

woodgrain millwork to break ground on new door plant in Chile

Woodgrain Millwork, will soon break ground with its Chilean partner, Promosa, on a pine door manufacturing facility in Los Angeles, Chile. The new plant is expected to bring state-of-the art manufacturing processes and over



300 jobs to this region of Chile. Construction will soon begin on the 150,000 sq. foot plant which is expected to be up and running by late 2002.

The joint venture will produce Woodgrain's premium line of Radiata Pine doors. "We have been able to build on a successful joint venture with Promosa which

began four years ago," said Reed Dame, CEO and president of Woodgrain Millwork. "Promosa brings to the table proven production abilities and an experienced management team as well as renewable high quality Radiata plantation pine resources. Woodgrain brings not only our marketing strength and channels of distribution, but the same advanced manufacturing technology and expertise that we've developed, refined and used over the last 15 years here in our Nampa, Idaho plant. The new plant in Chile will provide a long term supply of high quality, cost efficient doors."



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customer profile

bridgewater wholesales, inc.

Bridgewater Wholesalers, Inc., (BWI), an independent supplier of doors and millwork, has long been a distributor of Woodgrain products on the east coast. A key to BWI's continued success and consistent growth over the years has been its focus on providing service to the independent lumber and millwork dealer. BWI does not sell to any mass merchandiser. As a consequence, BWI seeks as its partners



manufacturers who can deliver a high quality product, backed by a superior sales and service support system. As a partner, Woodgrain Millwork has consistently met these stringent requirements. BWI knows that when it ships out a wood door manufactured by Woodgrain Millwork that the customer is not only receiving a finely crafted product, but that the customer will receive superior sales and service support which surpasses that provided by any big box retailer.

Incorporated in 1982, BWI has two locations. Along with its original manufacturing and shipping location in Branchburg, New Jersey, BWI just opened a new facility in Mechanicsburg, PA this past



March. The company employs over 200 people, all committed to providing superior service and supplying quality products. BWI's trading areas are located on the east coast of the United States and include New Jersey, southern New York state, including the five boroughs of New York City and Long Island, eastern and central Pennsylvania, southern Connecticut, northern Delaware, Maryland, and the northern sections of Virginia and West Virginia.

project profile

national idea home



Windsor Windows & Doors'
Legend Series Products
Selected for Two National Idea Homes

Coastal Living Idea Home

Project: 2001 Southern Living Idea Home
Sponsored by *Southern Living*
Magazine

Location: Wesley Chapel, Florida

Builder: Classic Southern Homes

Windsor Distributor: Builders FirstSource,
Tampa

Windsor Product: Legend Series

Project: 2001 Coastal Living Idea Home
Sponsored by *Coastal Living* Magazine

Location: Beaufort, S.C. – Habersham Development

Architect: Jim Strickland, Historical Concepts

Builder: Seaway Development Corp.

Windsor Distributor: Builders FirstSource,
Cherry Point

Windsor Product: Legend Series

In many Idea Homes, products are selected based on sponsorship involvement only, i.e, advertising dollars and donation of product. However, in the above featured homes, Legend Series was selected by the Architect/Developer and not based on sponsorship dollars.

who's climbing up the tree

Robb Hitch recently accepted the position of General Manager at Woodgrain's facility in Marion, Virginia. After graduating from the University of Kentucky in '94 with a degree in Marketing, Robb worked for three years in sales for Georgia Pacific. He then joined Woodgrain Millwork for the first time in March of 1997 as part of the sales team in Albany, New York. In August of that same year, he relocated to the Marion plant to accept a position as the sales manager. Robb left Woodgrain for a brief period in March of this year to work for Terranova, and we are happy he has decided to rejoin our team in Marion. Welcome back Robb!

We are pleased to announce the addition of Larry Johnson as National Sales Manager for Atrium Patio Doors. Johnson joined the Woodgrain family in May of 2001. In his role, Johnson is responsible for the overall sales efforts of Atrium Patio Doors. Johnson comes to Atrium with an extensive background in sales and 25 years of experience in the building products industry. Larry, welcome to the Woodgrain family!

the marketing place



It's been an exciting year for the Marketing Department at Woodgrain Millwork. Not only have we developed a new corporate identity, but we've also been busy in other areas. In July, we introduced a co-op program to our door customers that exceeds industry standards and has been very well received. It has already helped several of our customers to increase their advertising and promotional efforts.

We are also proud to be able to premiere our newly designed custom show booth at the NSDJA convention in Reno on October 27th.

Besides our existing products, the show booth will feature a brand new Atrium door entry system, as well as Woodgrain's all new knotty alder door collection. The NSDJA will also be the launching platform for our long-anticipated full line product brochure as well as several other sales aids, such as a counter-top corner sample display. This convention will also mark the first time that Woodgrain will have the opportunity to reintroduce Atrium to the industry as part of the Woodgrain family.

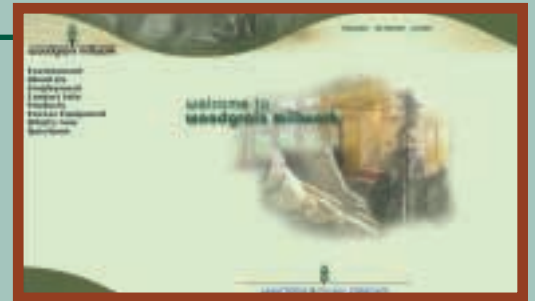


inside the web

We are pleased to announce that we will be unveiling our enhanced Woodgrain Millwork Web site, www.woodgrain.com, in late October. We have worked hard at improving the site and hope that you will find the new site more user-friendly and convenient – making it easier to find answers about our product line offerings. Some of the enhanced features include:

- An Easier-to-use, streamlined design for faster access to the information you need.
- Seven new products pages that include improved Millwork and Doors pages showing the detail of each product along with specifications.
- Information on press releases, literature ordering, trade-show appearances and editorials.
- Easier-to-find dealer or wholesaler locators.
- Employment pages.
- Excess equipment sales pages.

