NATURE ORIGINATES.

NEW LEAF INNOVATES.

NewLeaf
PERFORMANCE VENEERS
Rift Cut Maple in Natural
There is no denying the appeal of natural materials. The rich warmth of wood. The raw splendor of a granite slab. The supple comfort of leather. All have inspired generations of artisans to design and create.

Yet, nature has limits. Natural materials can be inconsistent and unpredictable. Their beauty can be fragile, easily damaged by regular use and exposure to the environment. Sometimes, we find ways to work around the challenges. And sometimes, those challenges inspire us to a new kind of creativity – groundbreaking material innovations that improve on nature, expand design potential and leave limitations behind. Composite decking materials. Quartz countertops. Bio-leathers. And now, Performance Veneers.

For centuries, craftsmen, manufacturers and designers alike have tolerated the shortcomings of standard wood veneer for the sake of its natural beauty. Innovation in this age-old industry was long overdue.

New Leaf Performance Veneers are that innovation.

New Leaf has improved on nature, taking the beauty, depth and dimension of natural wood grain and elevating it to a level of consistency and performance unimaginable with traditional veneers. The result is a beautifully predictable veneered surface that eliminates the old problems and sets a new standard for enduring natural style.
The artist behind New Leaf is nature itself. Each New Leaf veneered surface is an exact replica of an authentic natural veneer, hand-selected for its perfect embodiment of the character and grain of that species and cut.

The innovation is supplied by our advanced reproduction technologies and a revolutionary topcoat that refracts light, allowing the depth and clarity of the wood grain to shine through as it provides lasting protection to the prefinished veneer.

Each New Leaf species’ natural beauty remains consistent from sheet to sheet and order to order, with none of the extreme variations in color or grain characteristic of traditional veneers. And because it remains consistent over time, New Leaf veneers purchased years from now will match those installed today.
NEW LEAF PERFORMANCE VENEERS ARE UP TO:

- **3x more** fade and color change resistant
- **4x more** wear resistant
- **16x more** crack resistant
- **8x more** dent resistant
- **14x more** impact resistant
- **4x more** scratch resistant
- **2x more** water resistant
- **16x more** crack resistant

Results of New Leaf Performance Veneer vs. traditional veneer with UV clear finish using NEMA LD-3 testing procedures. Results may vary based on individual manufacturer’s topcoat formula.
New Leaf Performance Veneers do more than just start beautiful – their beauty lasts far beyond traditional veneers. Under regular use in commercial environments, standard veneers age quickly. Scratches and dents make doors and furniture look old before their time. Exposure to moisture can damage surfaces, while light exposure causes fading and discoloration.

New Leaf Performance Veneers are designed to maintain a flawless surface in even the most active commercial environments.

New Leaf Performance Veneers are an innovative solution for commercial architectural doors, hospitality and office furniture, wall panels, case good applications and more.

For specification information and to request samples, visit NewLeafVeneers.com.
THE NEW LEAF COLLECTION

All species and stains shown are available in both Matte (MT) and Semi-Gloss (SG) finishes.

BIRCH | QUARTER SAWN

- NATURAL V013 MT/SG
- TOFFEE V011 MT/SG
- MERLOT V014 MT/SG
- STONE V012 MT/SG
- SLATE V015 MT/SG

BLACK WALNUT | PLAIN SAWN

- NATURAL V022 MT/SG
- TOFFEE V021 MT/SG
- MERLOT V023 MT/SG
- SLATE V024 MT/SG

CHERRY | PLAIN SAWN

- NATURAL V003 MT/SG
- TOFFEE V001 MT/SG
- MERLOT V004 MT/SG
- STONE V002 MT/SG
- SLATE V005 MT/SG

MAHOGANY | QUARTER SAWN

- NATURAL V029 MT/SG
- TOFFEE V028 MT/SG
- MERLOT V030 MT/SG
Front Cover:
Wall – Quarter Sawn Birch in Slate
Credenza – Quarter Sawn Birch in Stone