



Multi-million dollar Hawaiian residential development finds solutions in wrapped products

Perception of veneer is changing; Builders realizing its potential and multiple advantages

The face of veneer is changing and so is its reputation. Contact Lumber Company (www.contactlumber.com), a worldwide leader in profile wrapping technology recently supplied over 70,000 lineal feet of khaya (African Mahogany) wrapped profiles for Wai 'ula 'ula at Mauna Kea Resort, Big Island, Hawaii (www.maunakearesort.com).

Wai 'ula 'ula is a multi and single family housing development built on Mauna Kea, a dormant volcano, overlooking the Kohala Gold Coast of Hawaii's Big Island. The resort is spread across 47 acres and features a mix of 102 condominiums, detached single-family estates and attached single-level homes as well as Hapuna Golf Course, designed by Arnold Palmer, tennis and fitness centers, spas, restaurants, hotel facilities, and "concierge" residential services. An added bonus is the private Hale 'Ikena amenity center located on-site that will be ideal for keeping fit, hosting functions, and entertaining guests. The community features environmentally sensitive tropical landscaping, low-density buildings, and open sightlines for sweeping views of the ocean and golf course.

Working with Honsador Lumber, Contact provided the builder will long, clear, defect free lengths, in profiles used for numerous applications, some of which included recessed lighting moulding, base moulding, window and door casings and jambs.

"Wai 'ula 'ula has it all, inside and out", said Mark Richards, President of Maryl Group, Inc., the project developer. "We've outfitted the three different model type homes and recreational facility with an island-influenced sense of luxury, using first-rate building materials, appliances and trims to create a lifestyle of easy comfort and lasting value. Contact Lumber's products aligned perfectly with our goal and in multiple applications."

Contact Lumber Company's veneer wrapped solutions and advances in adhesive technology eliminate de-lamination concerns and allow their products to perform better than the solid woods they replace. The most noticeable differences are where industry priorities lie: lower installed cost, higher performance standards and minimal cost to the environment.

"As a high-end resort community, it was important for us to achieve the look that only long, clear mouldings can give. At the same time we needed a cost-effective solution that did not sacrifice quality. Contact's products were just the right fit," said Richards.

Their complete line of natural wood-wrapped mouldings, available in any species, gives builders a clear advantage over solid hardwood mouldings for finishing out interiors. The mouldings come in 14-foot or 16-foot lengths (even 18-footers on request), packaged and ready for easy installation with no pre-drilling. The dimensionally stable finger-joint substrate is wrapped in defect-free real wood veneer with color uniformity the full length. Contact's mouldings are available in virtually any profile up to 10" wide.

"Our wrapped profiles allow builders to upgrade their developments to clear hardwoods without having to deal with the hassles of splicing and pre-drilling," said Jim Snodgrass, Contact's Vice President of Export Sales.

