simplicity, beauty, attention to detail, solid craftsmanship and purity of style and construction.

"We are determined to bring our customers the finest in interior wood millworks," said Curtis Lewerke, president, who founded the company in 1993 with



Woodharbor founders/owners are President, Curtis Lewerke, CEO, Jon Lewerke and Sr. Vice President Dennis Lewerke.



In addition to an artist's palette of standard and designer finish options, Woodharbor also has full custom color matching capability for its products that are made of Red and White Oak, Cherry, Poplar, Hard Maple, Hickory, Alder and Aspen.



This handsome kitchen features the "Waterbury" door style with "Slab" and "Manor Raised" drawer fronts. The rich, mellow tones of "Cinnamon" finish on Cherry wood creates a look and feel that is both elegant and inviting.



Woodharbor's 180,000 square foot mill and door production facility is located in Northwood, Iowa, while its 170,000 square foot corporate office and cabinetry facility is in Mason City, Iowa.

years, the Lewerkes were dissatisfied with the quality of the cabinetry available to them. To solve this problem they began manufacturing their own line of cabinetry for the homes they built. That cabinetry, Fieldstone, became known nationwide in the kitchen and bath cabinetry industry for its excellence in quality and design.

Founded by the Lewerkes in 1978, Fieldstone Cabinetry Inc. was sold to Masco Corporation in 1985. The Lewerkes continued at the helm of Fieldstone until 1993 when they founded Woodharbor, with interior doors and millwork as the first products. Similar to the cabinet industry from years early they saw a clear need in the millwork industry for more choice design and higher quality interior doors.

Opening Doors

After three years successfully filling the demand for more selection and higher quality with doors, Woodharbor introduced its first line of custom cabinetry.

Please turn to page 41



Woodharbor combines state-the-art technology with hand craftsmanship to create cabinetry and doors of beauty and substance.



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