



DURABILITY

Durability on any wood finish product has a lot to do with the location of the installation and the type of maintenance that is in place at the facility. Harsh cleaners and abrasive cleaning tools should never be used on Real Wood Veneer. Special care should be given as if the veneer surface was fine furniture. As with any natural wood product, or fine veneered furniture, the face of the veneer can be abused and will show wear and tear if you don't pay attention to the surface of the product. Installations located in low traffic, low impact area, will last longer than an installation in a high traffic, high impact area will.

The cleaning and maintenance program suggests cleaning with Murphy's Oil Soap once per year and not more than twice per year. This cleaning process removes all excess dust, dirt and other impurities that have attached to the surface, plus adds moisture back to the wood pours.

Real Wood Veneer can be replaced as a method of repair unlike architectural veneered plywood panels, which cannot easily be replaced. Attic stock is recommended for future repairs. The veneer is left on the job with building maintenance or ownership and can easily be replaced if repairs are required. 10% of the amount ordered or a two sheet minimum is recommended for attic stock for maintenance.

The life of Real Wood Veneer, installed in the correct manner and methods, should stay beautiful and pleasing for a period of 12 years or longer without anything other than recommended maintenance.

BOOK VS. SLIP MATCH

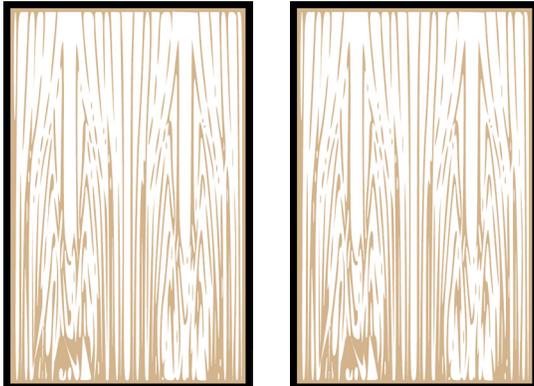
When you see a variation in color between leaves of book matched veneer, it is referred to as "barber poling." When wood veneer is sliced from the log, it causes a distortion of the grain. When the knife blade hits the wood it creates a "loose" side and a "tight" side. The cells of the tree have been opened up by the blade. When book matching veneers, the "tight" and "loose" faces alternate on the leaves of veneer. These "tight" and "loose" faces may accept stain or reflect light differently, which ultimately can cause the variation of color and the veneer can appear to be stripped. Barber poling is not a defect however, depending on the design intentions, some may find the appearance undesirable. Barber poling also appears differently on different species and cuts of wood. It is most commonly seen with quarter cut or rift cut veneers but can appear on other cuts as well. Cherry, Sapele and Maple in Quarter Cut are a few species to keep in mind. It can also occur with Walnut and White Oak Rift Cut. The barber poling effect may be minimized by specifying as slip matched. Slip matching "slips" the leaves of veneer across each other, side by side, to create a gradual light to dark effect between the leaves. The "tight" faces, or all of the "loose" faces of the veneer are matched together and will have similar light reflection, therefore reducing the color variation. A disadvantage to slip matching is that the side to side and end to end grains will not match up. Veneer cannot be slip matched and end matched. Only book matched veneers can be end matched. This is important when installation areas exceed 10'.

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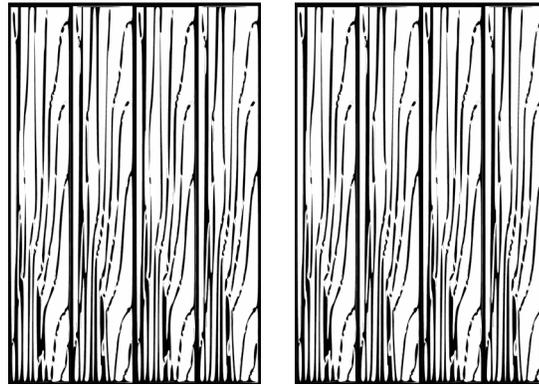
BOOK MATCH

Consecutive leaves of veneer are opened like a book, creating a mirror image itself.



