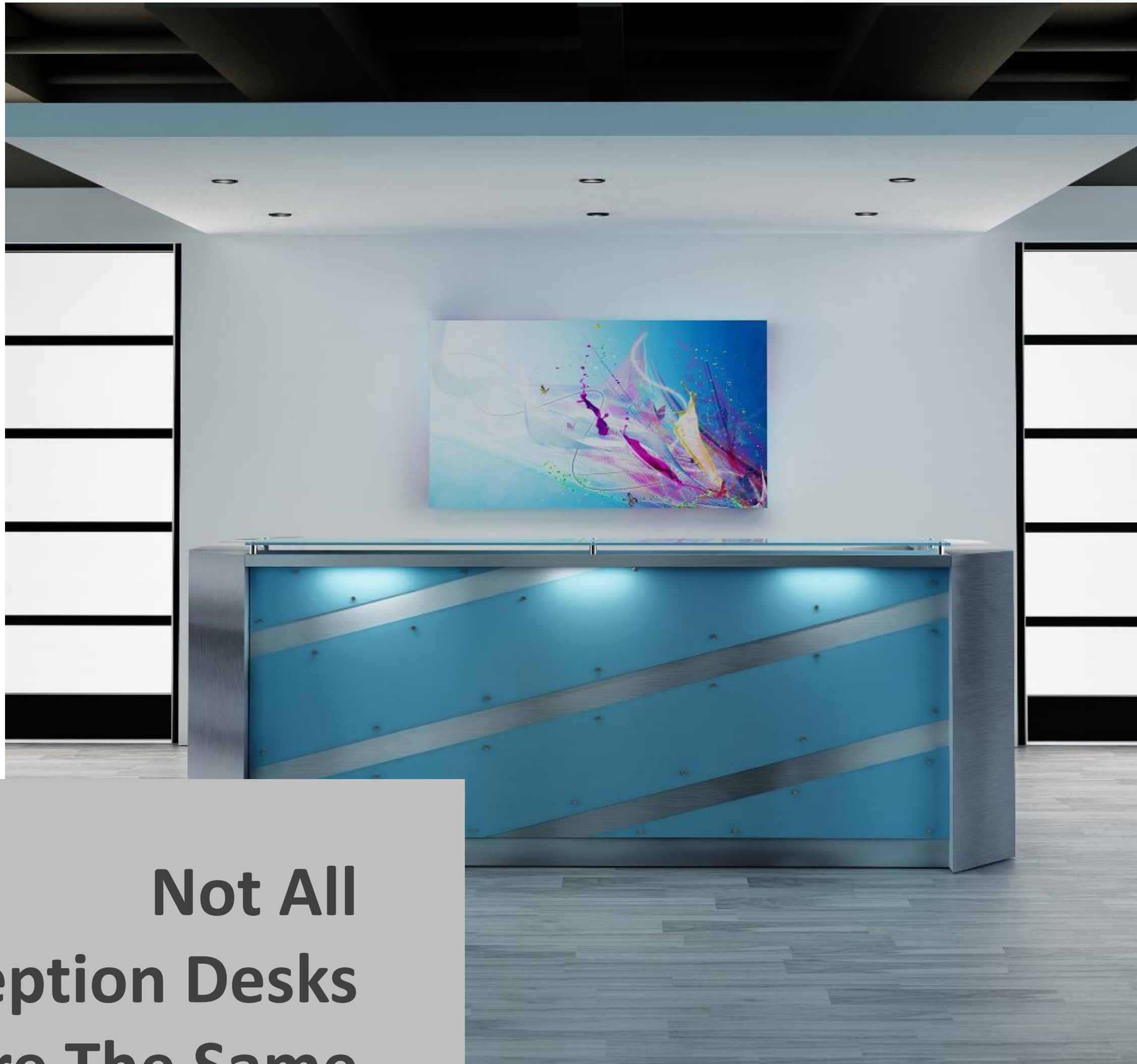




MATERIAL SELECTION

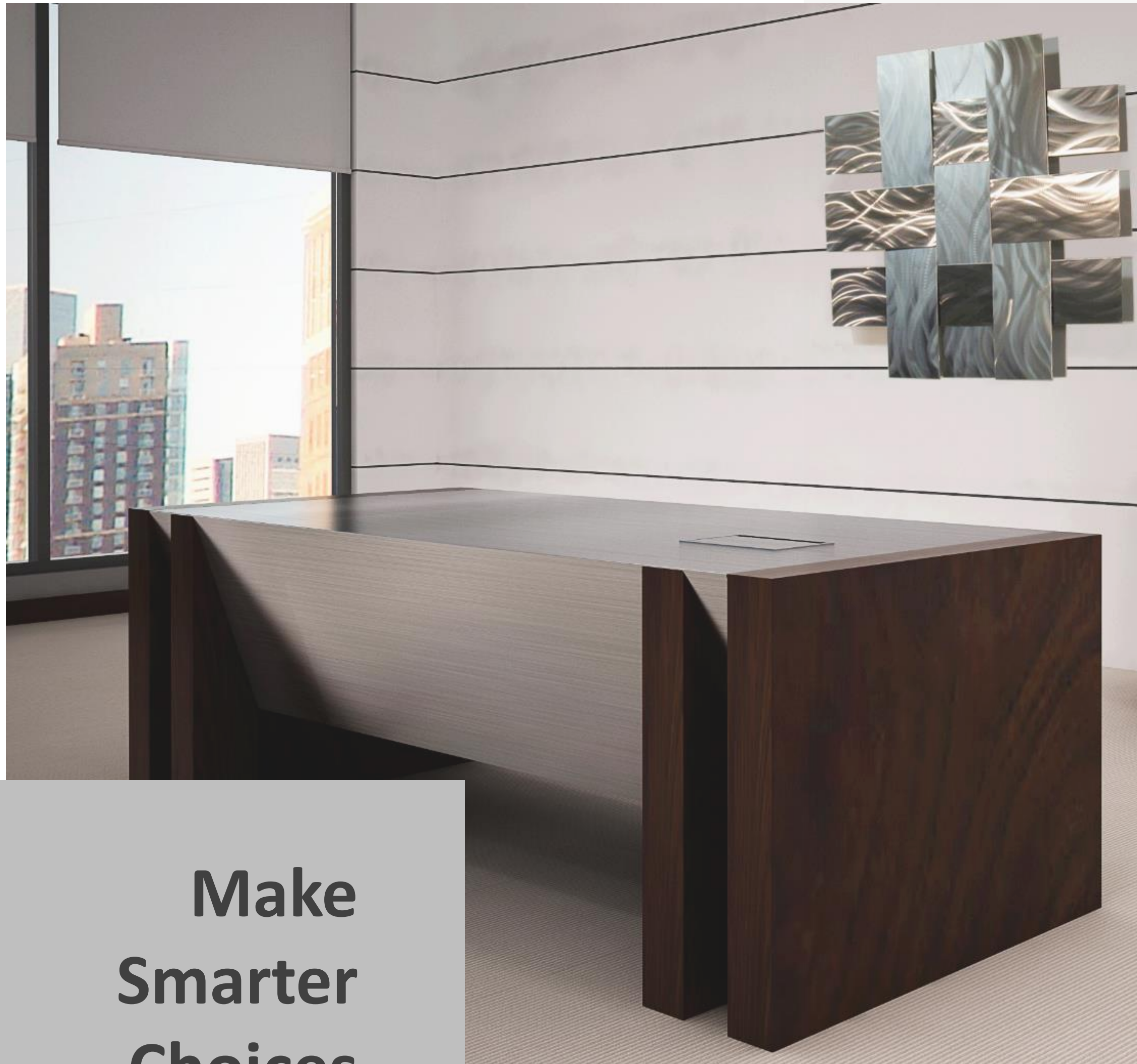
**How to Select the Best Material for
Your Wallet and Your Company**



Reception Desks May Seem Similar, They're Not!

Scour the Internet, and you will find reception desks at as many different price points as you can possibly imagine. Lacking awareness of the differences can force novice buyers into making selections based upon a look in a picture, a color on a screen, a style shown on a web page, or even a delivery date. After all, buyers are not furniture experts, so knowing what to look for can be as foreign as speaking [Tanema](#). However, when choosing an image to be the face of their company, selective people think it's important to know a little more about what they are putting into place.

**Not All
Reception Desks
Are The Same**



**Make
Smarter
Choices**

A Well-Informed Buyer Will Make Smarter Choices

To be a smart, well-informed buyer, you will want to know a little about material differences and how they affect the look, feel, and lifespan of your furniture—and your ability to intelligently compare prices as opposed to guessing. Understanding these differences will tell you how your furniture will look, feel, and last...and how much you should pay for your reception desk. Now doesn't that seem like a smarter approach?



