

the veneer book

A comprehensive guide to using
veneer for New Zealand interiors.

Prime
Veneer

Bring the natural beauty of timber veneer to your interior project.

PrimePanels^{NZ}

■ Cover: American White Oak - Quarter Cut.
■ Design by Gunnar Friese, Hewe Architectural Cabinetry.

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As unique as your own fingerprints. The warmth, beauty and richness of natural timber veneer is enhanced by the variation in grain and colour in every sheet.

Opposite: **Tasmanian Blackwood - Crown Cut**

Each sheet of veneer is as unique as the tree it is cut from and cannot be mistaken for a man-made product. It is the natural choice for cabinetry, furniture, wall panels and more.

Our selection guide on page 65 aims to help you correctly specify and work with our quality timber veneers.

- We're proud of our unique Track my Tree feature that lets you check exactly where your New Zealand native veneer is sourced from and view its permit from MPI.
- Our large range of species, cuts and layup options gives you the ultimate design flexibility to create beautiful interiors.
- We carry Eco Choice Aotearoa accreditation for all veneer pressed on MDF substrates of 9mm and thicker.



7 Year
Warranty



Made with
Real Wood



Eco Choice
Aotearoa



Track
My Tree



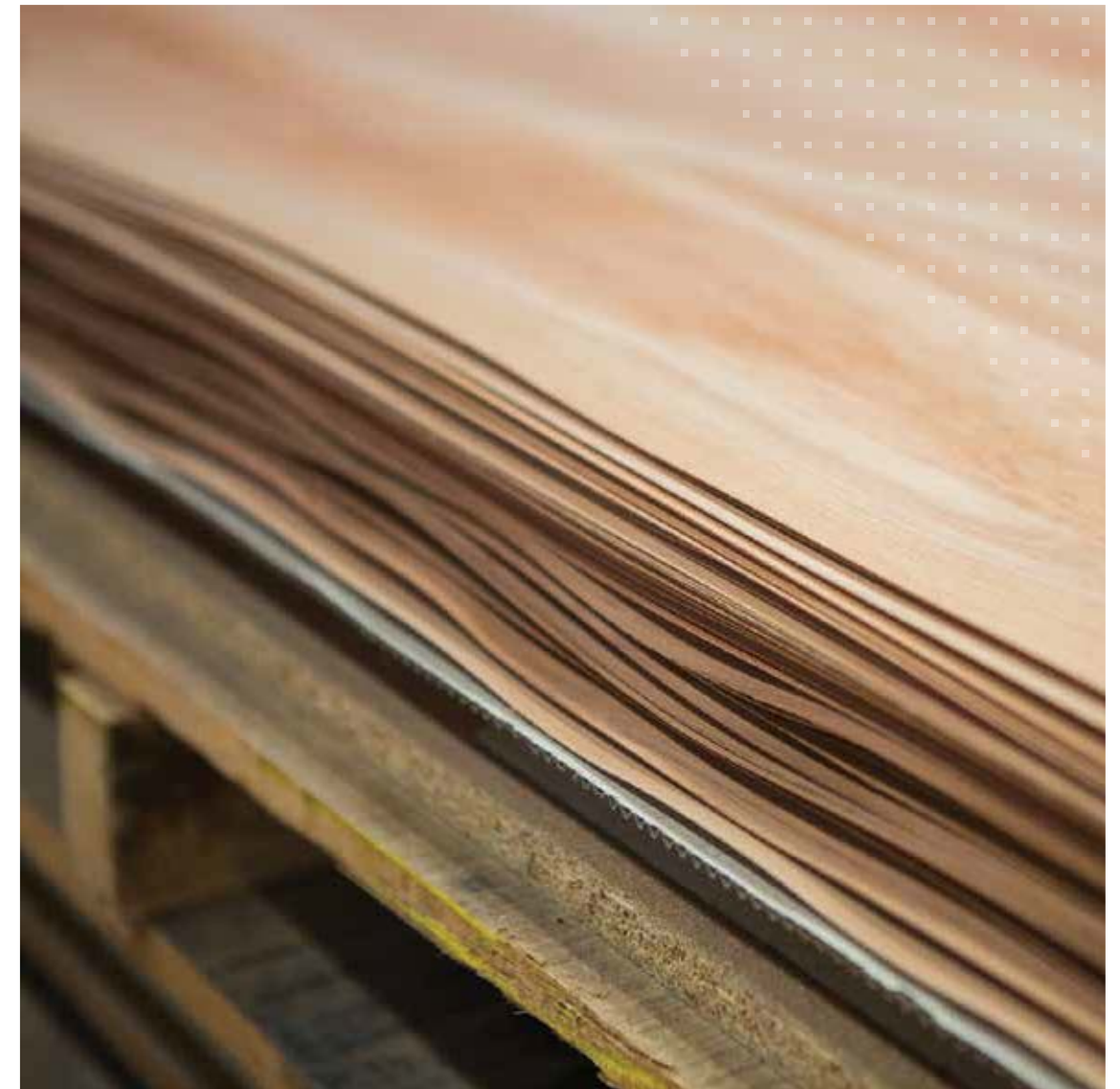
Sustainably
Sourced

how veneer is made

Veneer is a thin slice of wood, around .6mm thick, which is glued and pressed onto a substrate such as MDF or ply, to create a usable sheet for joinery purposes.

Veneer is produced by either "peeling" the trunk of a tree or by slicing large rectangular blocks of wood into leaves. The narrow bunch of leaves sliced from the block are kept together in sequence until a full sheet layon is produced.

How the grain appears on a sheet of veneer depends on how the tree is cut in relation to its growth rings. The various options are explained on page 66.



Turning raw veneer into a veneer panel

- Narrow veneer leaves are joined together to make up a full sheet layon ready for pressing. The four different layon options are shown on page 70.
- This delicate veneer sheet is then glued and pressed onto a substrate such as MDF or plywood, hand trimmed and given a coarse sand before despatch. Additional sanding will be required prior to any coating being applied.

Compared to solid wood, one of the primary advantages of using veneer is stability. While solid wood can be prone to warping and splitting, because veneer is made of thin layers of wood glued together, the chances of splitting or cracking are reduced.

sustainable sourcing

Our New Zealand native species are a precious resource and we take great care to ensure these are sustainably sourced – mostly from windblown or salvaged trees.

Native timbers can only be harvested under very tight controls with permits issued by the Ministry for Primary Industries.

Our Wood Source Manager locates a range of sought-after New Zealand timbers available for harvest and makes sure they are covered by the correct permits from the Ministry for Primary Industries (MPI) – detailing the location and the species that can be taken. There is also careful oversight to ensure they are harvested in line with all compliance standards.

Our standard range of native veneer includes Rimu, Tawa, Kahikatea, Matai, Totara and Silver Beech. Our range of non-native veneer is all sustainably sourced from suppliers who have internationally recognised certifications such as FSC or PEFC and is verified through our annual Eco Choice Aotearoa audit.

When specifying or ordering:

Please specify Prime Veneer by brand name and range name such as Toitū, along with the veneer species on any design plans or order. This will ensure you are correctly supplied and can have confidence in the quality and origin of your veneer.



Track my Tree



We're very proud to lead the way with our Track my Tree feature for NZ Native Veneer.

If you have a Track my Tree code for your native veneer, you can be confident there is a documented chain of custody from the source right through to our veneer press in Auckland. This also includes a valid MPI permit for harvesting and GPS location information.

The Track my Tree code is printed on the invoice when a native veneer species is sold to a merchant or joiner. It is also on the packing slip on the panel when it leaves our plant. It means you can trace the tree (or group of trees) that your veneer panel came from. By entering the code into the Track my Tree database on the veneer page of our website, you can:

- View the location of the tree (or trees) on Google Earth.
- View the MPI permit that shows your veneer was sustainably sourced.
- See the source type of your tree i.e. windblown.

Even if you haven't bought our veneer, or don't have a code, you can still use the search function on the Track my Tree page of our website to browse through all the New Zealand native trees we have tracked – filtering your search by species type.

View our New Zealand native veneer range on pages 10-17.



prime natural veneer

There is an extensive range of species to choose from in the Prime Natural Veneer collection.

All are carefully sourced from suppliers with independent sustainability accreditations such as FSC or PEFC or locally by our own Wood Source Manager. Our New Zealand native veneer selection has a clear chain of custody from the tree to our veneer press in Auckland using the Track my Tree process.

Our Natural Veneer collection includes lighter grain timbers such as American White Oak and American White Ash which have a strong texture and a light base colour, making them ideal for staining to a specific tone.

Finer grain timbers include European Beech and Anegre. For statement veneers with a striking grain and colouring, Tasmanian Blackwood and Sapele are a good option.

Note: Print or online references should not be relied upon for your selection. Always choose from a real sample. Our veneer samples are indicative only and variations occur. Please provide a control sample if a specific grain or colour is required.



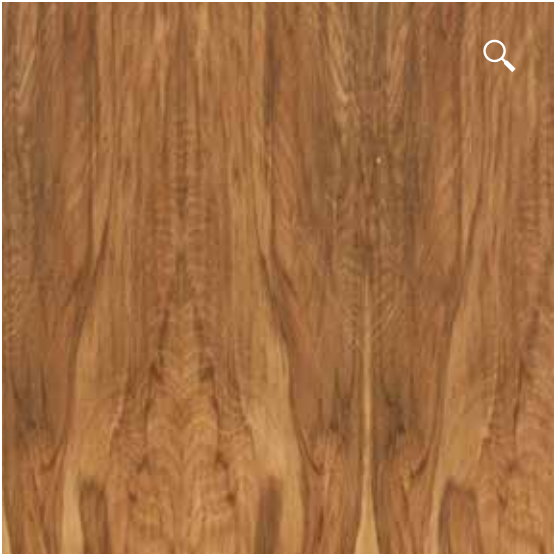
NZ native veneer

Rimu

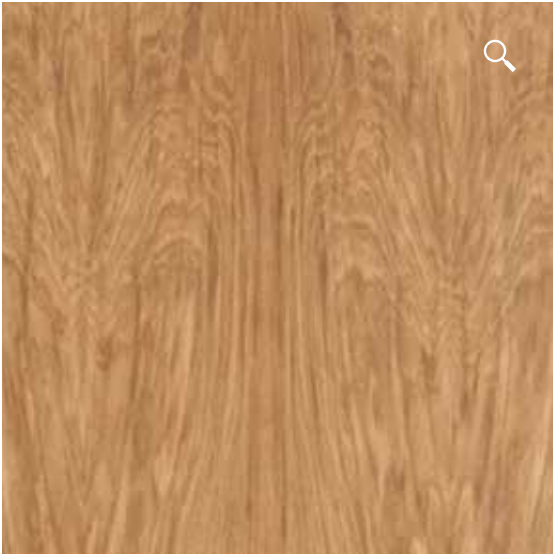
The veneer taken from a rimu tree varies a lot, depending on where it is cut from. Heart veneer, as the name suggests, is from the centre of the tree and provides the richest and darkest colour.

As you progress away from the centre, you'll get coloured rimu which is the most variable from leaf to leaf. Pale Rimu is taken from the outer layer and is a soft creamy colour and more consistent in its tone.

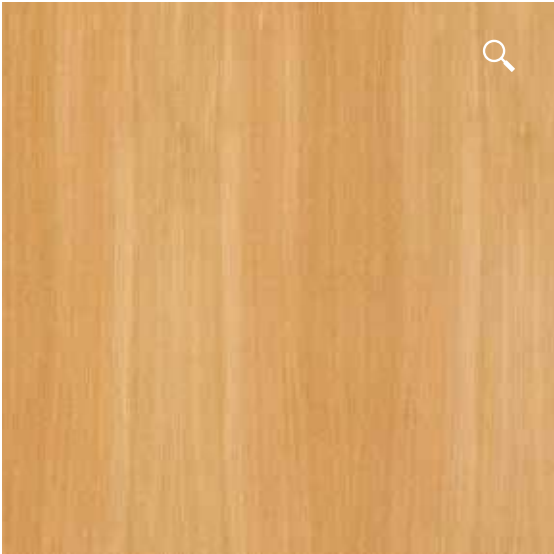
All native veneer layons are book-matched, except for our Toitū veneer range which is mis-matched to create a planked effect.