SLIP MATCH

Consecutive leaves of veneer are slid or “slipped” across each other side by side to create a faces that have a repetitive grain pattern and no grain match at the joint.



VENEER CUTTING METHODS

Rotary Cut Veneer

Is manufactured by advancing a rotating log against a stationary knife. Since this cut follows the log’s annual growth rings, a wide, bold grain pattern is produced. Rotary cut veneer is a cost effective method to obtain remarkable effects from birch, maple and oak.



Lengthwise Sliced Veneer

A board of flat sawn lumber is passed flat over a stationary knife. As it passes, a sheet of veneer is sliced from the bottom of the board. This produces variegated figure.



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Flat Cut Veneer

Is the most widely used. It is manufactured by advancing a half log against a stationary knife in an up-and-down movement. The resulting cut is characterized by straight grain intermixed with cathedrals. This method is moderately priced and is available for most wood species.



Rotary Cut Veneer

A variation of rotary cutting. Segments or flitches of the log are mounted off center on the lathe. This results in a cut slightly across the annular growth rings, and visually shows modified characteristics of both rotary and plain sliced veneer.



Quarter Cut Veneer

Uses the same cutting method as plain-sliced veneer, except the log is cut into quarters prior to slicing. This method bisects annual growth rings and results in a straight grain or ribbon-striped (mahogany) appearance. Due to low yield from the log, this veneer is usually more costly. Walnut, mahogany, oak and teak are most often used.



Rift Cut Veneer

Uses various species of oak. The rift, or comb-grain effect, is obtained by slicing slightly across the medullar rays. This accentuates the vertical grain and minimized the flake. Rift-cut veneers are more expensive due to lower yield from the log.



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CORNER WRAPPING

Real Wood Veneers will wrap corners at a 45 degree and 90 degree angle without any problems as long as the corners are straight and true. Going with the grain the Real Wood Veneer will bend to 90 degrees. Vertical joints should not occur less than 2 1/2 to 3 1/2 inches from outside corners. Most inside corners have to be cut and jointed, but can be wrapped if straight and true, take your time. Moisture will need to be added with a clean rag to add flexibility. You cannot add any moisture to the face during installation on unfinished product. Add moisture only on prefinished product. Moisture of any kind is subject to leaving a water mark stain on the surface of unfinished woods.

If they are trying to wrap corners at a 90 degree against the grain, it requires a joint cut and butt the seams, otherwise it will break.



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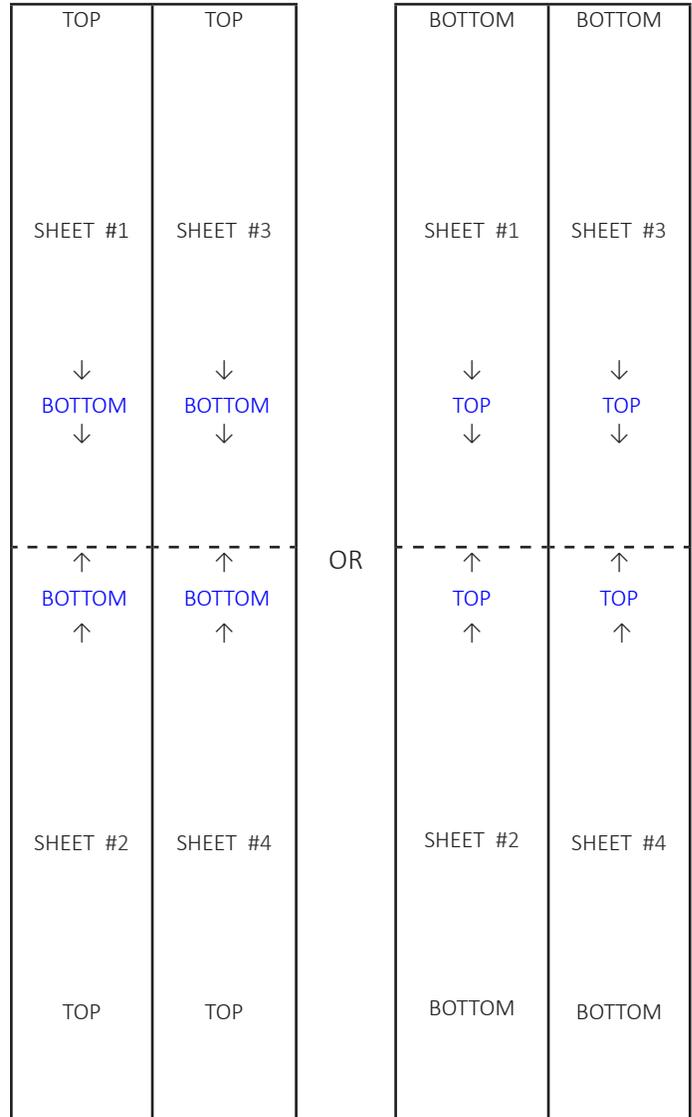


