

# Wood-look ceilings expand into commercial buildings



## The Asset/Benefits

**Asset:** Sauder’s WoodTrac Ceiling System provides an attractive, warm, and inviting wood-look, suspended ceiling to retail and office spaces, schools, and other public buildings.

**Benefits:** The system is less expensive than other wood-look options. Easy to install, the system can be retrofitted to replace standard perforated white ceiling tiles while still permitting access to utilities and wiring.



## Project Outcomes

- Estimated the current market size for commercial ceilings.
- Determined desired product attributes, including green building materials and tin-look styles.
- Characterized technical and performance parameters:
  - Fire ratings
  - Acoustics
  - Light reflectance.
- Identified best market entry strategy:
  - Designers versus buyers
  - Professional organizations.

## Key Questions

- What are the commercial market opportunities for the WoodTrac Ceiling System?
- What are the key drivers and product attributes?
- What are the performance and technical parameters that must be met for commercial markets?
- How would Sauder effectively access the commercial market opportunities?



## Project Impact

- As a result of this project, Sauder:
- Focused its marketing strategy on key industry trade shows and targeted design publications.
  - Obtained Class-A fire rating, Forest Stewardship Council and Eco-Certified Composite certifications, three product attributes identified through TDMI.
  - Entered the commercial building market and began to see an increase in sales.

*“[TDMI] helped us understand how to approach the commercial market. We needed to know who makes buying decisions, what was the size of the market. This helped us understand the potential.”*

– Dan Sauder, Sauder Woodworking Co.

