



**Innovation. Service.**

Sustainability.

Reimagined **Daily.**



**avec**<sup>®</sup>  
american veneer  
edgebanding company



## Quality. Service. Sustainability.

Dear customer,

How was Heitz able to clearly position itself on the veneer edging market, while establishing itself as one of the world's leading suppliers to the international woodworking industry and specialist trades?

The answer lies in the question itself. We created this position for ourselves, through uncompromising focus and the right strategic decisions. For example, by specialising right from the start in manufacturing realwood veneer edging with a focus on quality. We use state of the art technology and innovative production processes to do so. Last but not least, we don't neglect "secondary" virtues like professional advice, individual service, knowledge, experience and on time delivery.

The continuity we offer our customers fosters competence and experience. We did not achieve this level of success overnight. Instead, it grew slowly overtime just like the trees we use to create our products.

On the following pages, we aim to show you how we exemplify these principles throughout our company, and what type of products they help us create. Experience the world of Heitz – and if you would like further information, please do not hesitate to contact us.

We look forward to speaking with you.

Sincerely,

*Stefan Wernecke*

Stefan Wernecke  
(Managing Director)



# Narrow surfaces, broad applications: We are synonymous for top quality edges.

The name Heitz is synonymous with high quality veneer edgings that set new standards on the international market. It all began in 1975 with the production of real wood veneer edging. Since that time, innovative and unique products have only strengthened Heitz's reputation. Today, Heitz offers a wide range of real wood and reconstituted veneer edgings, from thick veneer edgings to wrapping and softforming veneers.

## Part of a strong group

Since 2016, Heitz has been part of the global company Indus Holding AG. The company is involved in a wide range of activities, with holdings in many mid sized hidden champions in different industries. We have broad freedom in our corporate decision making as part of this strong group, and unlimited opportunities for development. This allows Heitz to work across borders, and maintain branch offices in the USA and Hungary.



## Trendsetter in innovation

Over the last few decades, market demands have continued to grow steadily. We take a direct approach to these developments: We have made great strides in industrializing veneer edging production using state of the art technologies, and have established ourselves as a trendsetter and partner to the woodworking industry and in the specialist trades.

# We measure sustainability not only by certificates. But also by growth rings.

Wood is our primary material, and we believe its importance for people and nature cannot be overstated. Because of this, we believe that sustainability and handling resources responsibly are essential in harvesting raw materials, in processing, and in our production processes. Our German site has been CO<sub>2</sub> neutral since 2020.

## Responsible forestry

Heitz has committed to uphold the values of the FSC® Forest Stewardship Council®. This non profit organisation created the first system for certifying sustainable forestry practices. As part of its corporate ecology policy, Heitz is FSC® certified, and is committed to avoid any impacts that harm the forest ecosystem. This includes avoiding illegal logging, trade in illegal wood or forestry products, converting forests to plantations, or introducing genetically modified organisms.

## In the leading role: Quality raw materials

The quality of the raw materials used is key when producing real wood veneer edgings. Because of this, we carefully select the raw veneers and raw materials we use in our finishing processes. When purchasing materials, we rely on trusted, successful partners around the world who share our commitment to quality and our ethical principles of responsibility. Thanks to state of the art production processes and technologies, Heitz is able to offer consistent quality across all levels of production, up to the finished product. In addition, we ensure durability and long lasting, rugged product design for practical sustainability.



# So many customers, so many edges: We call this individual product variety.



Right from the start, Heitz has shaped the market with its new and innovative products. From this spirit of innovation, the company has created products for almost any application, which today are established as essential standards in the industry. Often, valuable suggestions come from our customers themselves, as they trust us to develop products for new fields. They know that they can trust in decades of production experience, the highest quality standards, and creativity from Heitz, and can rest assured that we will respond quickly to their individual needs.

## Intelligent technology as the key to success

In order to ensure we always work efficiently and with a focus on the future, we must always stay up to date on the latest technology. Because of this, Heitz works with leading machine manufacturers to develop practical solutions for any application. This allows us to continuously optimize ongoing processes and quickly implement modern ideas for our customers.