NZ heart rimu



NZ coloured rimu



NZ pale rimu

Design by Kitchen Dynamics



Track
My Tree

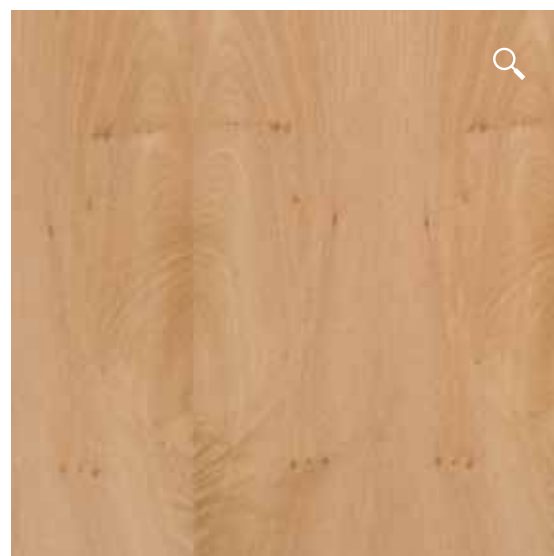
| NZ heart rimu



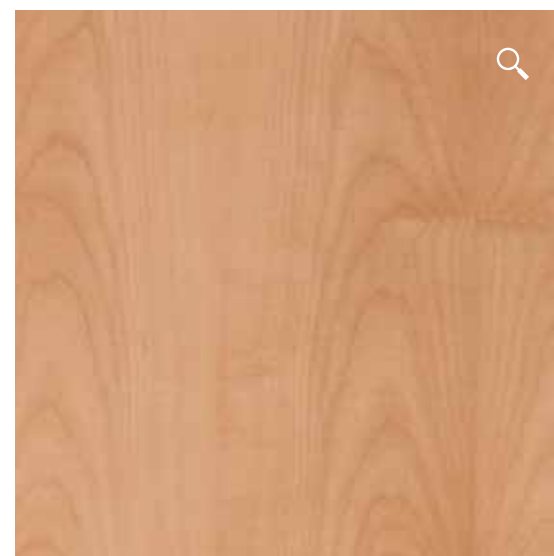
Other NZ Natives

NZ Tawa is a pale colour, distinctive for its small streaks and knot whorls. Silver Beech is a widely available species with a rich colour, while Totara has a straight and even grain structure with a darker reddish/brown colour.

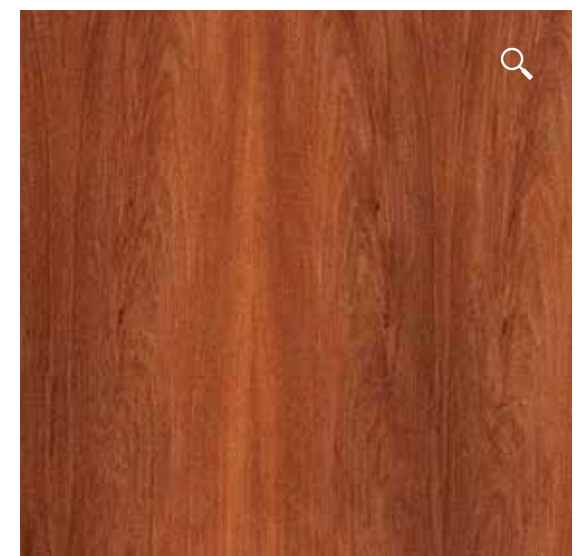
Matai and Kahikatea (also known as White Pine) are valued for their very fine, even grain and light colouring.



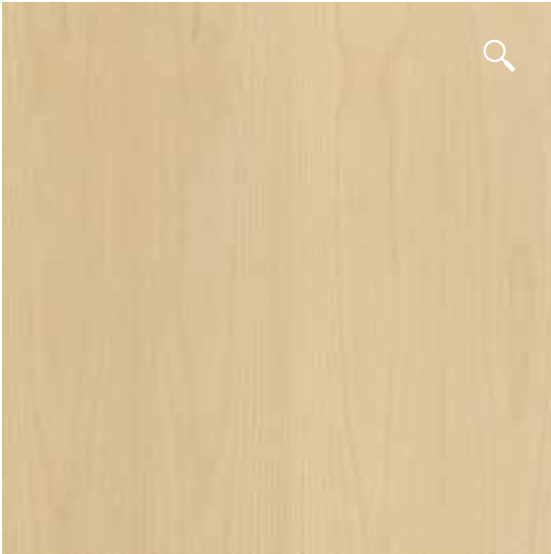
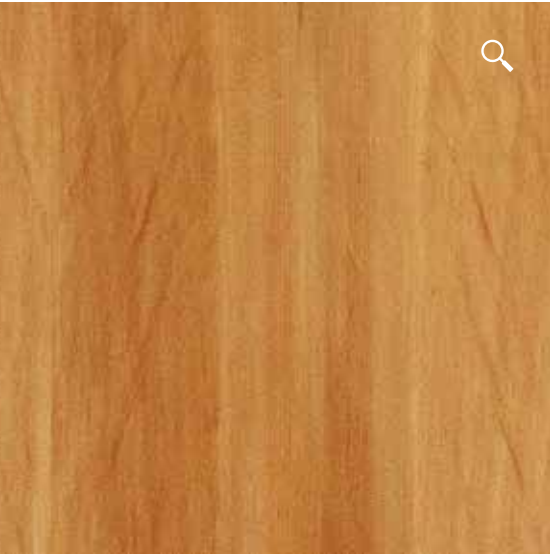
| **NZ tawa**



| **NZ silver beech**



| **NZ totara**



| NZ matai

| NZ kahikatea



non-native veneer

The options in our non-native veneer selection come in a full sheet layon with the cut pre-determined i.e. crown cut or quarter cut.

Your choice of veneer will depend on whether you wish to clear coat or stain. Lighter veneers such as American White Oak and American White Ash stain very well whereas American Walnut and Tasmanian Blackwood have their naturally rich colours enhanced with a clear coat.

All non-native veneer comes from reputable global suppliers that have recognised certifications to prove their veneer comes from sustainable sources.

All non-native veneer layons are book-matched. In addition, American White Oak is available as slip-matched. European Birch is rotary cut.



