American Hardwood Promotion
Yesterday, Today, Tomorrow
More Incredible Facts about Hardwood

- **Life-Cycle Assessment (LCA)** is the evaluation of a product's impact on the environment through its total existence. When considered through LCA against other materials, hardwoods are favored for their extremely long service life, low carbon footprint, and eco-friendly disposal or repurposing at the conclusion of their useful lives. We need to be knowledgeable about our options. American hardwoods are one of the most environmentally-friendly building and design materials.

- **Conversion of hardwood into products such as window frames, furniture, flooring, cabinetry, and doors contributes to the long-term sequestration of carbon. Growing trees remove carbon dioxide from the atmosphere and separate the carbon and oxygen atoms. They return the oxygen to the air and use just the right amount of carbon to grow trunk, branches, and leaves. The unused carbon is stored, or sequestered, for the life of the tree and the products made thereof. Incorporating more hardwood into our lives makes a significant difference in lessening our carbon footprint.**

American Hardwoods for High-Traffic Areas

A natural material brings durability, cost-effectiveness and charm to busy venues.

The American Hardwood Advantage: Carbon-neutral Materials for Today's Zero Tolerance Goals

American hardwoods help offset global warming and benefit the built environment by reducing carbon dioxide emissions.

Provided by The Hardwood Council

American Hardwoods Rediscovered

Life cycle thinkers are drawn to the sustainable qualities of this class of green materials.
American Hardwood Information Center
The Authoritative Resource for American Hardwoods

ECO-FRIENDLY & SUSTAINABLE
Carbon Neutral, Energy Efficient, More Abundant Than Ever.
READ MORE

CONSUMER
Answers and inspiration for your home’s flooring, cabinetry, millwork and furniture projects.

PROFESSIONAL
Sustainable design Project Support, Case Studies, Sourcing Advantages and Resources for Eco-Conscious Specifiers.

INSIGHTS FROM THE EXPERTS
Wendy Silverstein
Hardwood at KBIS
The annual Kitchen & Bath Industry Show (KBIS) is

KNOCK ON WOOD
“Timber” dating app matches tree lovers with trees | Woodworking Network

SPECIES GUIDE
American HARDWOODS Collection
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MOBILE APP
American HARDWOODS
American Hardwoods and their Role in Carbon Neutral Design

Locally-sourced red oak is featured throughout Yale’s LEED-Platinum Kroon Hall.
Photo courtesy of the American Hardwood Export Council. © Meredy von Stempel

www.HardwoodInfo.com
6 Imaginative Ways to Use Hardwood in Your Home

We are constantly surprised and delighted by the innovative uses of hardwood flooring, the ultimate in underfoot durability and good looks. But as sophisticated architects, designers, and manufacturers develop applications that exploit wood's functional and aesthetic properties, we are finding new and unique ways to incorporate hardwood flooring into our lives.

1. Built-in hardwood furniture as architecture

Defining Luxury: American Hardwoods

For everyone seeking to transform their homes into extraordinary, the product choice is American Hardwoods. Distinctive, characterful, and unmatched in function and beauty, products made from American hardwoods redefine "luxury" and add warmth and grandeur to the charmingly rustic and the sleekly sophisticated. ranging from pale smoke to charcoal, showing up hardwood flooring.

"Grays are versatile and timeless — quiet and thing colors that recede the background with losing personality or coming faceless. They can in any style décor, yet they look modern."

Here are six hardwood upgrades worth considering for your home.
Thermally Modified Hardwood and its Role in Architectural Design
Hardwood Leadership Development Retreat

JAN. 28-30, 2019

BB&T Leadership Institute
Greensboro, NC

WOOD INDUSTRY RESOURCE COLLABORATIVE
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