



FROM THE PUBLISHER

The 2011 Decorative Surfaces Conference recently held at the Turnberry Isle Resort in Aventura Florida received very encouraging reviews. Twenty industry titans delivered presentations during the two day conference on an exciting array of topics. The Decorative Surfaces Conference curriculum, like that of the mission of *Surface & Panel* magazine is ... uniting materials, technology and design. Innovative and enhanced surface materials, new technologies and the latest in design trends from around the world were common threads in each presentation and highlighted the international nature of the conference.

On behalf of Kurt Fischer and everyone at TCM Americas, I want to thank our fantastic speakers, devoted sponsors and each and every delegate who attended the DSC.

All the best,

John Aufderhaar Publisher • *Surface & Panel*
jaufderhaar@surfaceandpanel.com



1. JIM SHERBERT - BUSH INDUSTRIES
2. CHRIS AUFDERHAAR - TCM-AMERICAS
3. JOHN AUFDERHAAR - TCM-AMERICAS
4. JEAN BRIERE - SHAW INDUSTRIES
5. PETE O'SULLIVAN - DUPONT, DENNIS KINNE - INTERPRINT, KENNETH PERRY - KAPSTONE, WAYNE FRANKLIN - MUNKSJO PAPER
6. LEE MILLER - OCI MELAMINE
7. IFTIKHAR HAGUE - COVERIGHT SURFACES
8. JAKUB WALIGORA - SWEDWOOD
9. LINN YEAGER - SOUTHERN CHEMICAL
10. MARTIN ENDERT - KINGS MOUNTAIN, INTL.
11. TOM JULIA - COMPOSITE PANEL ASSOCIATION
12. MATTHIAS KRULL - MUNKSJO PAPER
13. (L TO R) DON RAYMOND - UNIBOARD, PETER FUNDER - FUNDER AMERICA, MARCO SANTORI - SESA S.P.A
14. (L TO R) KEN MCFADDEN - STILES, MICHAEL PHILLIPS - BAUSCHLINNEMANN
15. PATRICIA ANGULO - LAMITECH
16. (L TO R) JIM SHERBERT, DAVE FIELD - INTERPRINT, JOHN AUFDERHAAR - TCM AMERICAS, NORBERT MIX - MUNKSJO PAPER, DON RAYMOND - UNIBOARD

Always More

In early November I attended the Decorative Surfaces Conference in Miami, and during the first luncheon I wound up seated next to Bill Barton, President of California Closets. Mr. Barton told me that originally he was there to give a presentation about the company's business model, which developed in tandem with available engineered surfacing materials. From humble beginnings of raw particleboard closets to custom furniture-quality home storage for the stars, California Closets has made use of the best the industry has to offer. In fact, Mr. Barton put out the call to the audience to continue to bring new developments to market.

But at lunch Mr. Barton said that it had become clear that there was real benefit for him to be in attendance beyond telling his story; that the value was in learning about the technical aspects of the industry, from availability of raw materials to emerging technologies and networking. While the DSC did feature some stunning design presentations, the technical aspects of the program provided a different cross-section of market trends than the traditional trade or fashion show. Looking at the world of surface design not just from the point of view of what is desirable to the consumer, but from what is possible, was fascinating. Visiting the beach in November was pretty nice too :)

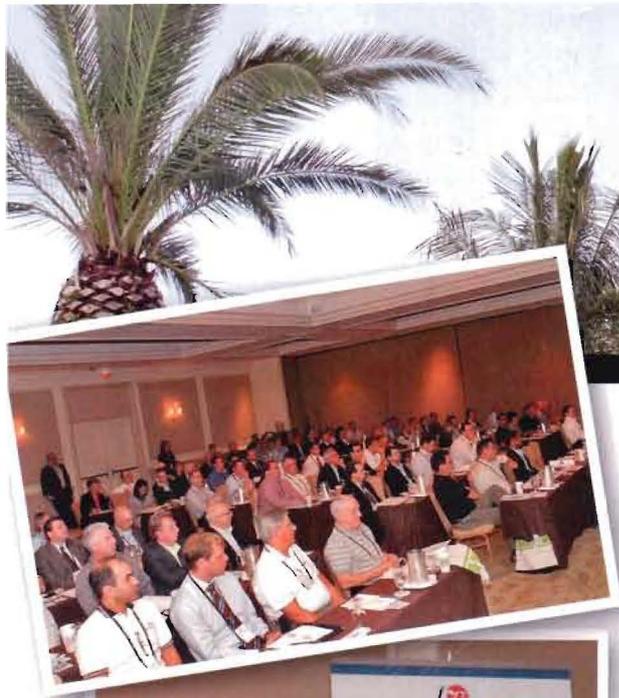
Finishing the Q4 issue of *Surface & Panel* directly following the DSC feels good. Many of the stories here reflect the new possibilities bolstering the industry: finishing/texture, integrated LED lighting, environmental advances, BIM technology and surface design. Yet there is always more. I met several people in Miami that are working on new materials or processes that could have significant impact on the industry. Zooming out to look at different aspects of availability and development provides a whole new perspective on the way the industry is moving as a whole, which informs how all the parts fit together. It will be interesting to see how things unfold in 2012.

In closing I would like to take a moment to extend a sincere thank you to everybody who helped in the development of *Surface & Panel* in 2011. Thank you for answering my nosey questions. Thank you for sharing your knowledge and stories. Thank you for responding to inquiries. And thank you for your support. This industry has amazing, innovative, inspiring stories to tell about materials, technologies and design, and I am honored to have the opportunity to tell them.

Sincerely,



Suzanne VanGilder • Editorial Director • svangilder@surfaceandpanel.com



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