new england maple

crown cut



american white ash

quarter cut

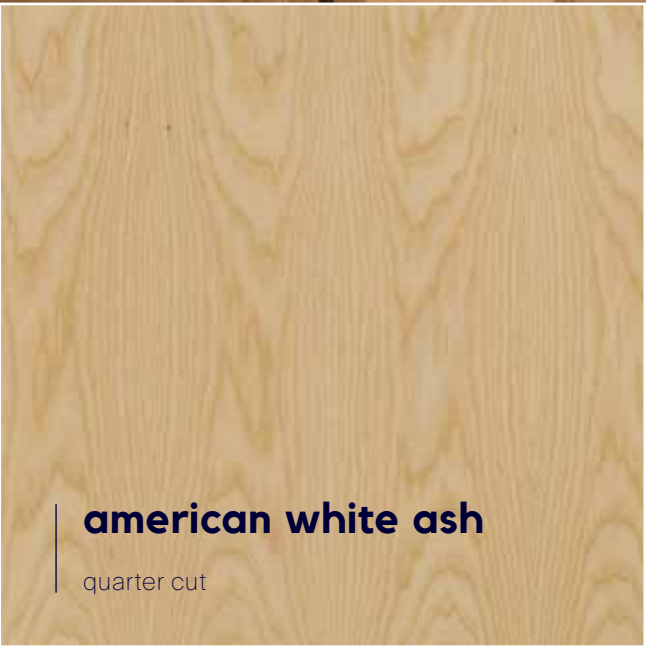


american white ash

crown cut



Icebreaker Store, Commercial Bay
Design and joinery by Retail Dimension



american white ash
quarter cut



hoop pine

crown cut

radiata pine

crown cut

european birch

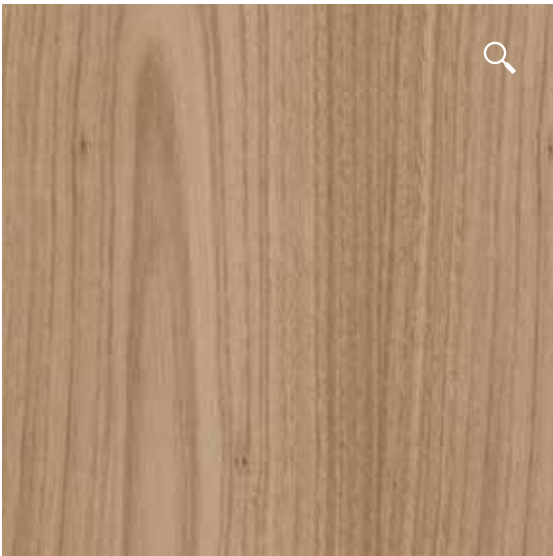
rotary cut

american hard maple

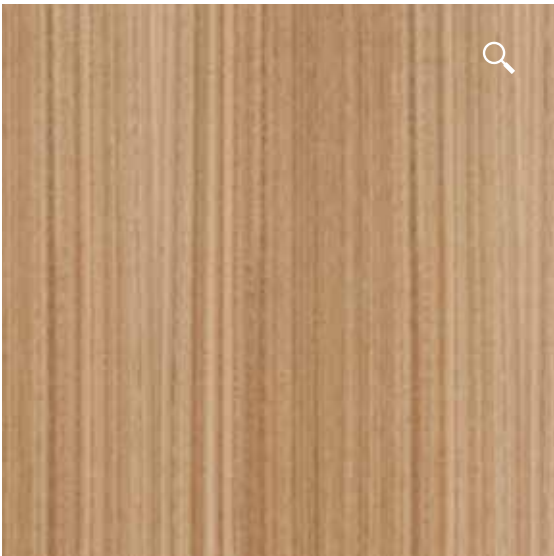
crown cut



Eucalyptus Oak - Crown Cut
St Kentigern College
Design by Outline Design



eucalyptus oak
crown cut



eucalyptus oak
quarter cut



eucalyptus ash
quarter cut

american white oak
crown cut



American White Oak - Crown Cut
Design by Kate Gardham, Suede + Stone



american white oak

quarter cut

american white oak

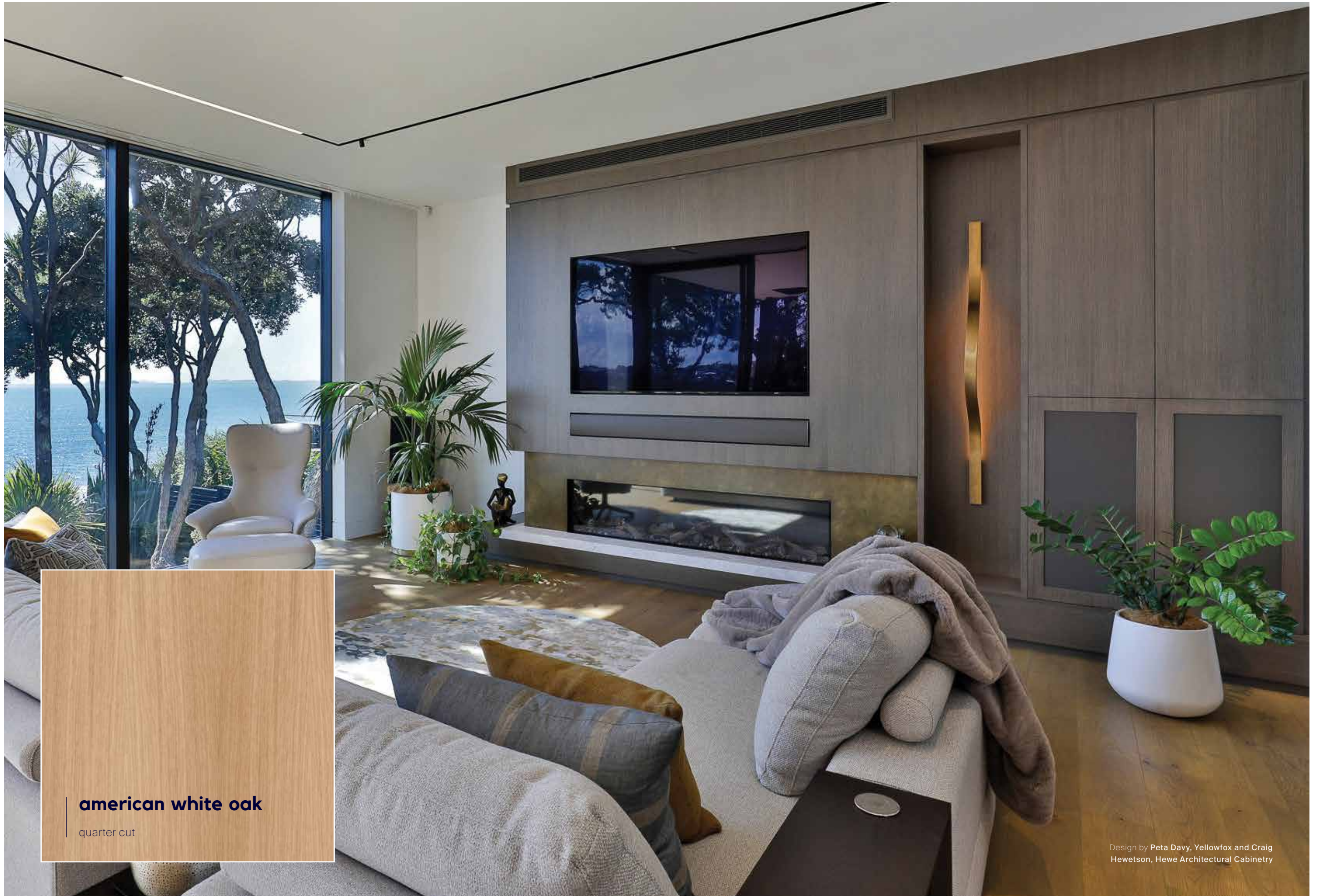
recut

anegre

crown cut

anegre

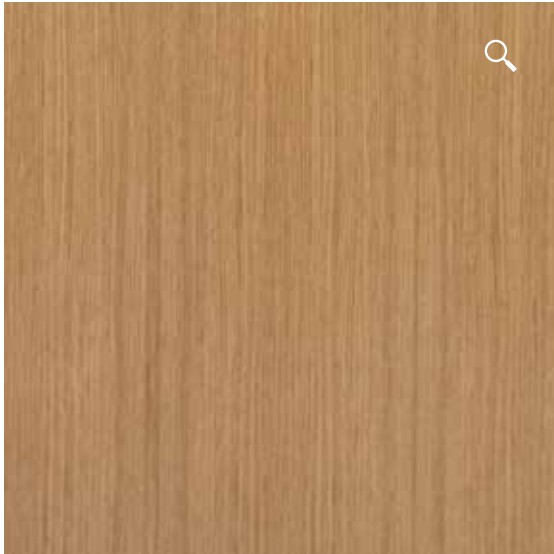
quarter cut



american white oak

quarter cut

Design by Peta Davy, Yellowfox and Craig Hewetson, Hewe Architectural Cabinetry



european oak

crown cut

european oak

quarter cut

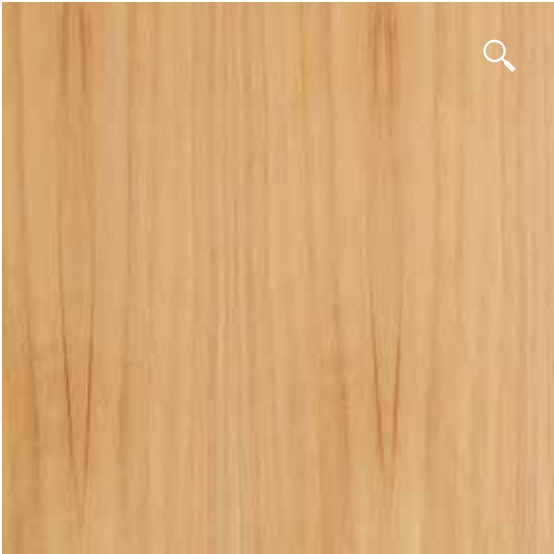
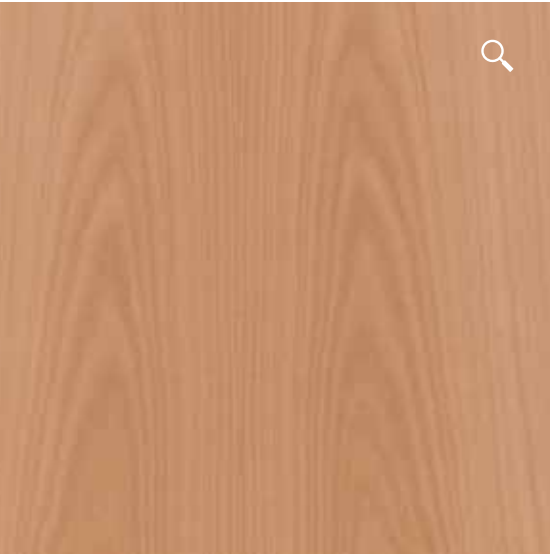


oregon

quarter cut

european beech

quarter cut

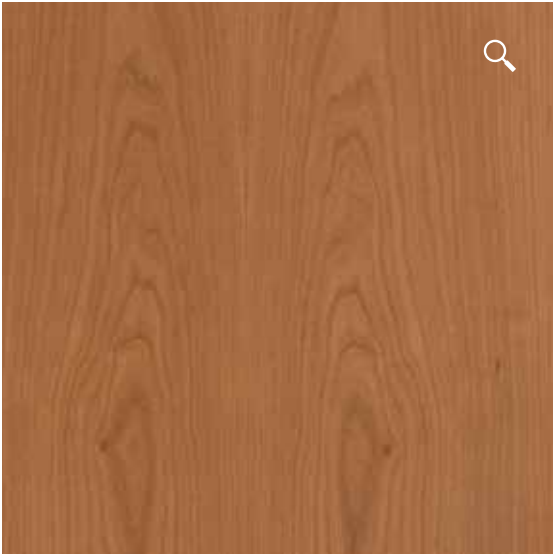


european beech

crown cut

macrocarpa

crown cut

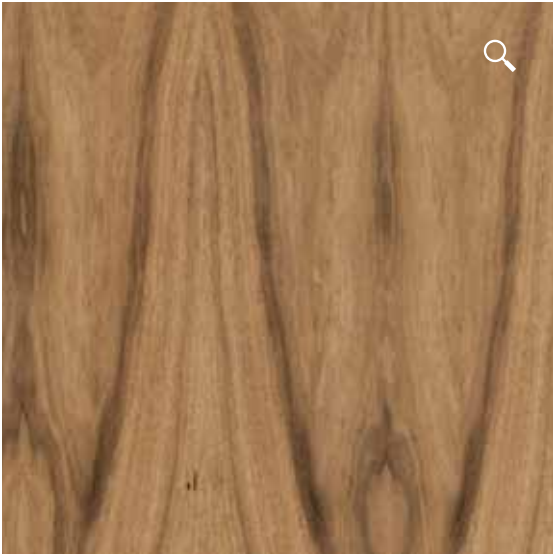
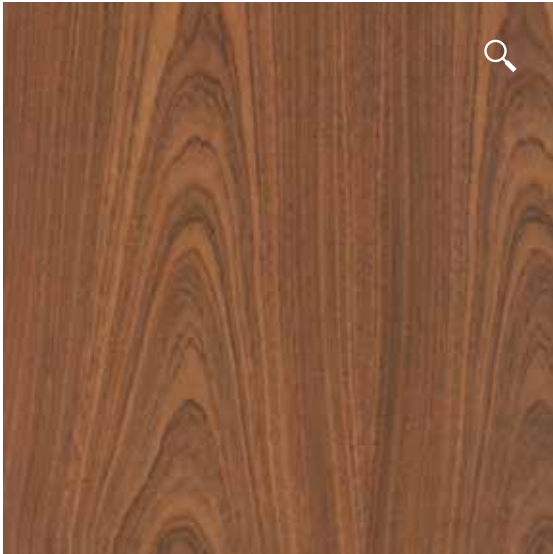


american cherry

crown cut

jarrah

crown cut



sapele

crown cut

sapele

quarter cut

tasmanian blackwood

crown cut

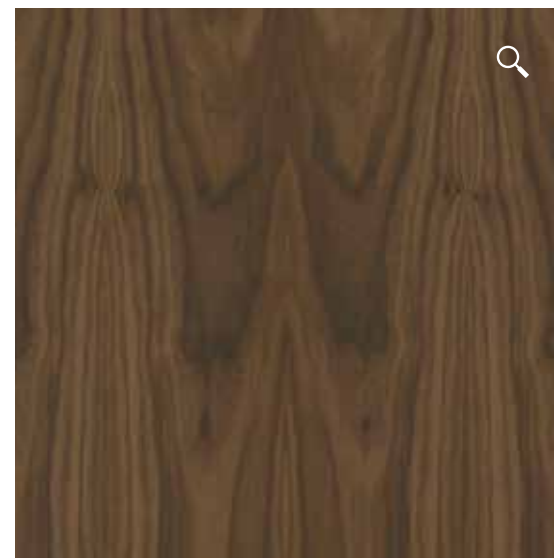
spotted gum

quarter cut



American Walnut - Crown Cut

Design by Trudi Rabbitte,
Rabbitte Joinery



american walnut

crown cut



american walnut

recut



Prime Toitū Veneer®

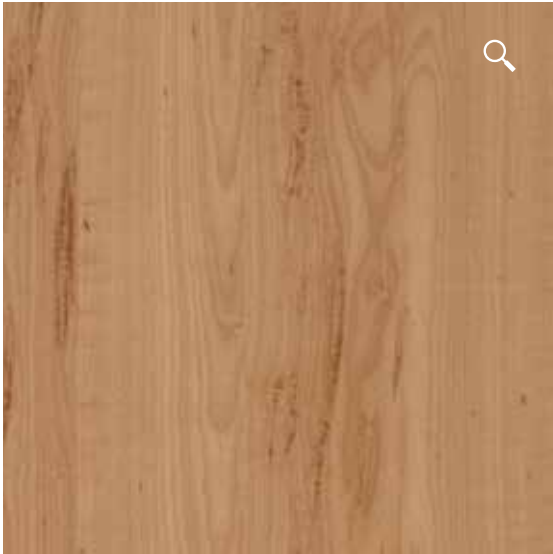
Emulating the look of solid timber, our Prime Toitū Veneer panels will add great impact to any interior project.

Using mis-matched leaves to create a stunning planked effect, Toitū Veneer makes it easy and more affordable to use veneer panels without the need for matching.

Prime Toitū Veneer represents the sustainability of these unique timber veneer layons, each individually hand-crafted to create a striking veneer panel.

