

WOW **Wood** **On** **Wall**

For a WOW finish you can't go past wood on wall timber wallcoverings. Wood On Wall (WOW) is an innovative world-class product that gives you a timber finish on wall surfaces. With over 200 different timber species to choose from the interior design choices are endless and the results are stunning.

Ideal Uses:

Hotels & Casino's
Theatres & Arenas
Conference Centers
Government Buildings
Corporate Offices
Public Spaces

Applications:

Walls
Doors
Ceilings
Millwork
Columns
Joinery



Design Appeal

Wood wallcovering is the ideal high-end architectural element.

Originality

Unlimited creative effects can be achieved.

Variety

More than 200 different timber species available.

Flexibility

This product can be installed on flat, curved and cornered surfaces.

A versatile choice

Select from two different manufacturing techniques

You can create a wood finish without sawdust, a hammer or nails. Timber veneers mounted on clay filled or fabric backings are used to create real timber wallcoverings. The timbers are delivered in sheets, untreated allowing for on-site staining or colour applications and grain matched to the wall dimensions. The nature of the veneer allows for the product to be applied to flat or curved surfaces without visible seams.



Natural Timber Wallcoverings

Made exclusively from managed forest timbers, natural timber wallcoverings offer a premium and original design element. They are real wood wallcoverings with a rapidly-renewable cloth backing.

A handcrafted process that ensures outstanding results.

Trees selected for the natural timber wallcovering range are cut into logs ranging in lengths from 2.40m to 3.65m.

They are then debarked and soaked in hot water to soften the fibres for ease of slicing into timber veneers.

The timber is then sliced into 0.5mm sheets, dried and cleaned whilst the edges and ends are straightened to support the matching process.

The veneers are then placed on a special cloth backing and permanently bonded by heat and pressure.

Finally each sheet is “stress relieved” to remove nature’s strain and rendered to make the material flexible and easy to manage.

Engineered Timber Wallcoverings

Made with real timber Engineered Veneers are a reconstituted wood wallcovering created from rapidly renewable trees, processed and patterned to mirror some of nature’s most attractive species.

Engineered Veneers offer extremely long runs with minimum change in colour and grain.

The beauty of Engineered Veneers is that every sheet looks the same so it will side match beautifully without the need for timely lay-ups and numbering. It lays perfectly flat for an effortless installation every time and appeals to the perfectionist in all of us.

A unique manufacturing process delivers exotic timbers for a fraction of the price.

Logs are rotary peeled, the peeled leaves are dyed and re-assembled in large stacks, which are pressed together to create blocks.

After the blocks have cured, they are then sliced at varying angles to produce beautifully consistent wood grains that mirror exotic species.

The cost in many cases is far less expensive than their exotic counterparts.

A sustainable choice.



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FSC-ACC-015

*FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests.



Trees are selected which give us the best yield and architectural beauty for a wall area but they are all harvested responsibly.

The timber is harvested under FSC* [Forest Stewardship Council] certified conditions. This is an independent third party certification that our wood comes from forests managed to meet the social, economic and ecological needs of present and future generations.

The timber is also certified as meeting the Chain of Custody requirements against Part 3.6 COC Certification.

“

Like fingerprints the grain patterns and colour tones of trees are never exactly alike, offering the freedom to create unique wall experiences. Wood on wall wallcoverings simplify the application whilst retaining the beauty of timber.

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Why choose WOW over veneer panels?

WOW is a custom made, natural product. When the job is commissioned we select a tree and disassemble and reassemble that tree (flitch) to match your wall dimensions. We are not selecting from one of many mass produced sheets. This is a custom made product that will allow you to see the tree unfold across your selected surface.

Design flexibility

As it is custom made there are a range of additional design treatments that can be applied as the product is manufactured eg; random planking.

Ease of Installation

Avoid the installation issues many sites face with veneers and MDF. Commercial sites won't allow MDF to be cut on site it has to be pre cut off site. The WOW product is MDF free, and designed to be mounted on plasterboard.

WOW

Consider Wood on Wall for your interior design project and you'll be rewarded with a customised design that is simple to install and will leave you with an end result that is simply WOW.





Unique manufacturing process

Pliability

Standard veneers are not pliable as they require MDF mounting. WOW veneers can be used on curved walls, wrap around corners, and columns without the traditional boxing required.

Butt Joints free of expansion gaps

The product is manufactured to take into account the joint matching process. Normal veneers require additional effort to match unrelated sheets. Standard veneers mounted on MDF require an expansion gap somewhere between 2.4m to 2.7m. WOW veneers mounted on plasterboard avoid the need for an expansion gap delivering a very neat seam at the joint point.

Improved edging

Normal veneers require a range of edging solutions. WOW veneers simply wrap around the edge delivering a continuous, seam free curve.

Low wear abrasion

As the edge of the veneer is not exposed on corners, the product is less likely to wear or lift.



Finishing on site after installation

WOW veneers are finished on site providing a more consistent finish and avoiding any installation damage to the finish system.

