

• solid wood excellence since 1978 •

WOOD CASTLE *Times*



Spring 2002

FOUNDER AND
PRESIDENT OF
WOOD CASTLE



Some Words from Ron Loe

Springtime – and it shows

Springtime is a spectacular season in the Pacific Northwest. We think that's especially true here in Oregon, where Wood Castle calls home. Look up at the majestic mountain peaks, peer into the dense green forests or gaze down at the splendorous daffodils, tulips and irises: Wherever you look, it's an awe-inspiring show. Oregon's a great place to live.

And it's a great place to design, build and market the finest solid-wood furniture in America. But don't take my word for it. For a unique, *Ripley's*-like testimonial, read **Good Words**—and believe it or not (we assure you it's true).

Seasons affect us. So do the places we call home: *where* we are is a big part of *who* we are. As a modern company, some of our designs may have a metropolitan line and feel (see **New Products**). But just about everything we do expresses in some way our solid Northwest heritage.

Take our clear finishes, for example (see **Furniture Facts**). Like the maverick and honest people we are, our clear lacquer finishes hide nothing. We want our passion for building furniture to show.

Like peaks and forests and flowers, we think it does.

Product and Service News

new products: Music for the Eyes

Wood Castle Furniture introduces two new table groups
Pacific NW Casual • Avalon Contemporary

The Pacific Northwest Casual collection evokes the mood and “tone” of the Pacific Northwest.

Traditional but bold; durable but changing: these tables reflect the proud character of our region of the world. Like the sofa table shown here, each mirrors the majesty of our towering forests – and the pioneering resolve of our people.

In addition to the sofa table, the collection includes an end, an oval coffee and a standard coffee. Each features a heavy top of select Oregon Maple, famous for its wondrous grain and figure. The trunk-like legs are of Pennsylvania black cherry, a wood that ages toward a vintage “cinnamon-burgundy” color.

The Pacific NW Casual collection: a classical symphony of strength and quality.



The Northwest is well known for its spectacular natural beauty, from the wild and

frothy Pacific to the snow-capped peaks of the Cascades to the high-and-dry eastern deserts.

Yet the cities are ... well, hip ... cool ... clean. In a word, “jazzy.”

Like our Avalon Contemporary collection. Lean in line but stoutly constructed of solid Oregon Maple.

Avalon complements any modern, metro motif. Available in sofa, coffee, lamp and end (shown), Avalon



Contemporary tables are up-tempo ... Downtown ... Jazzy.

Whether your preference is jazz or classical, all Wood Castle furniture is constructed to be music for your eyes for a lifetime.

Wood Castle Furniture

Century Guarantee

We're as proud of the way our furniture looks as we are about the way it is crafted. Continuing Old World traditions, we use only premium grade materials, from the finest hardwoods to the best drawer hardware. We're so confident that our furniture is the finest made in America, we offer the Century Guarantee:

Your family and heirs will enjoy Wood Castle style and craftsmanship for at least 100 years. Wood Castle warrants all its manufactured furniture against defects in original materials and workmanship for 100 years from the date of purchase.

Face to Face

meet Team Wood Castle

Karla Nichols Champion of the Month

Karla Nichol's family could step off the back porch of their Halsey, Ore., home and bag a deer in their backyard. Or they could fish in the Willamette River just beyond.



Karla inherited the family's enthusiasm for the Oregon outdoors. She also inherited a strong and abiding work ethic – one reason for her Champion of the Month (COM) award for December.

Nominated by fellow employees, Karla received the highest score from the selection committee, comprised of the last three COMs and three operations managers. They judge on demonstrated initiative, cooperation, safety record, judgment, courtesy, accuracy and quality, among other qualifications.

COMs receive a sizeable gift certificate and the privilege of parking closest to the manufacturing plant.

Karla's not telling what the gift certificate went for. She may be saving it. She and her fiancé, Travis, plan to marry in the summer of 2003, and then hopefully find a house with plenty of land ... and hunting and fishing nearby – off the back porch, preferably.