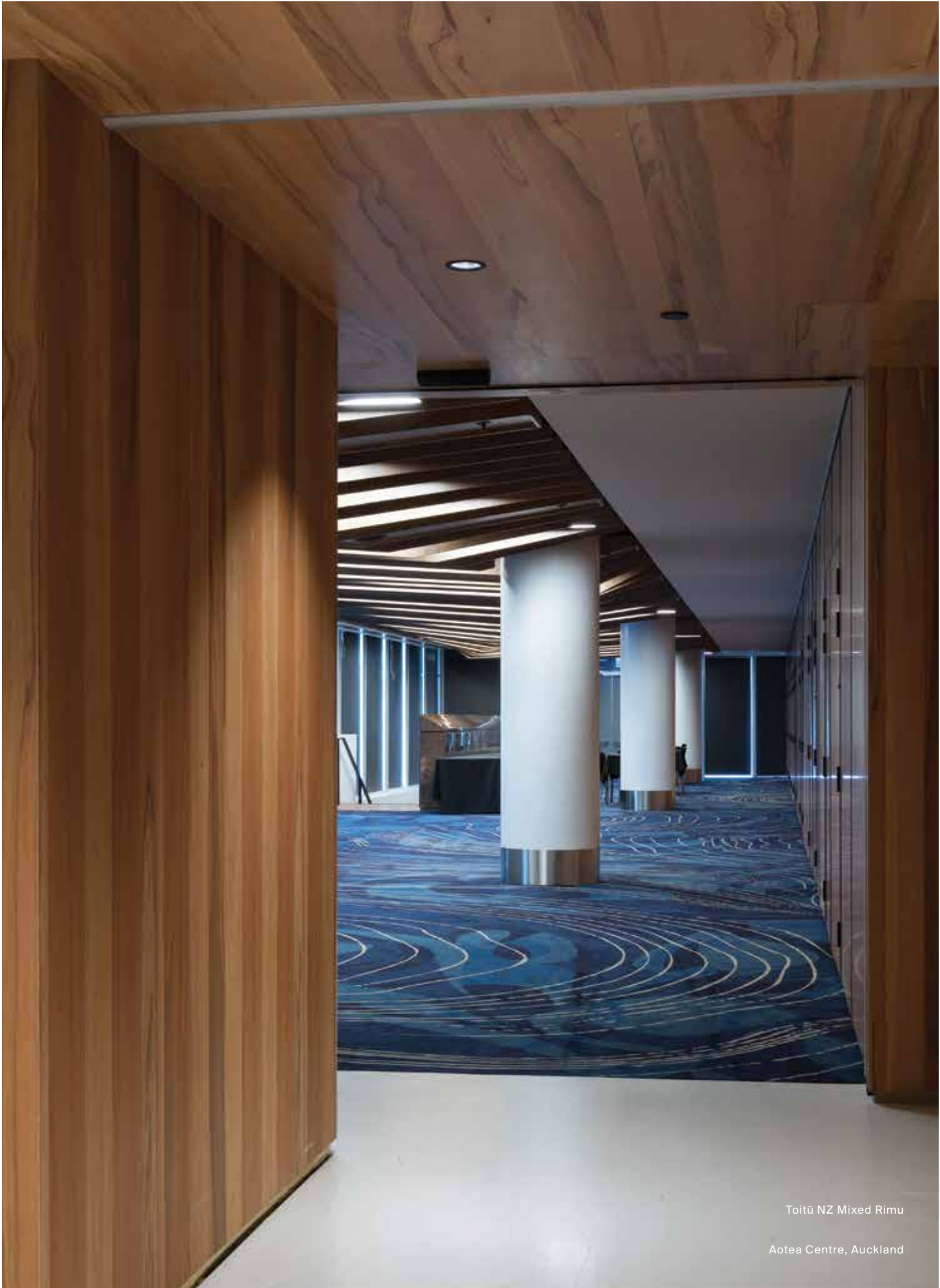
Note: Layons cannot be sampled but you can order an individual A5 sample of the Natural Veneer species available in this Toitū range.

Print or online references should not be relied upon for your selection. Always choose from a real sample. Our veneer samples are indicative only and variations occur.



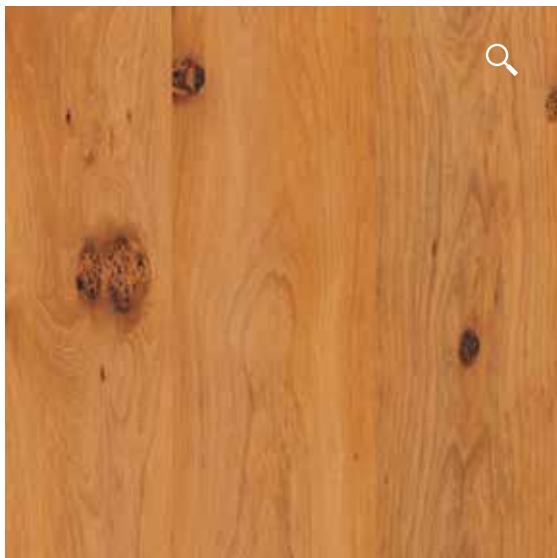
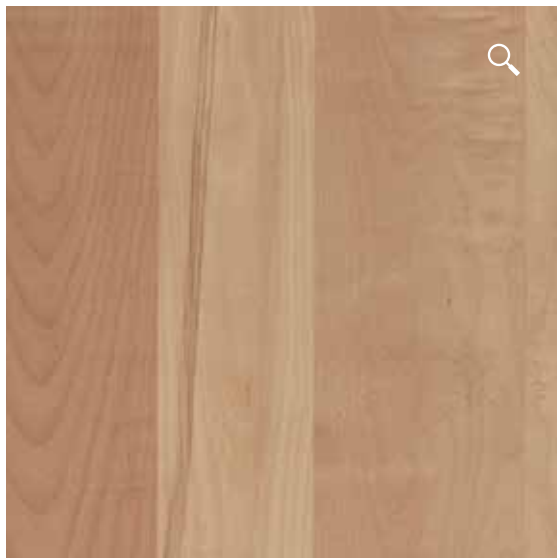
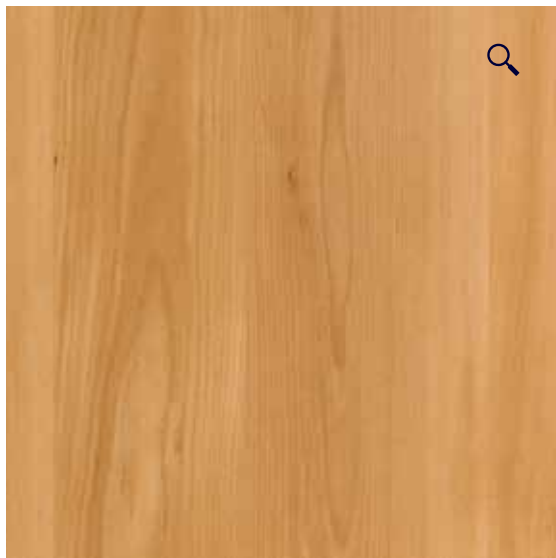
| **Toitū NZ tawa**

| **Toitū NZ mixed rimu**



Toitū NZ Mixed Rimu

Aotea Centre, Auckland



| **Toitū NZ matai**

| **Toitū NZ kahikatea**

| **Toitū NZ silver beech**

| **Toitū NZ totara**



Fisher & Paykel's Auckland Experience Centre

Design by Fisher & Paykel, Ngati Whatua Orakei,
Alt Group and Knight Associates
Joinery by Hewe Architectural Cabinetry



Track
My Tree

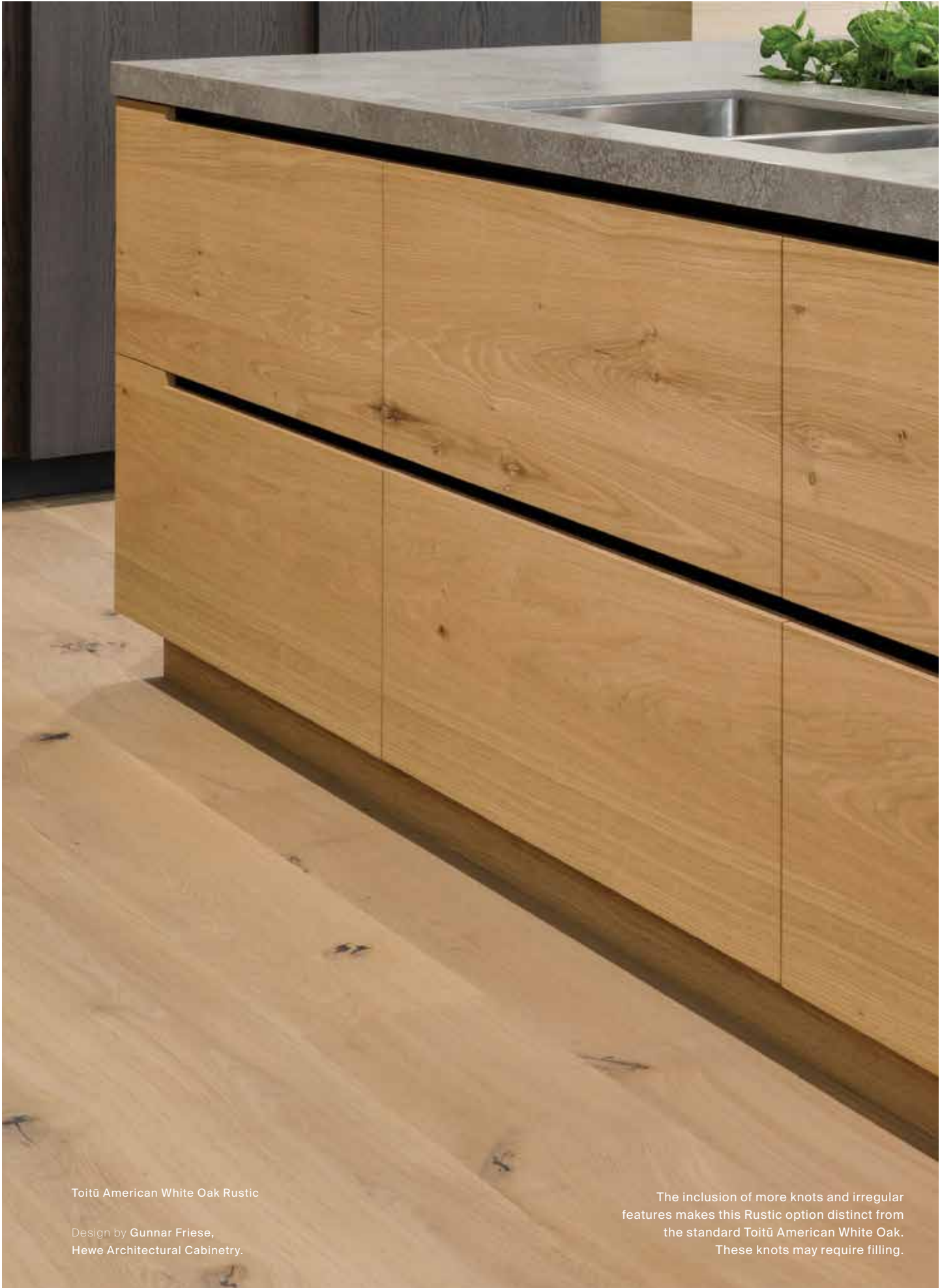
| Toitū NZ totara



Toitū american white oak



Toitū american white oak rustic

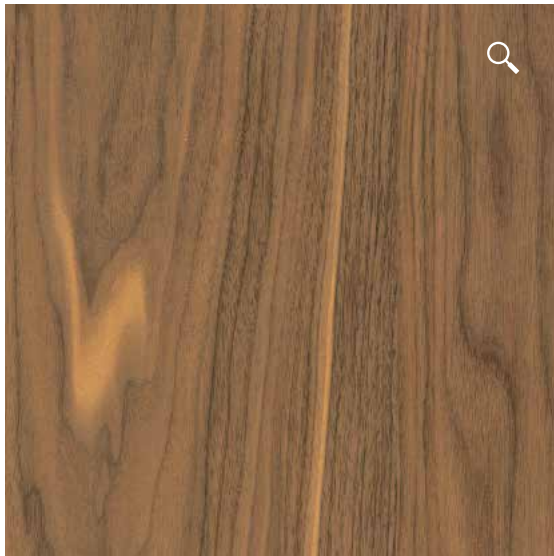
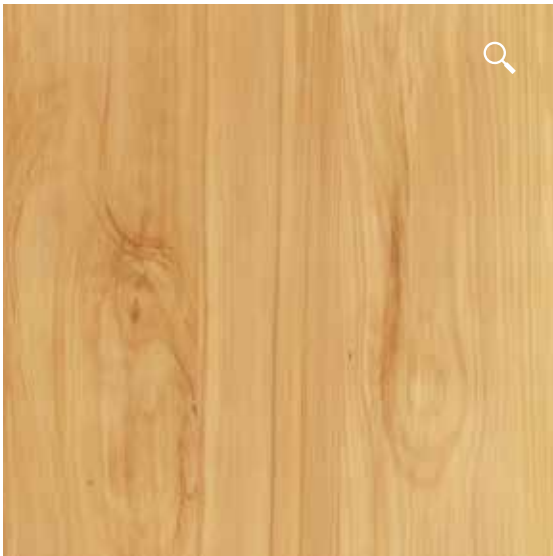