Backing suitable for various applications

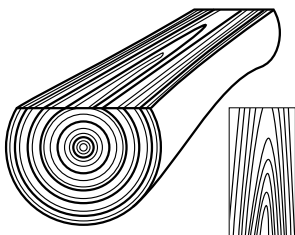
There are a range of backing types available: fabric, paper back, poly resin laminate, superflex, all wood backing, peel and stick. The nature of the product application will determine the backing selected.

Species range

You are not constrained to a catalogue of mass produced veneer sheets, we have over 200 different timber species that you can select from.

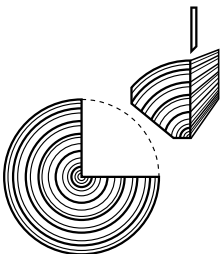
A cut to suit every grain

WOW gives you a range of cuts depending on the look you want to create.



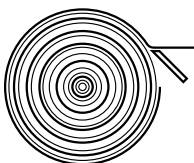
Flat Cut (Plain Sliced)

This is the most common timber cut, producing a pattern known as cathedral or flame. Because each leaf of a flitch is similar, a consistent and even matching pattern is possible. It is ideal for wallcoverings and furniture.



Quarter Sliced

This cut requires the largest diameter logs and produces straight grained veneers. Quartered wood is commonly used to produce sketch (fancy) face sheets because of its grain direction.



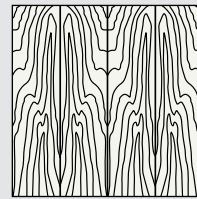
Rotary Sliced

The log is turned in a circular motion against a knife, peeling off a continuous thin sheet of wood (like unrolling wrapping paper); this is the most economical production method. The grain is inconsistent and very difficult to match. Best suited for paint grade or utility surfaces.

**CUSTOM
MADE TO
ORDER**

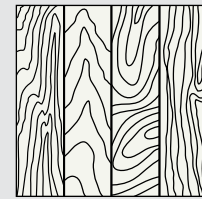
WOW is a fully customised product manufactured to specified dimensions within the constraints of the tree and will arrive with each sheet numbered, side and end matched for easy installation.

The sheets or grains can be matched in a number of different ways to provide an original design finish.



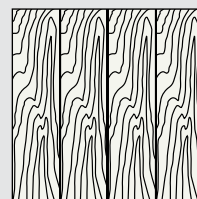
Book Matched

Successive leaves of veneer are turned over like pages in a book and pieced together. The result is a series of pairs.



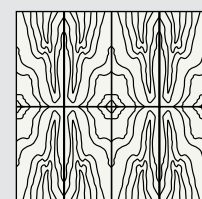
Random Matched

As the name implies this is a conscious effort to produce randomly matched veneer leaves. Often the look resembles hardwood flooring with vertical stops or seams.



Slip Matched

Successive veneer leaves in a flitch are 'slipped' alongside each other. The result is a series of grain repeats, but no pairs.



End Matched

Made the same as book matching but the ends of the sheet are matched to each other as well. When finished the sheets will look seamless.

The importance of installation

WOW is a natural product that needs to be handled with due care during the installation process. The installation instructions must be followed to the letter for best results. It is a custom made, natural product that will react to the environment until it is sealed. The key is to avoid excessive water or moisture before sealing the product.

As it is delivered raw the best time to hang Wood on Wall is when it is received. The longer it is stored in uncontrolled climate conditions, the more moisture the raw wood may absorb. If work cannot begin immediately, care should be taken to keep material up off floors and in clean dry areas.



The critical steps

You must allow a minimum of 3 days to install the product before sealing the surface.

Stabilise the environment

Air-condition the environment before opening the box and maintain that environment for a least 3 days until the product is sealed.

Seal the wall surface

Ensure the installation surface is moisture free, sealed and primed. If in doubt we recommend applying CRAKGON before applying the WOW product, this will ensure a waterproof seal to the surface and protect the back of the material from moisture.



Stabilise the Veneers

Lay the WOW product flat in the environment, off the ground, for 12 to 24 hours. This step cannot be skipped the product needs time to stabilise in the hanging environment.

Allow the installation time

After installation wait another 24 hours. Once WOW product are applied to the surface you then need to allow another 24 hours for the water in the adhesive to gas off before sealing the face of the veneer.



Once these steps are complete the product is ready to be sealed. Because WOW is sealed on site a consistent finish to the timber is ensured and if all the installation steps are followed an outstanding result will be achieved.



The simple
way to create
a standout real
wood finish.



WOW
Wood
On
Wall

**HUME INTERNATIONALE IS A QUALITY
SUPPLIER OF WALL COVERINGS**

THEY HAVE BEEN IN BUSINESS SINCE THE '70'S AND HAVE A PROVEN
REPUTATION FOR DELIVERING ON COMMITMENTS AND WORKING CREATIVELY
WITH CLIENTS TO PROVIDE COMMERCIAL OR RESIDENTIAL SOLUTIONS.

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