“Uninformed Buyers May Think A Lower Price Is A Better Deal”

There are several material types commonly used in office furniture construction. Each of these materials costs a different amount to buy and process as a raw material. I will briefly take you through some of these, and give you advantages and disadvantages so you can decide where to best spend your dollars—and how to best represent your company.

**Cheaper
Isn't Always
Better**

Pressboard is prepared from wood pulp and paper waste products. Pressboard is overlaid with a laminate paper covering made to look like wood grain.

ADVANTAGE

The top reason to buy a pressboard reception desk is the price. This can be a temporary solution for companies just starting out and on a limited budget. Pressboard normally comes in a small box with a lot of pieces that require assembly. The fact that it knocks down into small pieces makes it easy and less costly to ship.

PRESS BOARD

One disadvantage in buying a pressboard reception desk is that it does not have strength or integrity as true furniture. Objects with a bit of weight stored on them can exhibit bowing, cracking, or breakage. Moisture is the enemy of pressboard, causing it to swell and split. Expect the possibility of peeling paper laminate.

DISADVANTAGE



A simple description of melamine is a thermoplastic adhered to a particle board substrate: tiny pieces of wood bonded together with extreme pressure, heat, glue, and a thin plastic-like coating of provided as raw sheets. Your melamine reception desk can be created in many colors.

ADVANTAGE

Melamine is a relatively sturdy material, and generally, costs less than other reception desk materials. It can survive higher temperatures than some other materials; however, the temperature is generally not a big requirement for your reception desk. It's easy to work with, and because it is pre-laminated, it reduces labor costs to construct.

Melamine

Melamine is a low-pressure laminate, meaning that it is only pressurized to 300-500 lbs. per square inch, as compared to other laminates with higher ratings. Because melamine is coated over boards made of tiny chips of wood utilized as a pressed substrate, fasteners may have the propensity to loosen from the substrate as furniture is moved or stressed. Because furniture is constructed from the board, all reception desks must be constructed from separate panels as opposed to a unitized construction method.

DISADVANTAGE



High-pressure laminate, or HPL, is made up of many layers of craft paper resin-impregnated cellulose and pressurized from 1,000 to 2,000 lbs. per square inch. Extreme high pressure and heat create a thin material that is extremely durable and comes in many colors. These thin sheets of processed material are then laminated onto a substrate.

High-Pressure Laminate

ADVANTAGE

While a bit pricier to work within both product cost and labor, HPL produces a harder, more durable surface. It will wear better, last longer, and withstand heat, scratches, and moisture better than its LP laminate counterpart. As an upgrade, all HPL work produced by 90 Degree Office Concepts is done using domestic-grade maple plywood as a substrate (as opposed to industry-standard particleboard).

While HPL offers more durable advantages and a wider breadth of color selections than the materials mentioned above, HPL, because of its strength, can be brittle and may chip or break when battered. When HPL comes together at a 90-degree angle, its brown phenolic backing is revealed. This can be a visual design issue for some.

DISADVANTAGE





Domestic Plywood

HPL On Domestic Plywood Substrate: for stronger more durable, lasting bond for fastener retention.



Unitized Construction

Our furniture is all screwed and glued together as one piece, as opposed to panel/segmented furniture.



Wide Range of Colors

Available in many colors and patterns.

Designer laminates represent a combination of the newest and freshest upscale designs, brought together into a single collection that provides a more unique visual and textural appeal for your modern reception desk. The Design Laminate series provides the same durability as other HPL, for a slightly higher cost.

ADVANTAGE

While offering the same material durability, designer laminates focus upon on adding a stronger design element, and creating a look and feel uncommon to standard HPL. More refined texture, closer wood simulation, and unique patterns are often featured. In addition, many Specialty Laminates have a solid color from face to back, thus eliminating that phenolic brown line common to HPL at corners.

Designer Laminate

The same shortfalls present in HPL are also present in our design collection, together with a slightly higher raw material cost. However, 90 Degree Office Concepts provides protective construction details—such as such as metal toe kicks, color-matched PVC edges, and corner guards—to circumvent material shortcomings.

