

## **PRESS RELEASE**

### **Au naturel!**

*To commemorate the release of a new range of solid timber office furniture, the Tamsworth range, Anton Odendaal from leading furniture retailer, Rochester, tells us why wood is always a better choice for any office space.*

*01 September 2014, Johannesburg:* Strong, timeless and stylish – genuine wooden office furniture is becoming increasingly popular, often being favoured over generic veneer office furniture. Says Anton Odendaal from leading furniture retailer, Rochester: “The natural feel and warm neutral style of wood is ideally suited to office applications, and the long-lasting strength of genuine timber makes wooden office furniture both a stylish addition, as well as a long-term investment.

### **Strong and solid**

“Solid wood is well known for being one of the strongest natural materials used to make furniture, and this makes it an especially ideal choice for office applications as it is designed for everyday use. Office furniture made from genuine timber guarantees added longevity when compared to other market alternatives that are made from veneered chipboard or plastic for example,” explains Anton. The solid structure of wood also makes it more useable, less likely to get damaged, and the knocks and bumps it will develop over time, tend to add to the furniture’s charm, instead of detracting from it.

### **Your money’s worth**

It may cost you a little more from the onset, but if you choose office furniture made from solid timber, you will reap the rewards as time goes by. Says Anton: “Rochester’s Tamsworth range of genuine wooden office furniture has been specifically designed with a simple and classical elegance that will not only suit many different styles of decor, but it is also a style that won’t date.” What’s more, Anton says that genuine timber furniture has the added advantage of being really easy to maintain and in time, repurpose if necessary: “With a little on going maintenance, you can keep your wooden furniture looking as good as new. However, it is also really easy to repurpose it, even after decades of use - with a little sanding and a new coat of sealant, you can give your wooden furniture a totally new life without having to replace it.”

### **Wonderful wood**

One of timber’s greatest assets however, remains the fact that it exudes a traditionally luxurious look, while still giving off an ambience only found in nature – one of being inviting, warm and serene – all of which are ideal characteristics for a work space. Says Anton: “Wood, with its visible grain and rich natural tones, adds a lovely organically-inspired look to any space it graces, as well as contributing towards a calming atmosphere that comes with incorporating more natural materials in your space.” It is

also an effective way of adding a professional and trusted look to a space, says Anton: “The big sturdy frame of Rochester’s Tamsworth range for example, will no doubt add a traditionally confident atmosphere to any office space.”

### **A lifetime companion**

Solid wood furniture epitomises everything that Rochester stands for – timeless, durable and beautiful furniture. Anton explains: “Well made solid wood furniture, such as Rochester’s Tamsworth range, has so many benefits – it is beautiful aesthetically, good quality, durable and long-lasting, and it has the potential to become a keepsake throughout your life, as well as something that can be passed on when you are no longer around. For example, I still own and use a solid wood desk that my Dad made. I have been studying at this desk from the young age of 10 – it was a trusted study companion throughout my school and university careers, and I still work at it everyday. Simply put – you just can’t beat the superior quality and timeless design of a solid timber desk – if properly cared for, it has the potential of lasting a lifetime, and beyond.”

### **Take care**

To get the most out of your wooden office furniture, it’s important to take good care of it. In this way, your furniture will remain as beautiful as the day you bought it, and it will keep it strong and ensure its longevity. “Looking after wooden furniture takes a bit of time and effort, but with a few easy-to-follow rules, keeping your solid timber furniture looking it’s best should be quick and easy,” explains Anton. He offers the following pointers:

- Excessive accumulations of dust or not dusting properly can result in excess wear and may also dull the otherwise beautiful finish on your wood furniture. As such, it is advisable to regularly dust your wooden with a soft, non-abrasive cloth. Dampen if necessary.
- It is advisable to clean your furniture with specially purposed furniture polish to keep the wood moist and shiny. Remember to read the instructions carefully before you apply.
- If you spill anything on your furniture, make sure that you blot it and wipe it dry as quickly as possible to avoid damaging the wood.
- Always use a coaster on wooden surfaces, as glasses and coffee mugs leave nasty water and heat marks on your furniture’s surfaces.
- The ultraviolet rays of the sun will damage the finish and bleach the wood underneath. Prolonged exposure to sunlight can cause the finish on wood furniture to crack. Clear finishes may also yellow or become opaque in response to excessive light. In severe cases, excessive exposure to light can cause the cell structure of wood to break down. Damage from light is

cumulative and irreversible. Therefore, efforts to control your wood furniture's exposure to excessive light and UV rays, or at least to reduce the amount of sun light falling on any single piece or section of furniture will be worthwhile.

- Avoid placing your timber furniture in damp environments, as it can cause the timber to swell and warp, as well as mould and rot to set in. Exposure to moisture seriously shorten the lifespan of any solid timber furniture, cause irreparable damage to the wood, and make it age before its time.
- Keep wood furniture away from heat vents, radiators and fireplaces to prevent it from drying out.
- Keep products containing alcohol and harsh chemicals away from your furniture's finish, including those found in colognes, perfumes and nail polish remover.
- Use caution when moving your furniture. Enlist enough help so you can lift the furniture instead of pushing it laterally, which can over stress joinery, especially at the legs.

**ENDS**

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