

WOOD AND FIBER

JOURNAL OF THE SOCIETY OF WOOD SCIENCE AND TECHNOLOGY

VOLUME 6

SUMMER 1974

NUMBER 2

TECHNOLOGY AND WEYERHAEUSER

Weyerhaeuser Company management announced plans in July 1974, for a new 500,000 square-foot facility to house research, development, and engineering personnel. The building, with an initial capacity of one thousand persons, is designed for 50% expansion. It will be located approximately one mile north of the company's corporate headquarters between Seattle and Tacoma, Washington.

The importance of this decision goes well beyond the obvious new emphasis placed on the role of technology within the company. The facility itself will be unique—designed to provide not only a corporate center of technology, but also a resource highly adaptable to future change.

Corporate Emphasis on Research

Weyerhaeuser management are significantly increasing investments in research and technology. Two developments both support and drive this need for expanding and centralizing corporate research, development, and engineering activities:

1. The company is in the midst of a major capital rebuilding and expansion program to develop a base of latest-technology plants. At the same time, new worldwide markets are opening and new species and sources of raw materials are becoming available. Research and technology are seen as the key to meeting increasing world demand for forest products in 1980 and beyond.

2. The company is now engaged in strategic planning for research. Major market and supply factors, corporate objectives, and business needs are integrated into research, development, and engineering

planning. Major corporate growth opportunities are identified, evaluated, and quantified. Priorities are set and the type and quantity of resources necessary to meet objectives are identified by function.

The New R & D Facility

These two developments do more than just identify the importance of technology; they defined the scope of the technical effort and significantly influenced design of the new facility. The building reflects the need to:

1. foster a systems approach to solving complex problems;
2. provide an exciting place to work;
3. achieve or continue a leadership role in key technologies;
4. house diverse functions in largely universal space; and especially,
5. provide a facility adaptable to future change.

The building is designed to reflect, inside and out, a dynamic working environment. It will be on a wooded site, 700 feet from a small lake. The view from the two-story-high windows will be through trees, some being one-hundred-foot-tall cedars and Douglas-firs. Actual building design embraces the prime criteria of multipurpose use, flexibility, and adaptability by using universal and nondedicated laboratory and office space to allow ready alteration to meet changing needs.

Personnel now located in six different geographical areas, representing many functions and over 50 disciplines, will be included: Land and Timber R&D; Raw Materials R&D; Wood Products R&D; Fiber

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Products R&D; Technical Service R&D; Technical Support; and Facilities Planning and Engineering. Not all research and development personnel will be centralized. Some will require on-site locations at selected regional facilities, primarily major pilot operations and regional forestry activities at Centralia, Washington; Southern Forestry at Hot Springs, Arkansas; and Tropical Forestry in Indonesia.

The building comprises three areas: (1) a two-story integrated laboratory and office complex; (2) a central support area housing reception lobbies, audio-visual complex, library, cafeteria, and blocks of conference rooms opening onto landscaped courts; and (3) a two-story structure housing development and warehouse areas in a clear height portion, and work areas in a double

story portion. Greenhouse and nursery space are also provided.

The new corporate research building thus embodies on one hand and symbolizes on the other the Weyerhaeuser Company's commitment to technology. R&D staff will be increased dramatically and allocation of corporate resources to research and technological development doubled over the next five years. The commitment is perhaps best summed up in President George H. Weyerhaeuser's statement, "An acceleration in research and technology emphasis is needed in the forest products industry today and we expect to lead this increased effort as we have led in forestry and forest management research."

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