

firststep™

PRE-PRIMED PLYWOOD PANELS



ABOVE Residential bookcases built with FirstStep primed panels from Columbia Forest Products. The FirstStep product was featured on a televised segment for the 25TH Anniversary show home in Carlisle, Massachusetts for *This Old House*.

PRIMED PANELS FROM COLUMBIA FOREST PRODUCTS

What our customers are saying about FirstStep primed panels.

“A lot of our projects are combination paint/stain/laminate. Our bottleneck is always the finishing department, which is usually the case with most cabinet shops. Our goal is to eliminate that bottleneck whenever we can. With Columbia’s primed panel, we just scuff sand the surface and it is ready for the paint coat. For us, it eliminates the application of a primer and reduces the whole process including the drying time. It cuts out several steps. Our ultimate test is how fast we can get a project completed.”

Dale Nesbit, owner, HARBORTOWN CABINETS, Savannah, GA

“The primed panel has greatly reduced our spray booth bottleneck which is always an issue. With the primed panel, we can save from 1 to 1.5 days per kitchen completion. We used to complete 2 kitchens per week, we can now complete 3 and sometimes 4 per week. We have tremendous praise for the primed panel as well as the pre-finished maple. The primed panel is a rotary cut birch on poplar veneer core.”

John Propps, CHALLENGE LTD, Myrtle Beach, SC

“The primed panel is a very good product, the material holds up well through the brush sand process. It’s nice to have a good product to work with that you can depend on. We like Columbia and usually spec your maple plywood because of the quality.”

Cam Catatoni, owner, EVERWOOD CABINETS, Delray Beach, FL

“We sand it up a little bit and it’s right there, ready to paint. It’s a great time-saver for us. We have had no problems with the coatings over the primer. We were looking for ways to cut down processing because we do a lot of paint finishes. Probably 30% of our business is painted cabinets. We’ll do a straight PBC case with plywood sides (veneer core) that is primed and painted. Most of our cabinets are PBC so plywood veneer core is not really our mainstay. We’ll even do some substitutions sometimes, you know, some veneer core in place of PBC if we need to.”

Paul Beiter, CANDLELIGHT CABINETRY, Lockport, NY

EASTERN US:
1-800-237-2428

WESTERN US/ CANADA:
1-800-547-1791

**NORTHEASTERN US/
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1-888-664-1964

CENTRAL US:
1-800-760-3341

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Features and Benefits

- Reduction in labor time**
 - Eliminates one to two steps in the finishing process
 - Increases productivity and efficiency
- Reduced emissions**
 - Lower VOC and HAPS emissions
 - Environmentally responsible product
- Better finished product appearance**
 - Helps attain and maintain adhesion of paint to substrate
 - Masks defects in the substrate, allowing the finish coat to be even and uniform
 - Minimum grain raise for a smoother final product
- Columbia quality control**
 - Consistent quality
 - Trusted product from trusted source
- Regional finishing facility**
 - Consistent availability
 - Prompt delivery

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Frequently Asked Questions

- What items are available for priming (cores, veneers, thicknesses, sizes)?**

All of Columbia's wood products offering are available for priming, limited to a maximum size 5' x 10' panel and 1/4" thickness.
- Will Columbia prime Custom Birch, Chinese, or other imports?**

Yes. All primed import products will be Mill Run.
- Are FirstStep samples available?**

Samples are currently available from Columbia.
- What is the chemical makeup of the primer (technical info)?**

It is a cross-linked water-based primer.
- What type of coating is best to use with the FirstStep panel?**

Water-based and solvent-based coatings are compatible with FirstStep. **However, customers should contact their current coatings supplier prior to use to determine compatibility of this product.**
- Should FirstStep panels be sanded prior to the application of a topcoat?**

It is recommended that FirstStep panels be lightly sanded with 320 grit or finer sandpaper to remove fiber pop, grit and roughness. Customers should not sand too aggressively as they may sand through the primer and expose the raw wood. **Customers should contact their current coatings supplier prior to use to determine compatibility of this product.**
- Will there be shop allowance? What percentage will we allow? Will shop be separated?**

Yes, there will be shop. Domestic products will allow up to 20% shop, and it will be separated. All import products will be Mill Run, and shop will not be separated.
- What colorations of FirstStep are available?**

FirstStep primed panels are available in both beige and white colorations to complement any primer job.
- Are FirstStep panels available formaldehyde-free?**

Yes, FirstStep primed panels are available with any core, including veneer-core produced with PureBond® Formaldehyde-Free Technology.

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