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“Good design” is a mysterious and yet powerful process. Commercial design is a balance of art and science. Inspiration and practicality. Vision and collaboration. Buildings and their furnishings can be warm, comfortable and inspiring places to work and live. As a manufacturer of many of the components that go into great buildings, furniture and fixtures, we stay in tune with design trends and deliver products that meet the needs of the changing market.

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### **From the Forest to the Finished Product**

Great design considers sustainability. As a timberland owner managing more than 600,000 acres, we understand that wood is naturally sustainable. Trees keep growing as long as we keep planting them. Of our forests, 150,000 acres are FSC certified allowing us to deliver products with Chain-of-Custody certification. During manufacturing, we process and recycle 1.5 million tons of reclaimed wood waste annually, converting it into panels that sequester carbon. And that's only the beginning of the story...

Visit [www.Roseburg.com](http://www.Roseburg.com)  
to learn more.





## FROM *The* TREND BOARD

### Making Offices More Livable by Kenn Busch

When discussing trends in workspace design it's tempting to cite technology and furniture innovations, but those are just byproducts of the real driver – the extra time we're spending at work, and the need to stay mentally engaged while we're there.

It's no secret that longer hours don't automatically translate to higher productivity. Being cooped up in a grey-blue cubicle under fluorescent light rarely brings out the best in people (studies show that these environments actually reduce productivity by up to 30 percent), so designers are responding by making workplaces more fun, flexible, and technologically seamless.

People are psychologically stimulated by a change of scenery and setting every once in a while. But we can't all ditch our desks and lug our laptop out to a coffee shop at the drop of a hat, and stretching out under a tree in a park is out of the question...so why not create informal, casual, even natural-feeling environments at work?

Touring the most recent Orgatec fair – Europe's major office interiors event in Cologne, Germany – it was often hard to tell if you were looking at ideas for casual restaurants, boutique hotels, or midcentury modern homes. Some open office concepts felt like the set designer from *Mad Men* had accidentally installed patio furniture where the conference room should be.

Collaborative tables, nesting soft seating, and portable sound isolation panels allow workers to move, meet and nest without boundaries. These environments also absorb migrating mobile workers much more gracefully than cubicle farms.

The palette is also decidedly informal, dominated by natural grey and brown woodgrains and rustic textiles in muted, earthy colors, and bold, retro fabric prints.

In design, as in life, the lines between work, home and play are continuing to blur.

*Kenn Busch is a journalist and architectural photographer covering international furniture design for publications in North America, Europe and Asia.*



## Alabama Cherry

Natural woods are “in,” there’s no avoiding it. For both commercial and residential design, solid, honest, rich woodgrains are trending for furniture and interiors.

Roseburg’s Alabama Cherry in durable Duramine® panels was created from a cherry tree that was uprooted in a tornado in Pennsylvania in 1998. A master cabinetmaker rift-cut the trunk so that the radial growth rings run lengthwise, creating a very straight grain.

Straight woodgrains are the easiest for designers to work with; flowers or cathedrals in the grain add character, but can make panel-to-panel matching difficult and may clash with other surfaces in a project.

The natural cherry “nutmeg” color of Alabama Cherry delivers a sophisticated look when used for an entire project. It also works and plays well

with the new greys and is stunning set against white.

This design, like the classic wood that inspired it, is as trendy as it is timeless, and can be found in installed closets, healthcare settings, hotels, and contract and retail furniture.

You can order this TFL Design today from Roseburg!

CONTACT:

Jeff Lundegard,  
Western Composites Sales Manager  
541-784-2803  
JeffLu@rfpco.com

Tom Wardach  
Eastern Composites Sales Manager  
678-474-1258  
TomWa@rfpco.com

Or feel free to contact your local Roseburg representative.



# Alabama Cherry

Complimentary Surface Matches

**Roseburg Name**

Alabama Cherry - 408

**HPL Match**

Arborite T521

Wilsonart 7054

**3DL Match**

Renolit Rustic Cherry

SSI Burma Cherry

**Edgebanding Match**

Canplast 57167

Doelkken 4821

Rehau CP30590

Our intent is to illustrate the best identified matching surfaces at time of publication. Roseburg recommends comparing actual samples of TFL, HPL, 3DL and edgebanding.





# WHITE

## The UnColor

If it's true that black is every color at once, what is white? Is it even a color at all?

Well, it is and it isn't. There are many, many subtle shades of white: warm, cool, off, pure, dirty, clean, and everything in between. But for most projects, white is less of a color than it is a context.

A foundation of white is what makes a piece of weathered barnboard or a slab of red come alive in a room. White gives you permission to choose accents with extra character. But it also helps to camouflage exposed conduit, and reduces random clutter by making it too visible to ignore.

It's positive, universally simple, strong, and light and refreshing, timeless, relaxing. But it works hard to tie together disjointed spaces and bold, colorful experiments.



White is the dark matter of the design universe.

If used well it's very powerful and deserves to be treated with respect, but white should never be all there is.

It might be a surprise to many, but like the rest of the industry, more than 50% of the Duramine we produce at Roseburg is some form of white. Roseburg distributors typically stock 2-3 shades of white that complement a variety of exciting Duramine solids, woodgrains and patterns.



Distributed by:

For more Surface Trends information including design images and CEUs go to [www.Roseburg.com](http://www.Roseburg.com)



P.O. Box 1088, Roseburg, Oregon 97470  
Tel. 800-245-1115 • Fax (541) 679-2543  
[www.Roseburg.com](http://www.Roseburg.com)