Design by Gunnar Friese,
Hewe Architectural Cabinetry



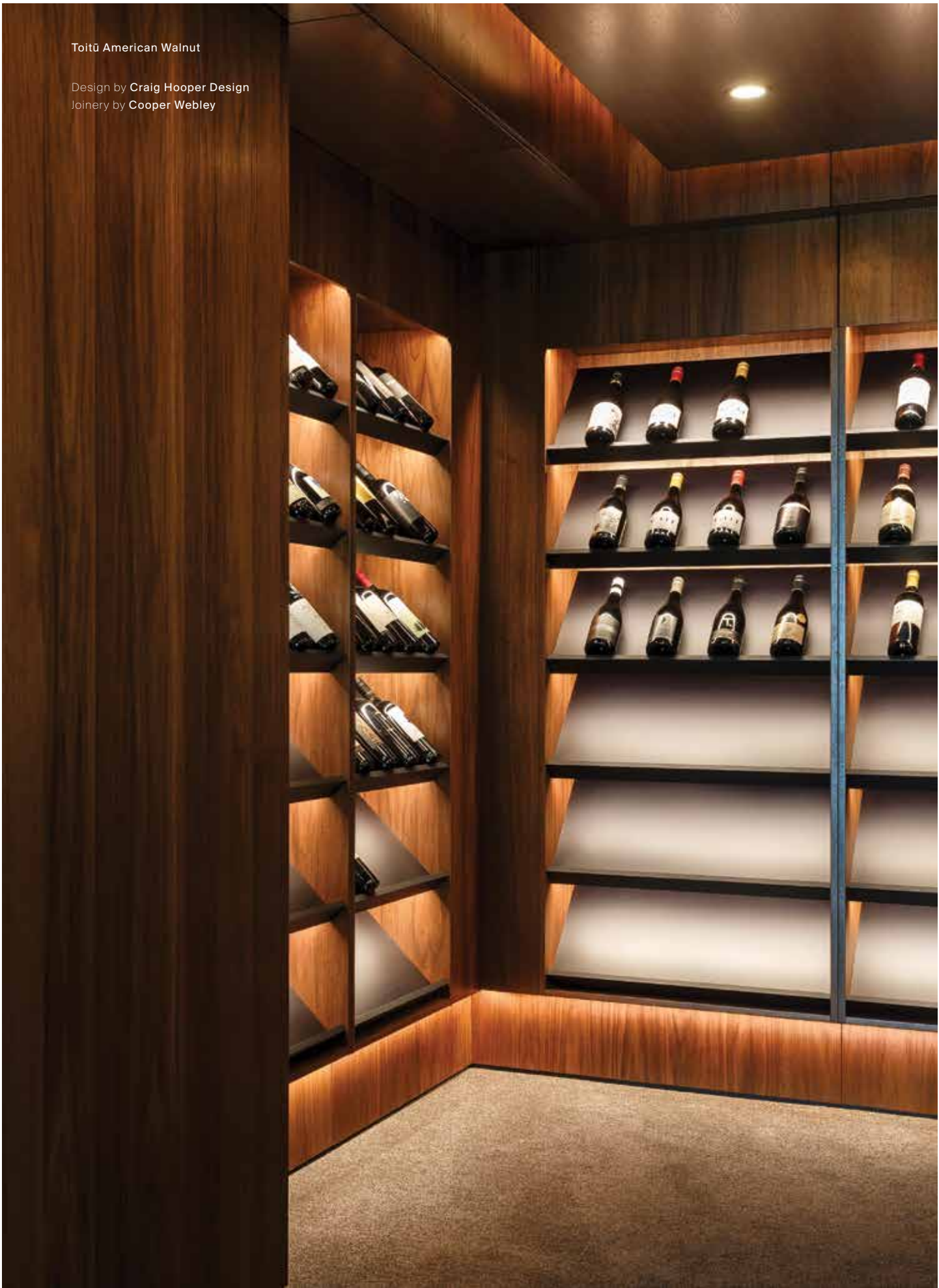
Sustainably
Sourced

| **Toitū american white oak**



| Toitū macrocarpa

| Toitū american walnut



Toitū American Walnut

Design by Craig Hooper Design
Joinery by Cooper Webley

Art Veneer - Planked

Prime Art Veneer®

Stylish, timeless and big on texture, our Prime Art Veneer uses American White Oak which is brushed using a unique process developed by Prime Panels to create a heavily textured effect.

These Art Veneers have gained huge popularity with some of New Zealand's leading designers and feature in award-winning interiors, kitchens and bathrooms.

Hugely versatile, Prime Art Veneer comes to life when finished – for a double dose of texture you can choose to have it brushed and then sawn.

Layons are planked or planked rustic - the latter includes more knots and uneven features. Customise further by adding your stain of choice.

For commercial use, they add great texture and warmth to wall or ceiling panelling but are also an excellent choice for retail and hospitality interiors. Pressed on our fire-retardant MDF they achieve a Group 1-s rating.

Filling and sanding/brushing of holes and splits may be required as part of the finishing process for the rustic options.

Note: Print or online references should not be relied upon for your selection. Always choose from a real sample. Our veneer samples are indicative only and variations occur.



