

# WOOD CASTLE *Times*



Spring 2003

FOUNDER AND  
PRESIDENT OF  
WOOD CASTLE



## Some Words from Ron Loe

### NO SUN ... NO PLANETS

Recent visits to our partner retailers across the United States have helped me re-center my focus on what's important, what's fundamental in our business.

The bright center sun of Wood Castle's universe, I'm convinced, are my people – my crew and my managers. In varying orbits are suppliers, vendors and bankers. Even customers, though close, are not at the center. Let me explain.

The business world is a dynamic galaxy of coming and going concerns, each vying for position and profit. Businesses with state-of-the-art tools and technologies often gain and maintain competitive advantages. But there's more to success than shiny gears and computer bytes.

Every business rests on the broad shoulders of flesh-and-blood human beings. Not gee-whiz machines, not latest-greatest software, not full-color spreadsheets. Joe and Jane, Roger and Rita make it all work.

You cannot know a machine or a computer. It's useless to try to rally a spray gun or ask a spreadsheet how its kids are doing in school. The tools we use can be impressive in their power and application, but in the end I can't wish them well. They are, well, not human.

Crew and managers, of course, *are* human. By their intelligence, enthusiasm and will, they give fundamental meaning to Wood Castle ... and to me personally. They are my family. They're the center of Wood Castle's daily mandates to serve customer demand, increase manufacturing efficiency and foster continued growth.

I love it when the sun shines.

## The Wood Castle Medallion:

### A time stamp of quality

Many know that Wood Castle's stamped metal medallions represent more than a simple metal disc embedded into a drawer side or headboard. The medallions represent our assurance of the "lifetime" quality of our craftsmanship. Buying Wood Castle furniture means buying a "new antique."

"Yeah, right," a shopper might respond. "Anybody can embed a medallion." Absolutely true, we admit. So let

us briefly "prove" our medallion's worth, fact by fact.

**FACT 1: STRONGEST DRAWERS IN AMERICA.** From French sliding dovetails, to double-glued dado joinery, to dust molding and high-end drawer glides – our drawers can support over 300 pounds capacity.

**FACT 2: ±0.01-INCH PARTS PRECISION** is our standard. Our state-of-the-art machinery and processes assure tight fit toler-



ances not commonly found in fine furniture manufacturing. This high accuracy assures that our standard sized drawers will swap perfectly, one with the other.

**FACT 3: WEB FRAME CONSTRUCTION** provides extraordinary strength, even when a cabinet sits or is moved across problem floors. The hardwood "skeleton" provides perfect alignment positioning for drawer hardware installation (and

replacement). No binding. No racking. No problem for life.

**FACT 4: FULLY ASSEMBLED** on arrival for all customers. No knock down parts. No particle board. Only the finest materials and craftsmanship. Always ... and that leads to

**FACT 5: FURNITURE FOR YOUR LIFE ... AND FOR YOUR LIFETIME**, that sums up the Wood Castle guarantee of excellence in materials and craftsmanship.

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 among the finest made anywhere, we offer *the Wood Castle 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

### Driving to the Finish

vroom

vroom



“I love cars.  
And I love working with wood.”

But Mike Harris hates the winter, which he now spells R-A-I-N.

Twice crowned Wood Castle Champion of the Month, Mike proudly parks his shiny blue-green Z-28 Camaro in his allotted parking space of honor. He'd just like it better if the rain wouldn't pelt the paint so often.

“It spots the finish,” he says.

He should know a thing or two about finishes – wood finishes, for sure. Before coming to lead Wood Castle's finishing team, Mike worked in the finishing department at a custom cabinet shop in Central Oregon.

“I loved it in Central Oregon,” Mike shared. “Lots of family. Hunting and fishing. Great weather. But I wanted a change. More opportunity.”

On the other side of the Cascades from Central Oregon, the Willamette Valley offered one opportunity and at least two changes.

The opportunity came within a week in the form of a good position at Wood Castle in the finishing department.

One of the changes since Mike relocated is spelled C-O-N-N-I-E. Dating for a year now, she helps keep Mike narrowly focused on their relationship. And she likes the Z-28.

