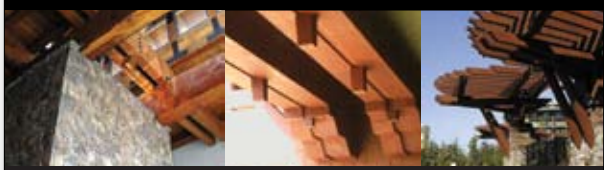


Formed by Nature, Crafted by Man

Known as one of the most technically innovative companies in the wood industry, The G.R. Plume Company brings distinctive solutions to the clients of Material ConneXion, opening up new and unexpected uses of organic wood products such as RFKD timber. Radio frequency kiln dried freshly sawn timber maintains the classic motif of true wood timber without the frustration of performance problems during and after incorporation, making it one of the most solid, stable and purest materials.

MC # 5361



G.R. Plume Company 1373 West Smith Road Suite A1 Ferndale, WA 98248 Tel: 360-384-2800 Fax: 360-384-0335 www.grplume.com

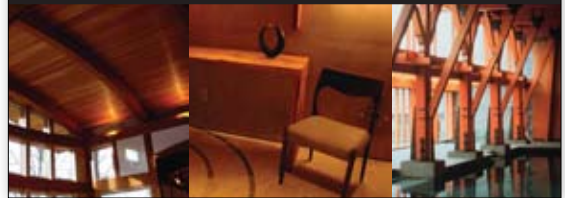
Approach:

G.R. Plume is an organization that harvested industrial timber for reuse in commercial and high-end residential applications. The Plume's came to GIRVIN for an opening branding effort, creating the collateral system for print and website. With the advent of new product categories and invented composites made a variety of uses, GIRVIN created an advertising campaign that was distributed in magazines and Matter, a publication of a group in NYC that manages product innovations for contractors and designers, internationally.



G.R. Plume

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Results

GIRVIN's ads not only allowed inclusion in the exclusive Matter network, but as well for insertion – in the same format – in the MaterialXchange, their galleries in NYC. GIRVIN designed all of the materials and support collateral for the winning addition to the collections.



Created by Nature, Formed by Man

Achieving simplicity demands great discipline. By reverently augmenting the qualities of a natural material, one is able to enhance the expression of its inherent harmony and beauty. The artist then creates the material's new expression in creative and positive ways. Successful expressions arise from the best of time, often displaying artful simplicity that enriches the human experience. In this natural world calls to all providing a soothing calm that allows our minds and hearts to rest. Stone, clay, and wood are enduring elements and their connection with the past and the future.

This need to participate in the wonder of the natural world, therefore, The G.R. Plume Company's approach to woodworking materials. The company has chosen to operate in the wood industry, developing innovative refined solutions that maintain the artistic use of wood fiber while maintaining superior performance qualities. Classic woodworkers by hand and craft, the company approaches the beauty of wood with humility and with the excitement of a visionary to new possibilities.

Driven to reimagine, G.R. Plume worked to develop unique interpretations while applying stock industry practices as unconventional solutions to chronic problems in the construction industry. Long fiber products were based on maintaining the inherent history of genuine wood. Both traditional and current, monumental as well as structural, commercial and architectural works. They bring these distinctive solutions to the clients of Material ConneXion, opening up new and unexpected uses of organic wood products, operating in socially demanding projects.

Located in Ferndale, Washington, The G.R. Plume Company is perfectly situated to take advantage of a broad base of timber sourcing options from Western Red Cedar, Alaskan Yellow Cedar, Port Western Cedar, and Canadian Redwood. All commonly procured and used, G.R. Plume has embraced the design vision of some of the best known architects, including Boston's Clynick Architects, James Cullin, Thierry Despont, Go Quata of HOK, LMN Architects, Oshin Sankung, Beckers & Grinn, and Shipe Reno White Inc.

MC # 0000



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