Interline Stores

Damage or loss of non-stocking Special Order items is a frequent problem when shipping direct to a store via common carriers. Palletized items leave our dock intact. Frequent mid-shipment transfers, however, significantly increase freight risks.

To minimize this risk, Wood Castle prefers containerized shipments via either our truck or a common carrier. Wood Castle will opt for containerizing all orders, including Special Order items, to ensure safe delivery. Only when expeditious delivery is not possible on a container *and* when sufficient items justify palletizing will Wood Castle palletize and ship common carrier direct to the store.

Contacting Wood Castle

We welcome your comments, questions and visits.

Manufacturing and Showroom address:

29855 HWY 34 / Albany, OR 97321

Mailing address:

P.O. Box 805 / Corvallis, OR 97339
541-754-9304 voice / 541-754-0511 fax

On the Net:

www.woodcastle.com / info@woodcastle.com

... did you know?

Furniture Facts: Finishing Up

To ensure the longevity as well as the beauty of fine solid-wood furniture, manufacturers must choose among a long list of finishes, among them oils, shellacs, varnishes and lacquers. Which is best?

There is no "best." Tradeoffs are always necessary, since no one finish can satisfy all ends. Oils are easy to apply but slow to dry. Shellac offers a brilliant shine but virtually no water resistance. "Gym floor" polyurethane is extraordinarily durable but very difficult to strip or repair. Varnishes are also durable but their slow drying invites dust mites.

Nitrocellulose lacquer, the preference of most manufacturers, applies easily, dries quickly and comes in flat to high gloss sheens. The downside: some vulnerability to scratches and moisture.

Wood Castle employs a clear (or

Letting natural wood smile for generations

lightly pigmented) *pre-catalyzed* lacquer, a significant upgrade over nitrocellulose. It is applied in a three-coat process. The first specially formulated coat helps seal; it sets up within four minutes and is ready for light sanding within thirty. The second and third coats build on the first, and all three cure fully in 24 hours, forming a remarkably strong and impervious "cross-linked" barrier film. This finish provides improved chemical and abrasion resistance, as well as easy repair and touch up.

Wood Castle's passion is in producing the best furniture

in America. Our finishes, like our Century Guarantee, help carry that passion

forward for generations to come.



Fine Furniture Great Customers Kind Words Durable Good?

"... we were going 55 miles an hour (and) I really expected the worst ..."

A few years ago, a California-bound couple purchased and loaded four Wood Castle bedroom pieces into the back of their Toyota pickup. Two nightstands and a six-drawer dresser snuggled in the front; the 5-drawer chest stood tall against the tailgate. Each was well boxed. The load seemed secure.

Merging onto a freeway, a heavy semi-truck came by and buffeted the little truck.

"I saw (the 5-drawer) land and skid across a lane of traffic ... (I) was thinking that our brand new dresser was going to be in a million pieces ..."

Surprisingly, they found the box intact, but did not know the extent of damage until they opened it when they got home.

"The back legs were a little scraped up from the landing ... and there was one gash in the top ... (and) one tiny crack in the side."

That was all. The drawers were fine and still fit as square as those in the floor model at Wood Castle.

The woman called Wood Castle Furniture to see if they could get a replacement top. She talked with Wood Castle founder and president, Ron Loe.

"Wood Castle's Century Guarantee does not cover freeway accidents," Ron explained.

But concerned for their damaged chest, he nevertheless offered to help.

"We feel the results of your product durability testing were good. No, excellent."

Wood Castle gladly exchanged the top for a new one—no charge.

"Now I lay me down to ..."

As recently as the first decades of the twentieth century, you could walk into a furniture store and, among tables, chairs and chests, select two very different items to help you rest. One provided nightly comfort; the other ... well, permanent peace. Caskets ("fancy coffins," the dictionary advises) are no longer sold alongside household furniture. Times have changed, even though we still seek comfortable ways to rest. For now. And forever.