The other change is spelled ... maybe you guessed it already ... R-A-I-N.

But no matter. If the finish on the Camaro is a good as the finish he applies to Wood Castle furniture, a simple wipe down with a cloth will make it look like new again.

## 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: Care and Feeding of Furniture Finishes

...do your nails elsewhere, please

### Helpful tips for all fine wood furniture and finishes

- Avoid spot removers and cleaners containing ammonia.
- Use coasters under beverages.
- A damp cloth for dusting is usually sufficient. Wipe dry.
- Blot up drips and spills immediately.
- Changes in humidity and temperature may expand or contract natural wood and finishes. Closed doors and drawers help minimize changes.
- Rubber (cushions and pads) and candle wax drips can harm finishes. Avoid both.
- Keep nail polish remover and other harsh chemicals away from furniture. They can severely damage finishes.
- All natural woods “age” in color, some species (e.g., cherry) more significantly than others. Air and light drive this shift. Move lamps and other items occasionally to keep color uniform.

Wood Castle carefully sands and coats all its products to assure excellent performance in home, office or commercial environments.

The finishing process is two-part and includes a sealer coat followed by “final” top coats. A specially formulated “pre-catalyzed” cross-linked lacquer forms a durable “skin” on each piece after curing (typically, 14 days).

This “skin” is amazingly strong, resisting liquids and dirt well. Spills are easily wiped up with a damp cloth. A mild soap, such as Murphy's Wood Soap, is recommended for tougher soils.

While our finish is designed to be durable and beautiful for years to come, some preventive maintenance will assure a lifetime of enjoyment and use. To the left are tips appropriate for all fine wood furniture, including ours.

## Win-a-bed\* contest

# ...the envelope, please!

### We have a winner ... Will you be next?

**Winter Contest:** Wood Castle is pleased to announce that Neil Gomoluh, Merchandise Manager of the San Mateo Scandinavian Designs store, has won our Youth Twin bed, item #3810a. Neil came up with 45 acceptable words from the word SHELLAC. Thanks to all the others who sent in their words. There are obviously lots of wordsmiths out there selling our furniture!

**Note:** The *Wood Castle Times* “editorial team” came up with over 50 plausible words, not including uncommon words (in our judgment). Also, we decided to exclude proper names, as these are often not allowed in word games and those who offered them were careful to list them separately. Apologies for not making that caveat clear; we will be more clear in future games, including the current one, outlined below. Hint for this time: A spelling that is an “illegal” plural may qualify nevertheless because it is a singular form of a verb (e.g., floors can mean more than one floor; it can also mean displaying Wood Castle furniture on the showroom floor).

**Spring Contest:** We had lots of interest in the last contest, so let's continue running with that ball. This time around, shake up the word C-A-S-T-L-E and find as many words as you can.

**Rules:** no plurals ending in “s,” and to be specific this time, no proper nouns (aka, normally capitalized words); no apostrophes or hyphens; words can only derive from the unduplicated letters C A S T L E; and everyone starts off with CASTLE. Deadline for receipt of entries: May 30, 2003. *Good luck – and challenge your co-workers to enter, too.*

**Fine Print:** Send your entry with your business card and phone number to Wood Castle, c/o Spring 2003 Contest, 29855 Hwy 34, Albany OR 97321. Only managers and sales staff at authorized Wood Castle sellers/distributors of Wood Castle products may enter. Void where prohibited. The winner will be advised by phone, and his/her name will be published in the next edition of *Wood Castle Times*. Delivery is at the discretion of Wood Castle, typically on next truck to store/distribution center. Wood Castle reserves the right to change contest conditions and awards at any time. \*An Oregon maple twin-size bed.

## Sidemarks

Goat's leap and horsebone: farm animal dances? No, think **cabriole**, the sensuously curved leg design incorporated in the west (from the Chinese, originally) a couple centuries ago. Goat's leap is the English translation of this Italian word; horsebone is what the world would be calling the design, had not the Italian word prevailed. No matter what you call the design, it remains a touch of elegance for fine furniture. Luckily, we English speakers are happy adopting an Italian term to keep the barnyard and fine furniture separate.

Sidemarks