END-MATCHING

End-matching must be specified when the order is submitted. Material will be produced in sequential sets to ensure continuity of color and figure. Add-on charge will apply.

When end-matching sheets, it is important to know where the bottom and top of sheets are before starting installation. As long as all sheets are installed the same way across the top and across the bottom, this system will work. Steps to follow:

- Match all sheets with the ends that are marked BOTTOM. In simple form, the bottom of each odd numbered sheet marked "BOTTOM" will end-match to the "BOTTOM" of an even numbered sheet, in sequential order. However, if the grain appearance is better on the opposite end marked "TOP", then install this way also in sequential order.
- Follow the same instructions as #1 to end-match sheets that are printed with only "BOTTOM" and the opposite end is blank. The same applies if the sheets are printed with only "TOP".



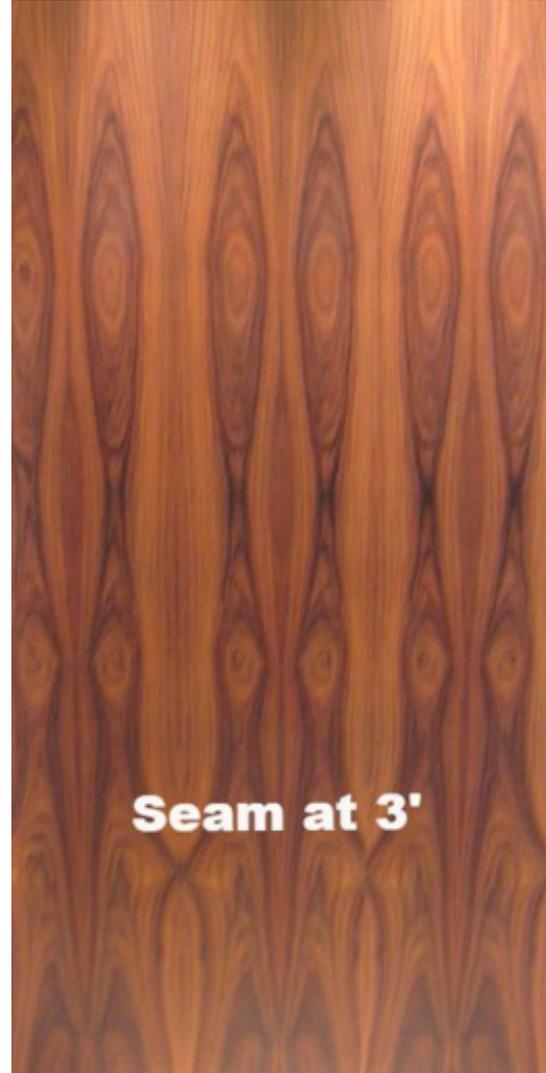
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END-MATCHING

Real Wood Veneer Seam-Matched Sheets

Another form of end-matching is joining two veneer pieces to create a seamless fill size sheet according to the required specifications, positioning the joint where it is most aesthetically suited for the installation.