We're excited about the improvements to our web site and think that you will be too. Be sure to check out our improved site on October 29th, 2001 at www.woodgrain.com and let us know what you think!



environment

The Forest Stewardship Council recently certified Woodgrain Millwork Inc. When a company becomes FSC certified, this ensures that the company's products are being harvested from forests that meet stringent social, economic and environmental standards. A company must undergo a rigorous evaluation by Scientific Certification Systems (SCS) to become accredited, so when a company's products carry the FSC logo, customers can be assured that the labeled products come from a well-managed forest. Woodgrain Millwork Inc.'s manufacturing plants in the following locations have been certified: Fruitland, Idaho; Nampa, Idaho; Lakeview, Ore.; White City, Ore.; Marion, Va.; Montevallo, Ala.; and Greenville, Texas. The Woodgrain distribution centers that have been certified are in Montevallo, Ala.; Titusville, Fla.; Mansfield, Texas; Louisville, Ky.; Hoffman, N.C.; and Hagerstown, Md. Foreign subdivisions that have been certified are located in Los Angeles, Chile, and Fazenda Rio Grande, Brazil.



what's up from the floor



Woodgrain's door plant has had great success with the panel door assembly machine developed by our engineering staff. The configuration of loading hoppers, building small subassemblies and allowing the machine to do final assembly ensures both quality and consistency. The panel door assembly line has been in operation for nearly seven years and has produced nearly 4 million doors. Mike Kemp, general manager of the Nampa, ID plant adds "it is about time we applied the same technology to the manual assembly process for our French doors". Nampa's French door volume has been growing approximately 34% per year for the last three years.

The engineering staff has been hard at work developing a machine for that assembly process. One of the challenges has been in how to align the glass so that it fits in the muntin bars. Improper alignment will result in broken glass or dents and gouges in the wood bars. On occasion, the muntin bars on the narrow French doors are not straight due to the manual assembly. "The new machine will have complete control over the alignment ensuring a great visual appearance" according to Don Stockett, Corporate Engineer. The heart of the line will include a PLC (programmable logic controller) that controls the production flow, the amount of glue inserted into the stile, and will eliminate the occasional style and rail gap. Changing sizes will be similar to the panel door assembler, a simple flip of a switch.

The first phase of the machine will be debugged in the next few weeks with final completion scheduled for the first quarter of 2002. We look forward to discarding the rubber mallets and eliminating most of human handling of the doors. Your sales staff will keep you informed of the latest developments with the French door production.

the making of the bark

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woodgrain millwork

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division news



woodgrain millwork

After more than 45 years of manufacturing excellence, Woodgrain Millwork, Inc. has grown into one of the world's largest producers of mouldings and interior doors and is positioned to remain a leader within the industry. The company recently developed a new corporate identity and logo. The new logo replaces a logo that been around since the 1970's. "We felt it was time to give our company an updated look to symbolize the strength we have gained within the millwork industry and and hope to maintain in the future," says Alex Mohr, Corporate Marketing Manager. "This new logo, along with a new corporate identity, represent the culmination of five months of work. We are excited to take it to the next level by incorporating it into every facet of our business," said Mohr.

The new logo recently debuted in a new advertising campaign launched by Woodgrain. In addition, the many divisions of Woodgrain will now start to include the new logo and the tagline, "A Woodgrain Millwork Company", in their marketing communications efforts.

"It is a surprise to many that Windsor Windows and Doors, Atrium Patio Doors and Woodgrain Doors are all part of Woodgrain Millwork", said Mohr. "As such, we felt it was time to bring these divisions together as one family, united to bring the best in products and services to the millwork industry", explains Mohr.

We are excited to announce several new product improvements from Atrium Patio Doors. Atrium now offers a 6' 10" door to all current product lines. An out-swing door version of all our products is now available in markets in which demand for this type of product has been high. Our marketing department has been working with our hardware supplier and has been successful in offering our customers an even wider variety of colors from which to choose.



We are also pleased to announce the addition of seven new distributors of Atrium Patio Doors. They include: Dealers Supply in Greenville, SC; Huttig in Albuquerque, NM; Port City Glass in Greenville, MS; Don Young Co. in Dallas, TX; Eubanks Lumber in Memphis, TN; Muenster Building Center in Decatur, TX; and Joe Walter Lumber in Gainesville, TX. In addition, Atrium has expanded its Home Depot merchandising to the southwest region, which covers New Mexico, Oklahoma, Texas, Arkansas, and Louisiana.



Product design changes are initiated with the hopes that they will meet, or exceed, the needs of current customers and the marketplace in general. Windsor Windows has done just that with the introduction of the Pinnacle Series line of wood windows and doors. "We took a big step making changes to core products which have been a big part of our success since becoming a Woodgrain company," says Jeff Jones, vice president sales and marketing for Windsor. "However, we feel we have stepped up to the plate and hit a home run with our new Pinnacle Series line of wood windows & doors." (The Pinnacle Series now replaces the Windsor Series once marketed by Windsor Windows & Doors).

Major design changes included replacing roll form aluminum cladding with extruded aluminum cladding on the sash and frame. In addition, the long-honored method of boot glazing was replaced with a wet-glazed or silicone glazed method.

"These were product changes requested by our customers," says Jones "We listened and we are able to provide a product that is very competitive in today's marketplace."

A number of product specific changes were made as well. The Pinnacle Casement now features single lever, multi-point locking hardware. The Pinnacle Double Hung showcases a unique compression jambliner system and easy-tilt sash.