



reSAWN TIMBER co. Set to Wow with Award Winning Wood at NeoCon East Debut

reSAWN TIMBER co. to showcase its product line of CHARRED shou sugi ban, new and reclaimed flooring and wall cladding, and custom built wood furniture.

TELFORD, PA, UNITED STATES,
November 7, 2016 /EINPresswire.com/ --

BOOTH

Flooring: AMITY European White Oak

Feature Wall: KURO [shou sugi ban](#)
charred cypress

Slats: IRUKA shou sugi ban charred cypress

Product Words: Routed Out

Furniture: All Rift White Oak
Collaborative Table with Integrated Power and Metal Base
Credenza 2 featuring Black Walnut Doors, White Lacquer Wrap, Metal Base

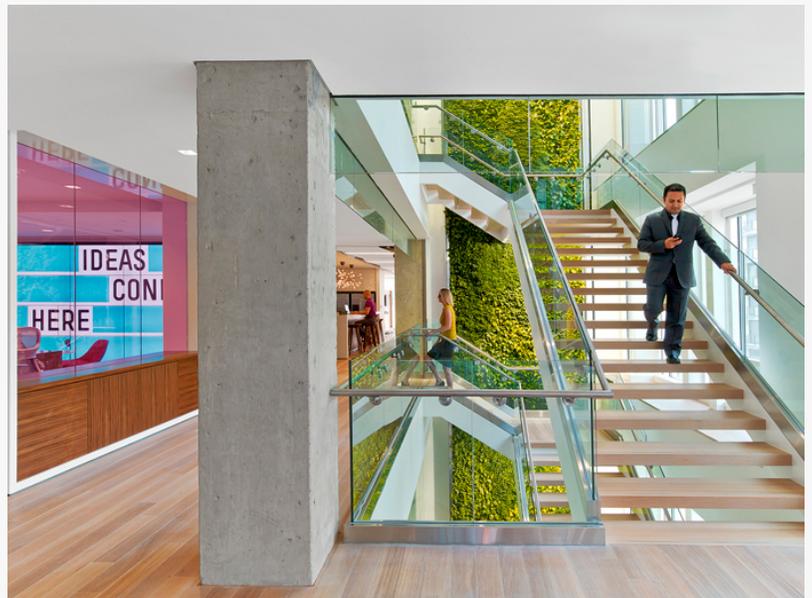
Booth #1537--reSAWN will have samples available for every product including the newest designs: CREME DE LA CREME, TARANTELLA, MERCER, HACHI, and TOFF.

Launched in 2003, [NeoCon East](#) has positioned itself as the premier design expo and conference for interiors on the east coast. After twelve years in Baltimore, MD, NeoCon East changed its

location to Philadelphia, PA in 2015. A successful first year convinced the conference organizers to once again host the trade show in the 'City of Brotherly Love'. Just an hour drive down the Pennsylvania Turnpike, [reSAWN TIMBER co.](#) is excited to bring its wide array of shou sugi ban, flooring wall cladding, and furniture collections to the Pennsylvania Convention Center for NeoCon



KINOKO reclaimed hemlock :: Gensler Office



FSC Certified Rift and Quarter Sawn White Oak :: Nixon Peabody Office

East 2016.

SHOU SUGI BAN

A traditional Japanese and Scandinavian wood preservation technique, shou sugi ban, or yakisugi, literally translates to "burnt cedar board." Shou sugi ban dates back to the 1700s as an exterior weathering process. With an increase in popularity for aesthetic and performance reasons, the definition has expanded to indicate any fire finished wood.

reSAWN's CHARRED collection is broken up into sub collections that allow for architects and designers to specify the ideal product for their design aesthetic. The CHARRED collection ranges from CHARRED black, fully

charred designs that have a dark, crackled look, to CHARRED neutral, a more natural appearance that emphasizes cypress' wood grain, and even contains CHARRED color designs that cover a wide spectrum of vibrant hues. reSAWN uses the shou sugi ban process on many different wood species: cypress, red oak, white oak, hemlock, black walnut, and Accoya®.

Accoya® is a chemically modified wood that uses radiata pine. The radiata pine is put through an acetylation process that changes the balance of naturally occurring chemicals in the wood. Acetylated wood resists the natural shrinking and swelling that occurs in unacetylated wood, which makes Accoya® wood stronger and more durable than most natural species. While Accoya® wood is an ideal wood for exterior and difficult applications, the look of the wood and sustainability make it a high performing interior wood.

The designs in the CHARRED collection have been carefully developed using modern finishes and incorporating reSAWN's many years of experience in the architectural & design specification market. reSAWN manufacturers charred wood products for a range of applications including exterior siding, interior wall cladding & flooring, and custom furniture.

FLOORING & WALL CLADDING

reSAWN's flooring and wall cladding collections feature an abundance of wood species, design aesthetics, and specification dimensions, and their applications include flooring, wall cladding, ceiling cladding, and custom millwork. With seven collections that include CHARRED shou sugi ban flooring, reSAWN uses a number of new and reclaimed wood species: European white oak, white oak, textured white oak, black walnut, and hickory. The various species, finishes, and wood grades combine to create a wide array of potential design themes.

Additionally, reSAWN is proud to offer FSC® certified and antique american reclaimed wood flooring and wall cladding. Reclaimed wood lets us connect with nature and human history in an unprecedented way. Long before Columbus founded the new world, the seedlings of the great North American forests were taking root. Left undisturbed for centuries, these seedlings were able to slowly grow into massive trees, basking in the ample pollution-free air and water of pre-industrial America.



Live Edge Curly French Sycamore Boardroom Table :: Franklin Board Room

This slow growth and natural habitat is key to the unique beauty and strength of antique reclaimed wood.

RSTco. FURNITURE

RSTco. is a team of skilled craftsmen dedicated to creating beautiful, modern solid wood furniture. All RSTco. furniture is custom built and finished in their wood shop from locally sourced and sustainably harvested wood species. RSTco. specializes in solid wood construction as well as using traditional joinery wherever possible. A variety of durable finishes are available as a functional and aesthetic compliment to the wood. In addition to wood, steel and other media are often incorporated into furniture designs.

RSTco. uses a wide range of woods to accomplish their custom designs. In addition to reclaimed wood furniture and live edge board room tables, RSTco. uses their CHARRED shou sugi ban wood burning technique to add another level of visual complexity and protection. RSTco. specializes in digitizing beautiful, wooden furniture that ensures the design is both functional and aesthetic.

reSAWN TIMBER co. ships anywhere in the USA & abroad. reSAWN works with an international network of distributors and sales reps to make their products easily accessible throughout the global design community. Having their manufacturing facility in PA makes them uniquely positioned to service the US East Coast market - they are about 45 minutes outside of Philadelphia, 2 hours from New York City and 4 hours from DC. Their materials have been installed throughout the United States, as well as internationally.

NeoCon East features more than 200 leading companies that will showcase the best in new products and services—ready to specify. Exhibiting companies will present opportunities and solutions across a spectrum of vertical markets and a wide range of categories. The vertical markets include healthcare, workplace, hospitality, retail, education, public spaces, and government. NeoCon serves as a great conference for manufacturers to market their products, but it also provides architects and designers the opportunity to improve their craft with 25+ CEUs.

NeoCon East 2016 will be held November 9th & 10th at the Pennsylvania Convention Center.

Click here to register: <https://goo.gl/M23j6m>

Drew Diehl
reSAWN TIMBER co.
1-800-985-5355
email us here

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