| art planked



| art planked sawn



| art planked rustic

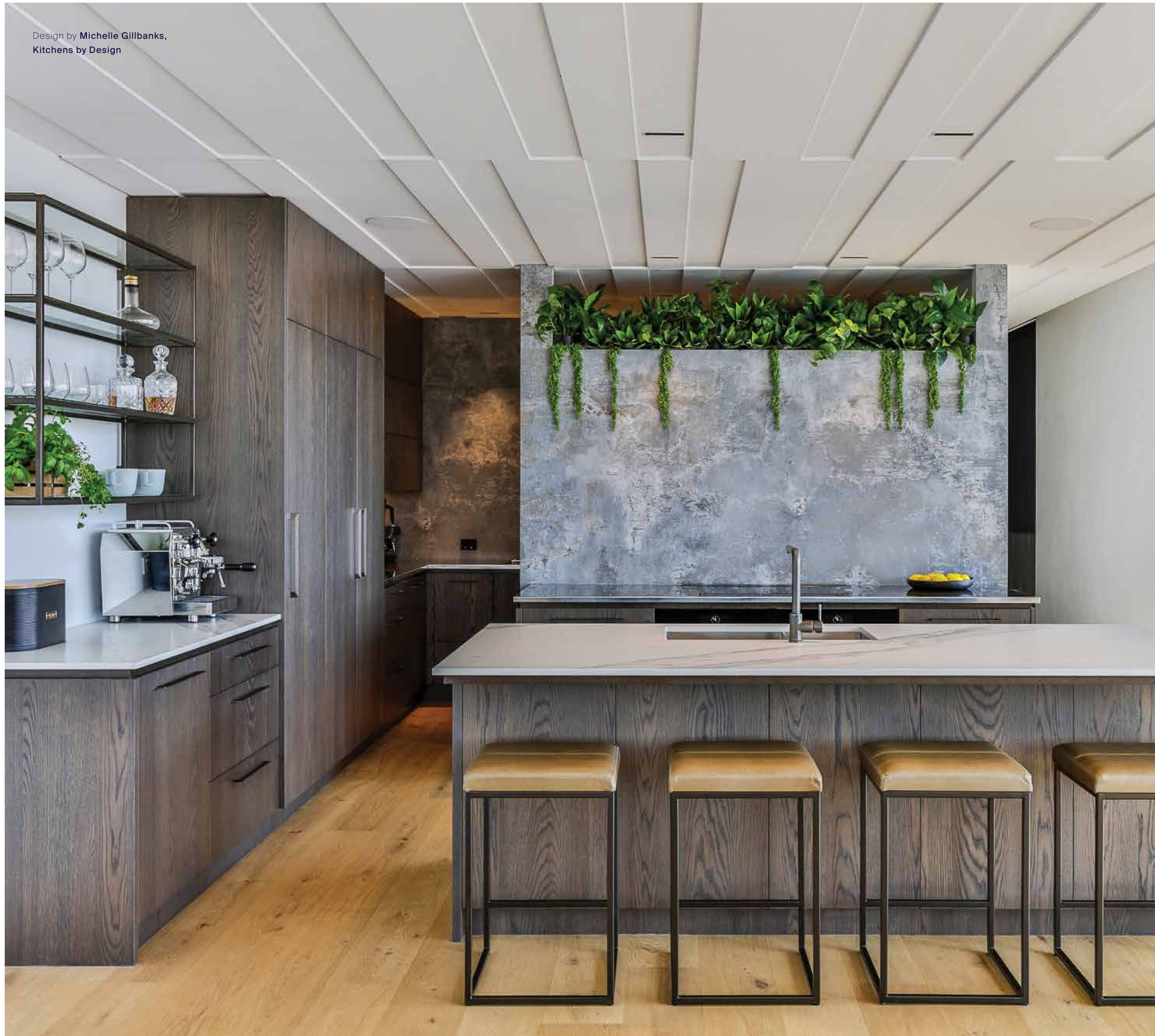


| art planked sawn rustic



Art Veneer - Planked Sawn Rustic

Design by Angela Spackman,
Formatt Bespoke Joinery



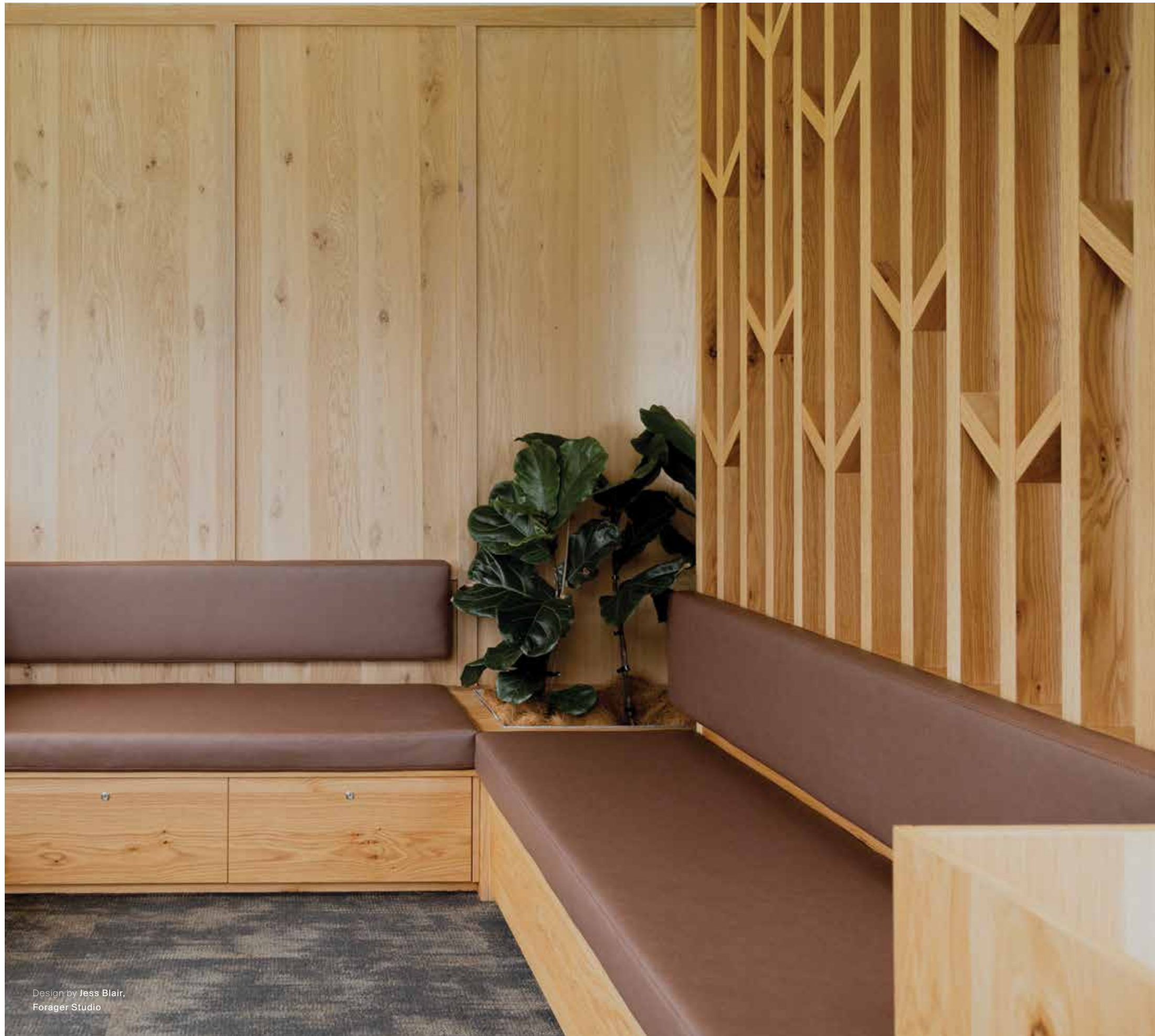
| art planked



| art planked sawn



Design by Davinia Sutton,
Detail by Davinia Sutton

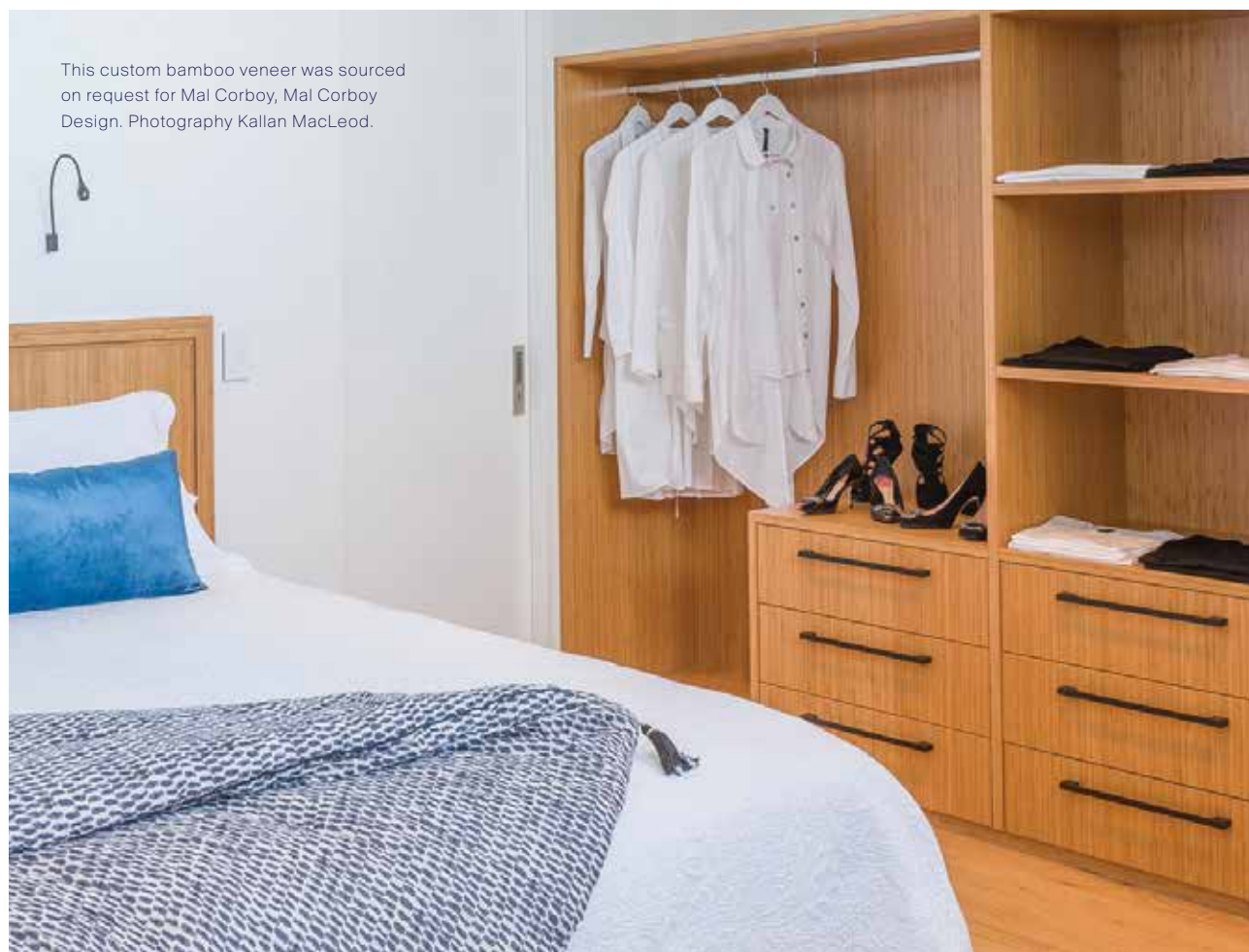


| art planked rustic

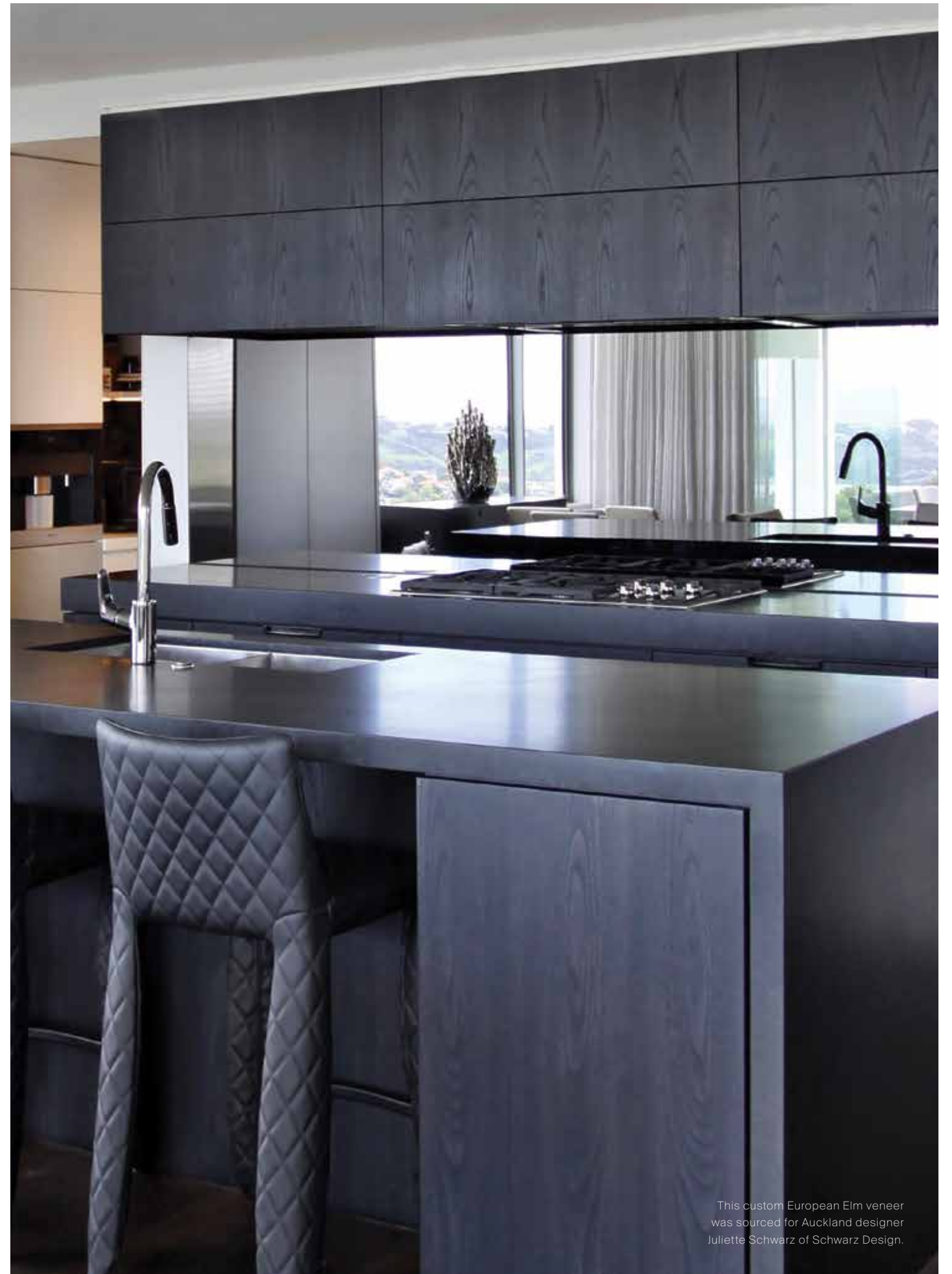
custom veneer

Prime Panels is able to source species that fall outside the standard range shown on its website and in the Prime Veneer sample folder, providing it is from a verifiably sustainable source.

If you have a project requiring something distinctive or have seen a veneer that we do not range, please don't hesitate to contact your Specification Manager or Account Manager and ask for help.



This custom bamboo veneer was sourced on request for Mal Corboy, Mal Corboy Design. Photography Kallan MacLeod.



This custom European Elm veneer was sourced for Auckland designer Juliette Schwarz of Schwarz Design.

selection guide

There's a few decisions to make when you are choosing Prime Veneer panels to ensure the best outcome for your project. Use the checklist below to make sure you have everything covered.

1. Species/Type

Select the veneer you want – Art Veneer for heavily textured oak, Toitū for a planked effect or Natural Veneer with a wide range of species available.

2. The Cut

For our Natural Veneer range, different species are supplied in different cuts - you'll need to decide whether crown cut, quarter cut, rotary cut or recut provide the grain structure you like.

3. Layons

How the sheets are laid up dramatically affects the look of the finished panel.

4. The grade

The choice depends on how it is viewed. Face 2 sides, 1 Face/1 Back or 1 Face/Any Back if the reverse of the panel will never be seen.

5. Grain direction

A vertical grain direction is standard on all panels. Cross-grain panels can be made on request, though will cost more and are unsanded.

6. Substrate type

Choices include MDF, fire-retardant MDF and plywood.

7. Finishing and edging

It's helpful to know upfront what coating and staining needs to be applied, along with edge finishing details. Your choice of veneer may impact what's possible.

Given every tree is unique, our veneer samples are indicative only and natural variations occur.

If you need your veneer panels to have a specific grain or tone of a particular species, please provide an uncoated control sample at the time of ordering from your joiner or joinery merchant.

Our veneer team will try and match as close as nature will allow.

the cut

How the veneer is cut from the tree dramatically impacts the finished appearance of the veneer panel. There are four options to choose from.

Crown Cut

Flat sliced or crown cut through the log.

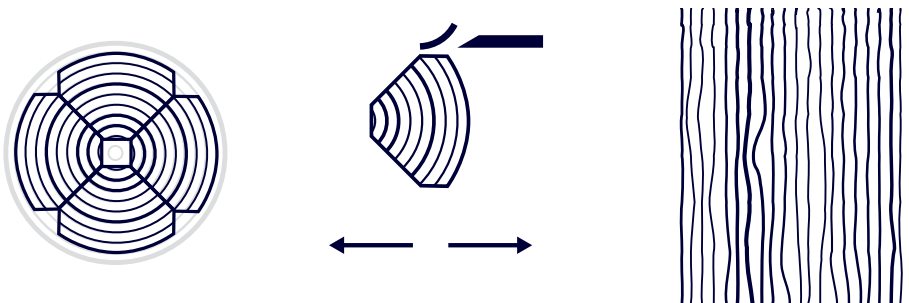


Natural Veneer - American Walnut
Design by Eva Nash, Rogan Nash



Quarter Cut

Straight-grained, cut at right angles to the growth rings.



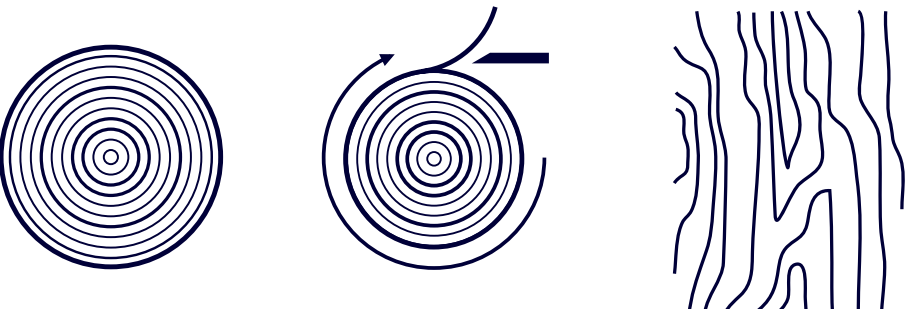
Christchurch Justice Precinct
used here as a flat panel and with
a perforated detail on Black FR
MDF for added interest.