## Excellent service has many different facets

These include, for instance, maintaining a large inventory of raw materials and ensuring efficient delivery logistics to meet any customer request with a quick, targeted response. A network of dealers available around the world and our two high performing production sites are also essential to serve different markets. Our qualified back office team and local key account managers are available for comprehensive, individualized advice, supported by our wholesale partners on all 5 continents.



# Any type of wood, any surface, any finishing options: We can do.

Variety is on the itinerary: From our classic products like thin veneer edgings and reconstituted veneer edgings, to 3D-structured surfaces for interesting sensory experiences, we offer veneer edgings for any application, designed to individual customer specifications.



## Thin veneer edgings

We offer classic veneer edgings in a broad range of different wood types with a wide variety of finishing options.



## Lacquered surfaces

Finished veneer edgings offer many advantages, such as efficient production and the improvement of your VOC output. We can produce a wide range of lacquered surfaces, and fulfil your individual requirements for color and gloss level.



## Wrapping and softforming veneers

These specially tailored veneers are sanded with reinforced backing to thin residual wood thicknesses. This enables the machining of complicated profiles with the smallest radii.



## PUR lamination

Water resistant lamination for applications in speciality areas. In addition to the established fleece lamination, this state of the art PUR technology enables new material composite systems.



## Thick veneer edgings

These are produced in a multi layered construction. This ensures the highest possible flexibility. Our complete product portfolio also offers extensive finishing options to meet your individual needs, from continuous rolls to production in fixed sizes.



## 3D-structured surfaces

Natural feel, expressive design: Different versions can be represented on all commercially available veneers. The sensory perception of the veneer is noticeably expanded.

## Some pieces become classics. Usually with edges supplied by us.



Why do some furniture pieces become successful classics around the world? Product characteristics like design, material, and function play a key role. Appearance, feel, and function are decisive criteria for customers when they make a purchase. If the piece is practical, easy to assemble, and versatile as well, it is likely to become a popular and classic choice. Veneer edgings are key details, and not to be underestimated.

### Heitz is the supplier for successful furniture

Heitz has made a name for itself around the world as a veneer edge specialist, and is the clear global market leader based on sales and turnover. No wonder that global furniture brands appreciate the level of quality Heitz is able to deliver. The company, headquartered in Melle /Lower Saxony, maintains sites in the USA and Hungary, proving that companies can build a strong international profile even in niche markets.

### We manufacture small series

Heitz, however, can handle more than just large production series for major furniture companies – we also work with customers who need specialized solutions, including small production runs. No matter your material requirements or finishing needs, please feel free to contact us. We are always looking for a new challenge, and ready to develop innovative, custom solutions. We consider unique or exclusive requirements to be an opportunity to advance our company's technological capabilities and expand our range of services.



# What makes us unique? Our values. What does that mean for you? True added value.

A company is shaped by the principles it exemplifies. These principles may be called many different things. Some companies call them a philosophy, others call them a “spirit” that shapes their corporate policies. At Heitz, we speak of our values. We can sum up the foundations behind these values in three concise phrases:

- People with ideas. Ideas with an edge.
- Customers with the highest demands.
- Quality products that can satisfy them.

## Personality makes the difference

A functional customer relationship is always based on trust. Trust grows from positive experiences, reinforced again and again over time. Trust is reinforced when we live out our values, like reliability, on time delivery and fulfilling our promises. A close customer relationship grows from this perception. Because of this, we value the experience and competence of all of our employees. Ultimately, we want our customers to perceive employees as equal partners, appreciating the expertise they deliver. This level of expertise and of personal, mutual respect have made Heitz a leading supplier to the international woodworking industry and specialist trades.





**avec**<sup>®</sup>  
american veneer  
edgebanding company

1700 James Parkway  
(Mid-Ohio Industrial Park)  
Heath, Ohio 43056  
USA



Phone: 740-928-2700  
sales@avec-usa.com  
www.avec-usa.com