DISADVANTAGE



WOOD VENEER

ADVANTAGE

Wood veneer is a popular choice; therefore, it is slightly less costly than solid woods. Wood provides a natural element for your reception area, as well as a rich, warm, classic, upscale look that is only indigenous to wood. There is a certain feel that wood transmits that cannot be achieved by most man-made materials.

On the life-cycle side of wood veneer, scratches, chips, and scrapes can often be repaired to add to the lifespan of your reception furniture.

Wood can be colored and finished in any color imaginable, and are offered in any preferred sheen.

DISADVANTAGE

While wood veneer has a lot of upsides, there is no doubt about it: you will pay more for it than many manmade materials. The primary cost associated with maple wood veneer is somewhat inherent to the material itself, but is mainly due to the preparatory and finishing labor.



Maple Wood Veneer

Maple has a fine, consistent grain that makes for a handsome, uniform appearance, and it sands to a glass-smooth finish with ease.



Wood Veneer in Sheets

Maple is one of the harder hardwoods. It's stronger and more durable than other woods, so it takes everything life throws at it – and looks beautiful for years to come.



Range of Color Finishes

A hallmark of maple is its warm consistent shading that takes stains beautifully. Even today's popular near-noir shades show a rich, deep, even tone.

MAPLE WOOD VENEER

Maple wood veneer is a thin layer of maple wood that is usually laminated onto another, lower-priced raw material called a substrate. This process captures all the beauty of wood without the higher price. The wood is sliced to a thickness of 1/64 of an inch. This process helps you get the most value out of your modern reception desk dollars.

The thinnest veneers will be used in the production of low-cost reception furniture, whereas the thicker veneers (used by 90 Degree Office Concepts) are used to build higher-grade custom furniture pieces.



Exotic Wood Veneer

Furniture makers use veneers because it allows them greater freedom with their designs and make the finished piece more stable and more cost effective to produce.



Wood Veneer in Sheets

With exotic veneer sheets you can turn simple projects into well-crafted works of art that will look just as good as rare wood species.



Range of Color Finishes

Some wood species can be quite rare and this scarcity makes buying the wood near impossible for projects on a budget. With veneer you get a less expensive product that is readily available.

EXOTIC WOOD VENEER

More expensive woods veneers, such as mahogany or wood burls, will be sliced into veneers and used in our higher-end, custom-made reception furniture. This doorway to the world of exotic woods, like Hawaiian Koa, Purple Heart, African Mahogany, Carpathian Elm, and Fiddleback Makore, can turn a simple furniture design into a work of art. All it requires is a little imagination.

While the process is much the same as exotic wood veneers or maple, the unique grain, wood color, and cut of the wood add the distinct characteristics indigenous to that species—like most other things that are rare and beautiful. The visual appeal of your reception furniture will take a giant step forward.



KOA



LACEWOOD



LIMBA BLACK



MAHOGANY CROTCH



EXOTIC WOODS

MAKORE



MAKORE QUATERED
FIGURED



BIRDSEYE MAPLE



BURL MAPLE



REDWOOD



ROSEWOOD SANTOS



EXOTIC WOODS



SAPELE



ENGLISH SYCAMORE



TEAK



WALNUT

ZEBRAWOOD



WENGE



EXOTIC WOODS
ASH – OLIVE BURL



KEVAZINGA



SMOOTH
GENERATION

ABOUT US

At 90 Degrees we believe inspiration begets inspiration. We feel creativity and inspiration are greatly influenced by one's very environment. Therefore, our commitment to finding business solutions is attached at the hip to looking and being different from the pack.

90 Degree Office Concepts has been designed with the forward thinker in mind. We focus our attention on style, user-friendliness, flexibility and cost conservation. Questions about how we can best serve and inspire our clients perennially dominate our thinking.

EXPLORING UNIQUE MODERN OFFICE FURNITURE MATERIALS & DESIGN

90 Degree Office Concepts has made its business of materials and design, and we take a different direction than ordinary office furniture providers. We have worked with materials like solid surface, natural stone, back painted glass, and natural and processed materials as well as rare commodities.

Need some material design help? Ask your project coordinator to show you materials that will give your reception area the perfect look, feel and price for you.



UNIQUE
OUR CUSTOMERS



CONTACT US

Didn't see what you were looking for? Want to customize one of our existing designs or create a design just for you?

Contact us using our form below or give us a call at 855-699-0334 to discuss your project.



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