Natural Veneer - Eucalyptus Ash
Design by Warren & Mahoney / JB Joinery



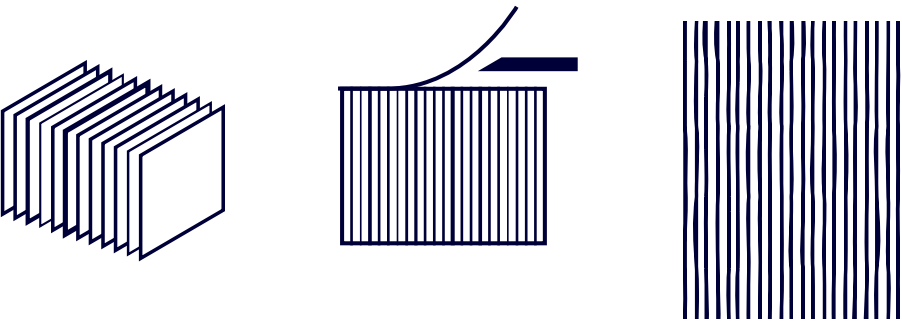
Rotary Cut

The log is rotated around its axis and peeled off like a carpet roll.



Recut

Pre-sliced veneer leaves are laminated together into an engineered log and sliced again.



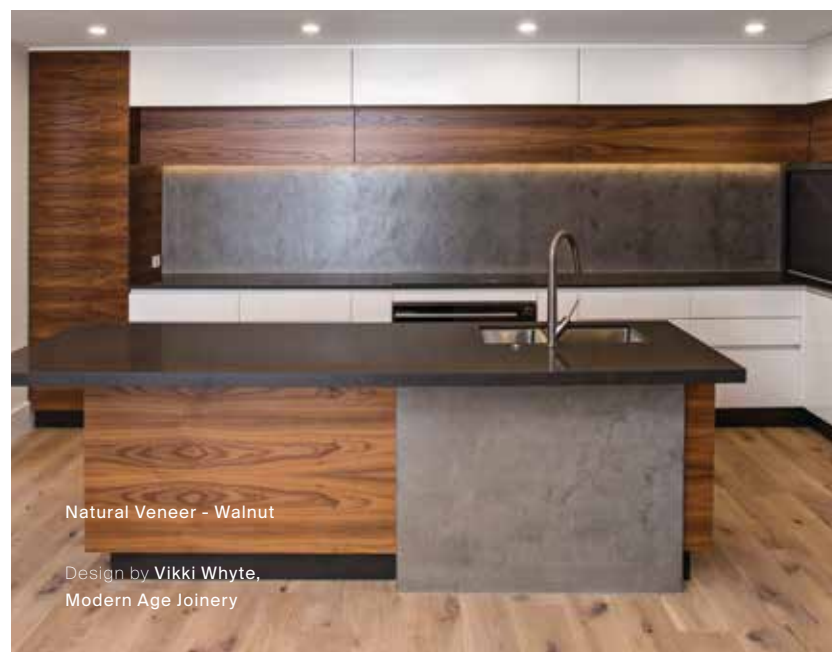
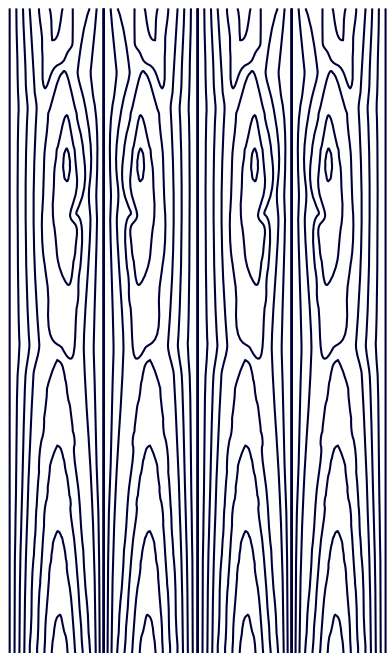
layons

Our Natural Veneer range is mostly available as book-matched layons with some options for slip-matched.

The veneer availability chart on the Technical Resources page of our website shows what is available for each species. Prime Art Veneer which uses American White Oak is only available in a planked layon as is our Toitū range.

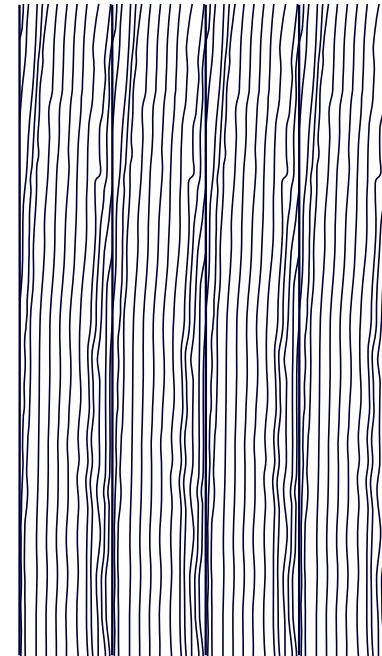
Book-matched

This is the standard method. The veneer leaves are joined together in mirror-image pairs. This means that each strip is the reflection of the previous one. This technique is common for both crown and quarter cut veneer.



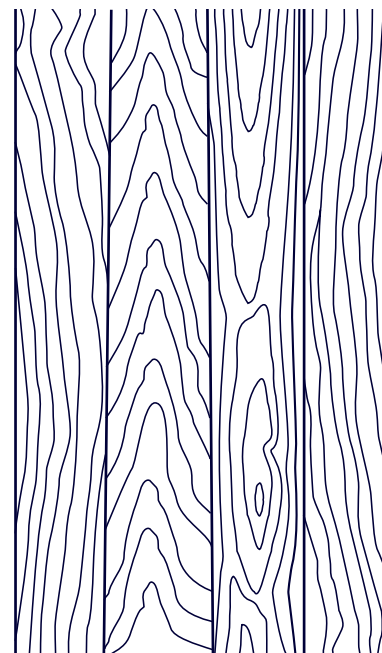
Slip-matched

This technique is often chosen if the veneer will be stained. Slip matching reduces colour variation between the adjacent veneer leaves on the panel and is only available on American White Oak.



Planked

Also known as random matched or mismatched, planked veneer leaves are joined together randomly using unmatched veneer to give the panel an appearance which emulates the look of solid timber.



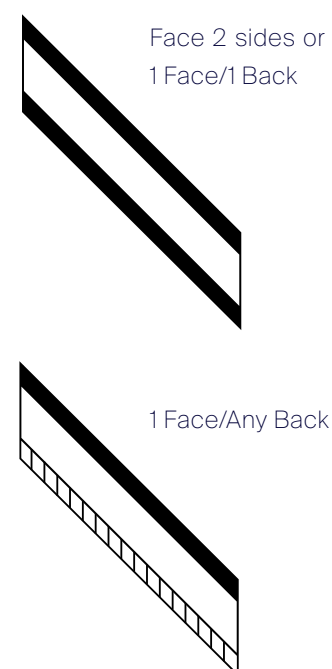


specifying the grade

The choice of veneer grade will be determined by how much of the veneer will be seen. Veneer must always be used on the back of any veneer panel to avoid bowing or skewing which would occur if a different material was used.

- Face 2 sides means there is premium hand-selected veneer on both sides.
- 1 Face/1 Back will give you the same veneer species on both sides with the reverse side being less attractive in its grain appearance. Use this if all front faces need to be sequential layons.
- If the reverse won't be visible and cost is an issue, then 1 Face/Any Back will give a premium front but a veneer on the reverse that would likely be a different species.

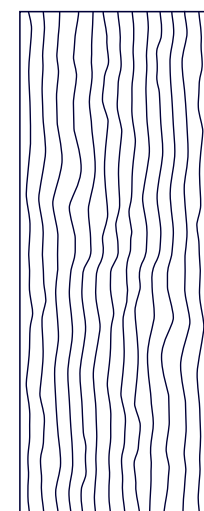
Panel grade



The importance of grain direction

A very simple decision but one which could have major implications on how many sheets of veneer are required to complete a project.

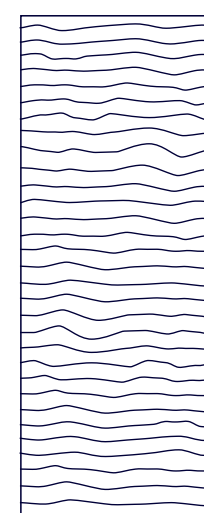
Grain direction



Long grain



Grain direction



Cross grain





fire-rated wall panels

Prime Veneer panels pressed on MDF FR Black and MDF FR MR (green) both get a Group 1-s rating and these panels do not require an intumescent coating.

The veneer panels were coated with a generic two-pack polyurethane, which is a typical finish on veneer panels.

Please refer to the Substrate Chart in the Prime Veneer section of our website for details on substrates available, panel size and thickness.

finishing and edging for prime veneer panels

All Prime Veneer panels will need to be coated after manufacture. They are provided by Prime Panels with a coarse sand but will need a further sand before any stain or coating is applied.

Always ensure panels are coated by a professional coating specialist and that a non-yellowing 2-pac polyurethane with a suitable UV-inhibitor is used.

As a natural product, veneer panels will change colour with exposure to ultra-violet light and a change in tone is considered a natural characteristic, not a defect. We recommend consideration is given to protective UV films, glazing or blinds if panels are likely to receive prolonged exposure to UV light.

Prime edge tape is available for the top selling veneer species in a 1.9mm thick option where a solid look and panel protection is required, or a .6mm option for aesthetics only. Edge tape should always be applied before coating so that a good match is obtained.

Samples

Given every tree is unique, our veneer samples are indicative only and natural variations occur. If you need your veneer panels to have a specific grain or tone of a particular species, please provide an uncoated control sample at the time of ordering from your joiner or joinery merchant. Our veneer team will try and match as close as nature will allow.



Warranty

Prime Natural, Toitū and Art Veneer panels carry a seven-year warranty, subject to normal use conditions. To view our warranty, please download from the technical resources page of our website at www.primepanels.co.nz.

Because our veneer panels require additional finishing, we are unable to provide care recommendations – please seek the advice of your joiner or coating supplier.

help & support

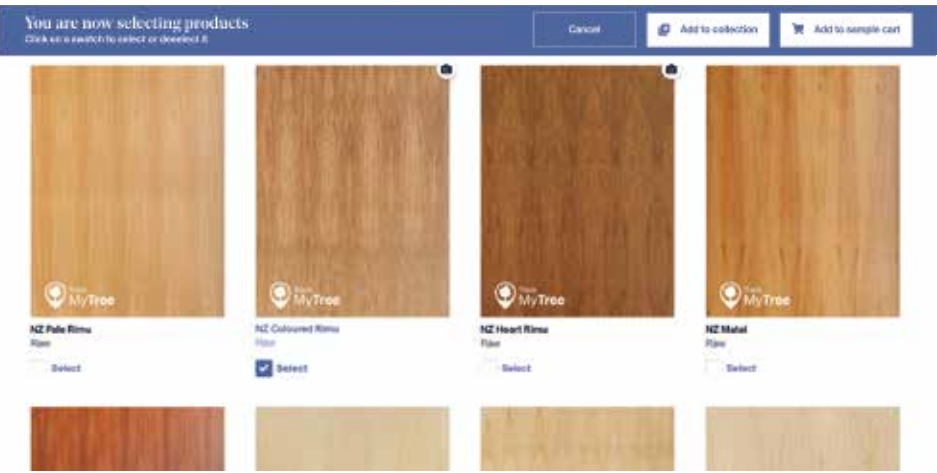
Please refer to the following pages for any further information that might come in handy.

online help and support

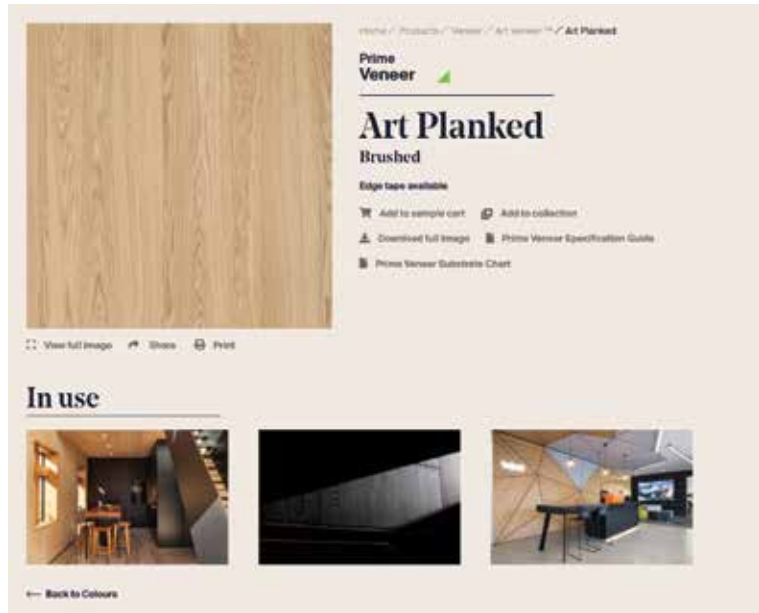
At primepanels.co.nz our digital front door is open 24/7. You can view our entire colour range, order samples and view or download technical documents and more.

