

Wall-Goldfinger Banks on New Press

In the world of corporate furniture, the name Wall/Goldfinger is synonymous with style, innovation and quality. The company is known for its attention to detail, fine veneer work and rubbed lacquer finishes.

Wall/Goldfinger specializes in high-end conference tables for clients in New York City, Boston, Washington DC, as well as Europe, South America and Mexico. Its client list includes such notables as Bank of America, Citigroup, Pfizer, the Federal Reserve, the International Monetary Fund, the United Nations, New York Stock Exchange and CBS.

"We work for Fortune 500 companies and leading financial and academic institutions, law firms, investment companies and insurance companies," said Mike Spencer, production manager. "We make prestige furniture, meant to 'say' something. When the designers put these boardrooms together, they are putting together a look and a feel for the company."

The company has grown tremendously since its founding by current President John Wall and Michael Goldfinger, who sold his portion of the business back in 1993. In the 35 years since Wall/Goldfinger's inception, the company has transitioned its production from residential furniture — it had one of its table designs accepted into the Smithsonian Institute — to custom contract furniture. Production is done in a turn-of-the-century brick woolen mill on the shores of the Dog River in Northfield, VT, with manufacturing space spread over 52,000 square feet. The



Wall/Goldfinger specializes in large conference tables — some up to 50 feet long — in a variety of shapes including elliptical, boat, round and rectangle.

company has 40 employees.

"We basically serve the client's furniture needs from A to Z, including casework, reception desks and millwork" Spencer said.

Inherent to Wall/Goldfinger's operation is its in-house veneering department, in place since the early 1990s. "Before that, we bought panels from other veneer panel shops. Scheduling became a problem, getting the veneer panels here on time to do what we needed to them. Quality was also a problem. Most of the tables we make feature complicated veneer designs. On tops, there might be species going in more than one direction. To accommodate our needs we slowly got into pressing our own veneers. When we picked up an OEM line of tables, we purchased our first Joos 4- by -8-foot press, the Joos Junior press."

As the company's production needs expanded, and it began pressing more intricate designs, it turned to a larger press, the Joos HP-150 Okotherm with a 5-by-10-foot press opening.

"This press is heated with the Elkom Okotherm pressurized hot water system and the platens will

Mike Spencer, production manager, lauds the Joos press for its fast cycle time and large capacity, giving the company the flexibility to do custom work.



hold the desired temperature to within 1 degree all day," Spencer said, adding that the wait time for the press to heat is minimal. "With some presses, the wait time is a problem. One of the reasons we chose the HP-150 Okotherm is it has literally cut our press times in half. What used to take two days to press now can be done in a single day."

The bigger press also lets Wall/Goldfinger accommodate larger panel sizes. "Many times our panels are 60 inches wide by 70 inches long. Having a 5-foot capacity is a big gain for us, giving us the flexibility we need to do our custom work," Spencer said. "In-house veneering capabilities are a must for the kind of work we do and the kind of standards we set for ourselves."

The company's work in veneering, value engineering, manufacturing and marketing, enabled it to achieve sales of close to \$7 million in 2005. In recognition of Wall/Goldfinger's high achievements, company President John Wall was named 2005 Vermont Small Business Person of the Year.



The addition of the Joos HP-150 Okotherm water-heated press has given Wall/Goldfinger added capabilities for pressing large panels, while reducing its production time by half.

SEE THE JOOS PRESSES AT IWF BOOTH #9550