

LARSON · JUHL®

Update

September 2012

Another quarter is complete and the general feedback is that retail is steady but not booming—a lot better than many industries. The quiet months are over so let's hope that the market picks up nicely leading into the Christmas period.

Many of our customers ask about the workings of Larson Juhl. Larson Juhl brings benefits to the New Zealand market that are not well understood or appreciated. The company is a very stable group which has branches in Europe, Australia, Japan, Korea, many European countries and USA. LJ is absolutely committed to the industry.

Funding is allocated to product development which is in tune with global design trends - our Kate Simpson is in this design team—refer article overleaf.

Quality is also closely monitored by a QA team. (no—it's not always perfect but we believe that our quality levels lead the industry)

The real LJ benefit to the New Zealand market is that we are able to bring economies of scale that we were unable to achieve in the old days. LJ purchases mouldings in bulk and achieves the best possible purchase prices while the suppliers benefit from large run sizes. The products are delivered to a central warehouse (there is one in Europe and one in the US) and members of the company such as us draw the product in any quantity at one favourable price.

As for the notion that all the profits are returned to the US, the reality is that the company has very modest profit expectations. The emphasis is always on ethical and fair business that will give the company longevity—we are not trading for short term unsustainable gains. Larson Juhl NZ spends most of its profit on wages, rent, GST, income tax and other expenses—virtually all the 'profit' goes in to the NZ economy and only a very small amount is returned to the US.

LJNZ is also benefitting from greatly increased export orders to our sister company in Australia—Megawood—Larson Juhl.

We hope you enjoy the enclosed Art News and have a great month!

Kind regards from the committed team at Larson Juhl NZ



More great product at our Mahunga production plant destined for the Australian market

Product News

New Threads

Layering of fabrics and textures adds depth and drama to any home décor.

Add an extra touch to that very special framing job by offering a new and distinctive look.

Bainbridge New Threads feature an Alphamat archival core, providing conservation protection in both core and backing.

These fabric faced boards are available in seven popular colours and due in store this month.

Your local sales consultant would be pleased to discuss your needs and the benefits of this our latest offering from Bainbridge.

Sample corners and swatched specifiers are readily available.

Bainbridge®
NIELSEN & BAINBRIDGE

"The richest man is not he who has the most, but he who needs the least."

Crescent

Nielsen Bainbridge.

M
BREVETTI MOTTA

Cassese®

Wizard
International, Inc.

TRU VUE

KEENCUT

GUNNAR

FLETCHER

HOT PRESS

Sapwood and Heartwood

Sapwood and heartwood refer to the two different parts in wood. Sapwood, adjacent to the bark, is usually lighter in colour and weight.

In living trees, sapwood is the key conductor of sap and water, and also stores and synthesises biochemicals. Heartwood generally refers to the darker band found at the inner part of the wood, surrounding the pith.

Heartwood functions as a long-term storage of biochemicals and also adds support for the tree, although the cells in the heartwood are dead.

Due to the different structure and composition of sapwood and heartwood, the wood properties could be noticeably dissimilar.

Therefore, when you find there are variations in colour, weight and workability in a batch of mouldings, the most likely reason would be, certain mouldings are produced from sapwood and some, from heartwood. The two grades are mixed in raw lumber.

Kate's Trends Team Report

I have arrived back in good old NZ after my conference in Atlanta. Always a great feeling to be home!

I thought that you may be interested in my findings, so I have compiled a brief rundown of our 3 day conference.

It was held at Larson Juhl's head office in Duluth, just north of Atlanta city. There was a heat wave at the time. 38 degrees was a pleasant change! A wonderful group of staff and conference attendees welcomed me.... along with rather large portions of food..!

Trends are very complicated to read. I now appreciate just how much work goes into the art of foreseeing the next chapter. From my perspective, the Larson Juhl Design Team are determined, passionate and committed people. The dedication was evident and I was right at home within a group of creative thinkers!

Global emphasis was of high importance. Hence my involvement. International presence and involvement will continue which is such a positive going forward. Ideas and input from all over the world not only strengthens us as a company, but also encourages us all to see things in a different light.

The benefit to you will be our designs. I have complete faith that Larson Juhl will be the leaders in design, simply because of our new found global connection.

I compiled a concentrated list of your thoughts before the conference and was able to investigate and follow up –

- Deep rebates – Indeed New Zealanders are not the only framers who are desperate for a bit of depth!
- White – Getting away from the 'box'. Added ornate and detail.
- The stacked look (2 or more mouldings) in the one profile.
- Further ornate options 'designer'.
- Low build gesso
- Carved (cultural) designs

Watch this space!

I am now committed to the Trends Team. Your opinion is of importance to me. Please feel free to contact me.

Machinery Tips

Simple maintenance on your machinery can save you a lot of time, expense and frustration.

Make it a regular habit to keep moving parts lubricated. Keep machines CLEAN - especially mat cutters.

Underpinner tip - make sure that you put a good dollop of the grease supplied with the machine at the base of the block. This will keep the machine running problem free.

Classified

Cassese CS969 Double Mitre Saw

This saw is the current model and has been used in our sample department. It has not done much work and comes with a one year warranty. It is being sold to make way for the new numeric stop CS969 in our chop department.

Would suit a new saw buyer and is a great buy at \$13,500. (List price \$19,500)

Contact John Hatchman.

Cassese 3099 Underpinner

Professional programmable model with extra strong clamping. This machine has been lovingly cared for and is in pristine condition. Suit a new machine buyer. Contact John Simpson or John Hatchman.

Pre-owned Gunnar Rapido CMC

We have a Gunnar Rapido available. This machine has been well used but we will complete a full service and provide a warranty, installation assistance and training. A well priced first CMC option at \$9,000.

Contact John OBrien

Joke Corner

After having dug to a depth of 10 feet last year, British scientists found traces of copper wire dating back 200 years and came to the conclusion that their ancestors already had a telephone network more than 150 years ago.

Not to be outdone by the Brit's, in the weeks that followed, an American archaeologist dug to a depth of 20 feet, and shortly after, a story published in the New York Times:

"American archaeologists, finding traces of 250-year-old copper wire, have concluded that their ancestors already had an advanced high-tech communications network 50 years earlier than the British".

One week later, the New Zealand Herald, reported the following:

"After digging as deep as 30 feet in his backyard in Onerahi, Bill Paku, a self-taught archaeologist and avid Motorhomer, reported that he found absolutely nothing. Paku has therefore concluded that 250 years ago, New Zealand had already gone wireless."

Just makes you proud to be a Kiwi!!!