Here are some features you may find handy.

1. Order Samples or Create a Collection - Just use the tick box below any swatch to add it to your Sample Cart or add it to a Collection. Use the checkout cart at the top of the page to have our Samples team despatch your samples to you at no cost. You can also 'add to your 'Collection' any relevant swatches, images or technical documentation. From your Collection you can download or share the information with anyone you choose.

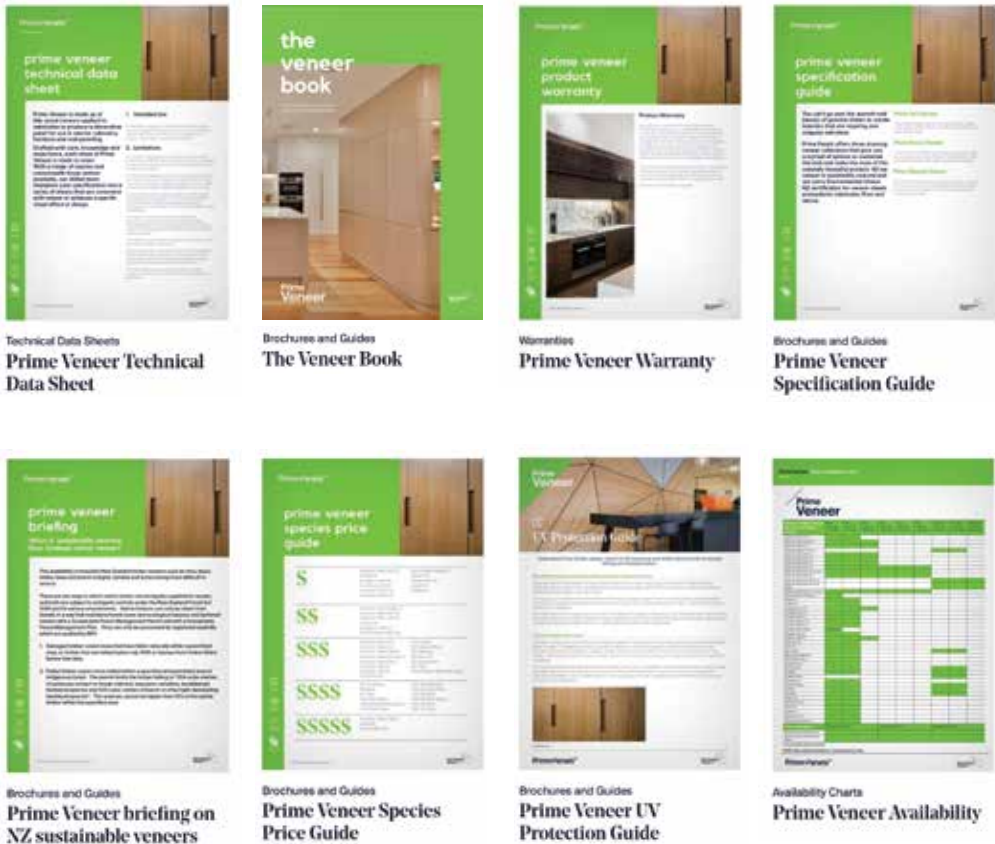
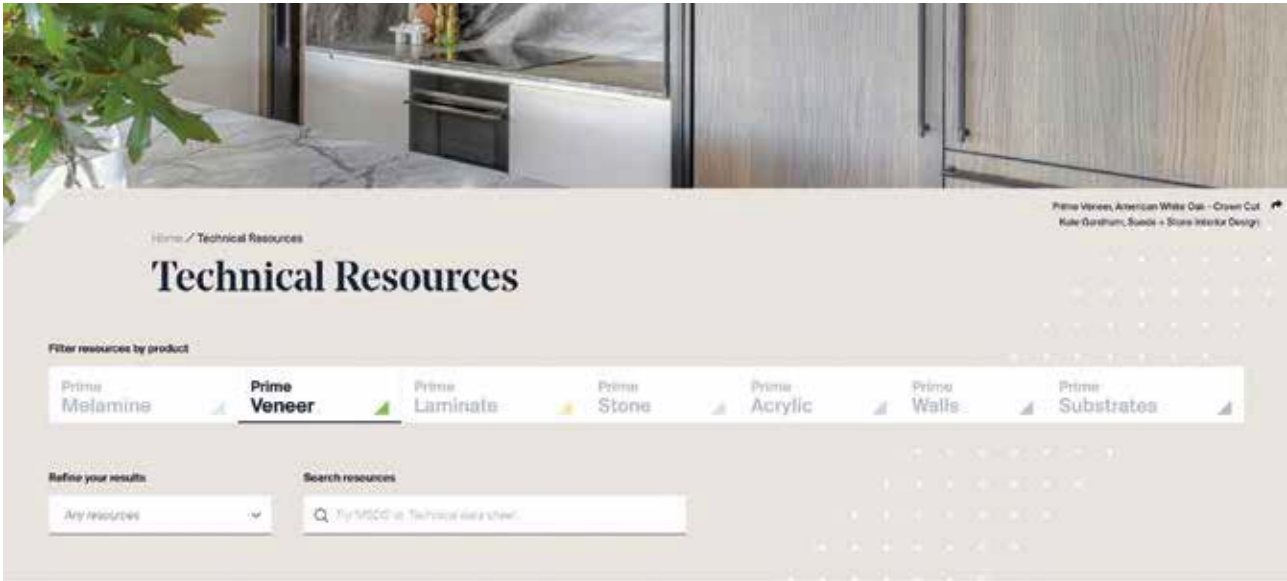


2. View installation images - If you see a camera icon on top of the swatch, it means installation images exist for that species. Just click on the swatch to see these and also additional information about that species.

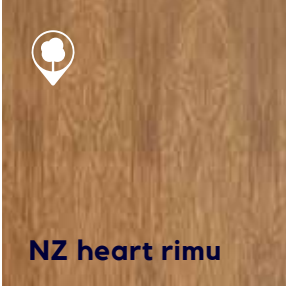


You can also download a high resolution image of the full panel to use for 3D renders in design programs.

3. Comprehensive Technical Resources - Accessible from either the main Technical Resources page, or through the product pages, you can select which product, or technical resource type you need using the filters at the top. Our resources are always current and feature Technical Data Sheets, SDS, warranty information, brochures, availability charts, folder layouts and other associated information.



Prime Natural Veneer



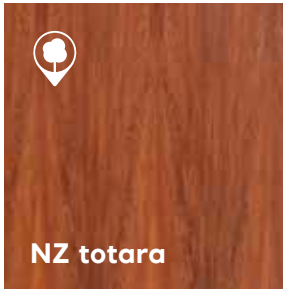
NZ heart rimu



NZ native veneer



NZ silver beech



NZ totara



NZ matai



NZ kahikatea



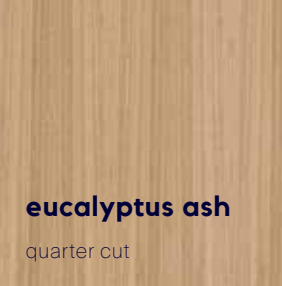
NZ coloured rimu



NZ pale rimu



NZ tawa



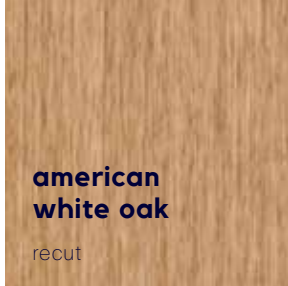
eucalyptus ash
quarter cut



american white oak
crown cut



american white oak
quarter cut



american white oak
recut



anegre
crown cut



anegre
quarter cut



european oak
crown cut



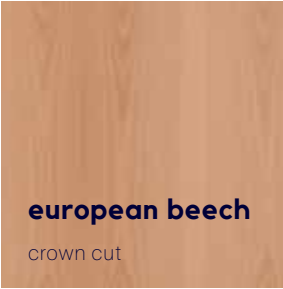
european oak
quarter cut



oregon
quarter cut



european beech
quarter cut



european beech
crown cut



macrocarpa
crown cut



american cherry
crown cut



new england maple
crown cut



american white ash
quarter cut



american white ash
crown cut



hoop pine
crown cut



radiata pine
crown cut



european birch
rotary cut



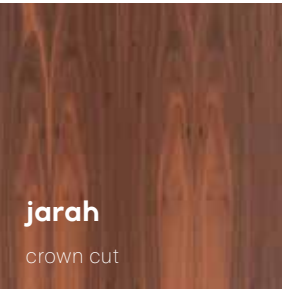
american hard maple
crown cut



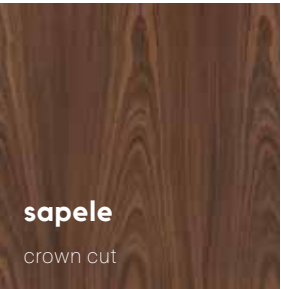
eucalyptus oak
crown cut



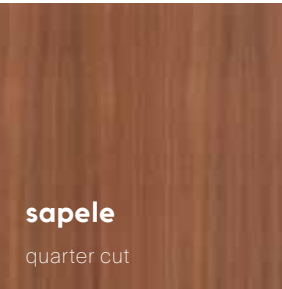
eucalyptus oak
quarter cut



jarah
crown cut



sapele
crown cut



sapele
quarter cut



tasmanian blackwood
crown cut



spotted gum
quarter cut



american walnut
crown cut



american walnut
recut

Prime Toitū Veneer®



Toitū NZ tawa



Toitū NZ kahikatea



Toitū NZ matai



Toitū NZ silver beech



Toitū NZ totara



Toitū american white oak



Toitū american white oak rustic



Toitū american walnut

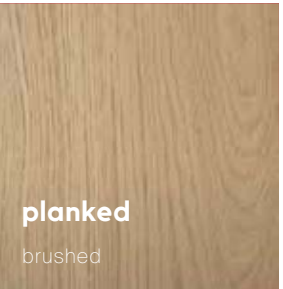


Toitū macrocarpa

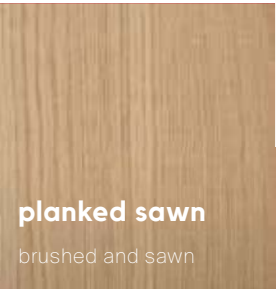


Toitū NZ mixed rimu

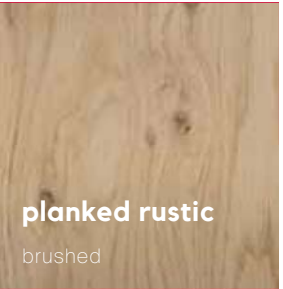
Prime Art Veneer®



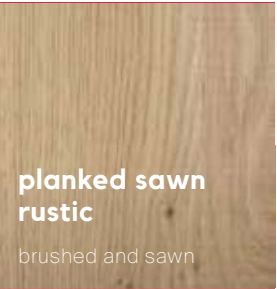
planked
brushed



planked sawn
brushed and sawn



planked rustic
brushed



planked sawn rustic
brushed and sawn

warranty

7 year warranty

New Zealand Panels Group offers a 7 year warranty on Prime Veneer provided it is used for its intended purpose as interior cabinetry, and stored and installed in accordance with best practice, in a tradesman like manner and in accordance with relevant Standards and New Zealand Building Code requirements. To view a copy of the full warranty, please download from the Prime Panels website under the Technical Resources page.

PrimePanels^{NZ}

For all enquiries:

Phone 0800 477 463

Email sales@primepanels.co.nz

Visit primepanels.co.nz

where to get more help?

If you're a design professional wanting assistance, please contact one of our experienced architectural managers based in Auckland, Waikato/Bay of Plenty, Wellington or Christchurch - details of our team are on the Prime Panels website.

New Zealand
Panels^{GROUP}