The sheet shown in this image is 3' x 11' Rosewood FC with a factory joint seam located at 8' + 3' - seamless! A special quote and minimum is required for joint seam sheets.



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ADHESIVES & PRIMERS

Real Wood Veneer requires heavy-duty clay based adhesive and a heavy-duty acrylic primer. Clay-based wallcovering adhesive sells for approximately \$65.00 per 5 gallon and can be bought at most all paint store locations. A one man hanging crew or more based on job size can hang Real Wood Veneer. See recommended primer and adhesives listed within installation instructions.

Other manufactured wood veneer wallcovering (with scrim-back fabric) requires a special adhesive applied over a special wall primer. Cost of this special primer is approx. \$45.00 per gallon and the special adhesive cost is approximately \$85.00 per gallon. In most installations, the special adhesive also requires special attention and manpower, therefore sometimes taking a minimum of a two man or more hanging crew to install scrim backed wood wallcovering.

FINISH

Real Wood Veneer comes prefinished from the factory with two coats of urethane, giving Real Wood Veneer a Class "A" Fire rating, without applying any additional finish.

Other manufacturer's wood veneer wallcovering offer their product unfinished as standard, with a Class "A" Fire Rating. **Caution: If proper finish is not applied to the unfinished product, the product will lose the Fire Rating when a finish is applied. A Fire Rated Finish has to be applied for product to maintain Fire Rating.** If product is special ordered prefinished, depending on the manufacturer, customer may not receive a Class "A" Fire Rated Wallcovering product.

UNFINISHED

Other wood wallcovering manufactures (with scrim-back fabric) sell up to 98% of their product unfinished. The expansion and contraction that occurs on wood wallcovering when field applying a finish can cause gaps between the seam joints, surface splits in the wood face and BLISTERS. This is the reason why Real Wood Veneer is sold pre-finished and also offered "Custom Colored" to your specifications if you so desire.

INSTALLATION

Real Wood Veneer installs at a rate of 1 – 3' x 9' sheet every 15 minutes, equaling a rate of approximately 22 to 25 sheets in an eight-hour day.

Other wood wallcovering products (with scrim-back fabric) installs at a rate of 1 sheet every 40 minutes, equaling a rate of approximately 9 to 10 sheets in an eight hour day.

Time is money therefore, Real Wood Veneer will save money over the installation cost of scrim-back wood wallcovering.

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WALL-PREP

For the best results and appearance, a Level 4 or Level 5 of the National Gypsum Assoc. Should be done on areas of drywall to receive wood veneer wallcovering. This is the specification for all wood veneer wallcovering manufacturers.

GRADES

Real Wood Veneer offers Architectural grade veneer on all faces. All Real Wood Veneer sheets are sequenced matched and numbered from the factory showing the order to be installed. Our sheets are available sequenced up to 80 sheets, as well as being offered end-matched for continual grain pattern on installations that have a greater height than 10 feet.

Other wood wallcovering manufacturers use different face grades depending what is available in the veneer market. Some "A" and even "B" grades are used in the manufacturing of other wood wallcovering products. Sequenced matched material is limited to small runs, ranging from 6 to 12 sheets, if available at all, and end matching is not always available. The use of lower grade faces increases the number of fitches (logs) used on a job, making it difficult to keep the same overall appearance on the job. This use of multi fitches can be a nightmare for the installer to keep an appearance desired by the Owner, Designer or Architect.

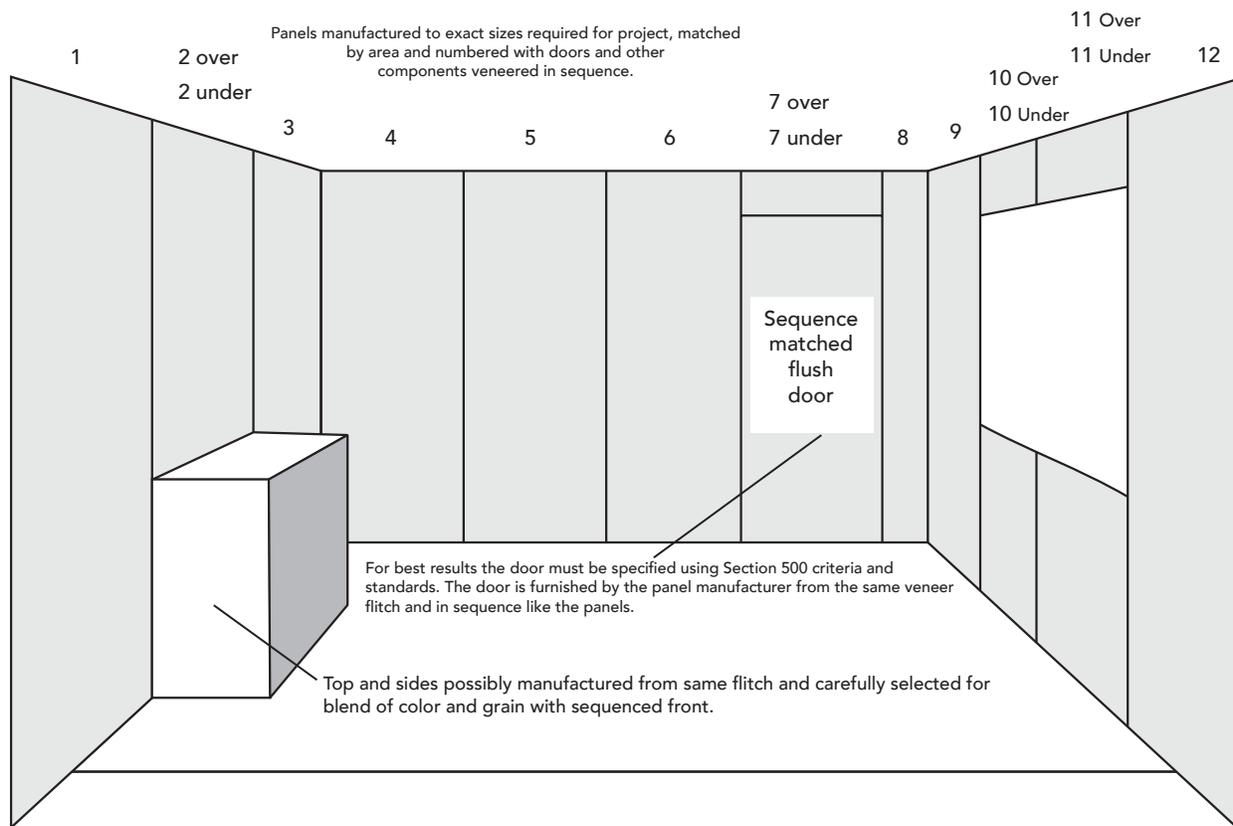
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BLUEPRINT MATCHED

Specifying blueprint matched panels and components will achieve the maximum grain continuity since all panels, doors, and other veneered components will be manufactured to the exact sizes required and in exact veneer sequence. If possible, flitches should be selected that will yield sufficient veneer to complete a prescribed area or room. If more than one flitch is needed, flitch transition should be accomplished at the least noticeable predetermined location. Blueprint jobs have a longer lead time, due to the fact that all measurements must be verified in the field before the fabrication of the panel products. Although more expensive than other methods of matching within an area, blueprint matched panels and components produce the most impressive and aesthetically pleasing final veneer appearance.

This method of panel matching achieves maximum grain continuity since all panels, doors, and other veneered components are made to the exact sizes required and in the exact veneer sequence. If possible, flitches should be selected that will yield sufficient veneer to complete a prescribed area or room. If more than one flitch is needed, flitch transition should be accomplished at the least noticeable, predetermined location. This method requires careful site coordination and relatively long lead times. Panels cannot be manufactured until site conditions can be accurately measured and detailed. This panel matching method is more expensive and expresses veneering in its most impressive manner.



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