



American Hardwood Promotion

Yesterday, Today, Tomorrow



The
Hardwood
Council





Fast Facts on

AMERICAN
HARDWOODS

- **Homegrown** – Don't search the globe for renewable and sustainable materials: American hardwoods fit the bill! From alder and cherry, to the oaks and walnut—to name just a few—American hardwoods have been bringing warmth and beauty to the built environment for centuries.
- **Selection** – Nearly two dozen abundant species provide plenty of color, grain and pattern. American hardwood forests offer more choices than any other temperate hardwood forest in the world.

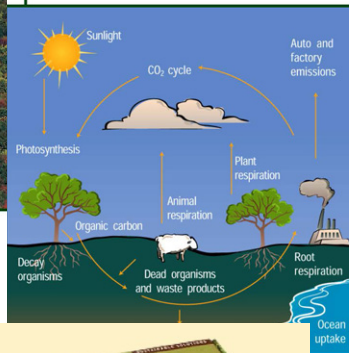


Don't be Misled by Imitators

AMERICAN HARDWOODS

BAMBOO

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.

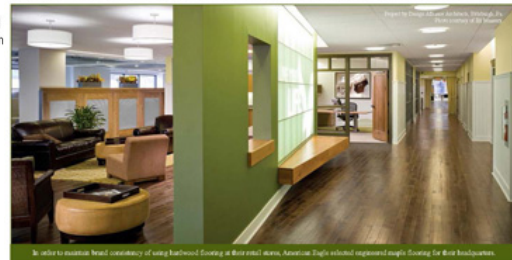
Conversion of hardwood into products such as window frames, furniture, flooring, cabinetry, and doors contributes to the long-term sequestration of carbon. Growing trees remove carbon dioxide from the atmosphere and separate the carbon and oxygen atoms. They return the oxygen to the air and use just 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.

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

Green building is more than the latest buzz word. Construction industry stakeholders are increasingly

American Hardwoods for High-Traffic Areas
A natural material brings durability, cost-effectiveness and charm to busy venues

In order to maintain brand consistency of using hardwood flooring in their retail stores, American Eagle selected engineered maple flooring for their headquarters.

Provided by The Hardwood Council

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How Selecting Materials Impacts Our Lives —

There are many factors to consider when choosing a building or decorating material. Some impact the environment more, while others are a cost consideration. Be knowledgeable when making a selection. Compare factors in a product's life cycle with those of American hardwoods.

What to Consider for Material Selection

How American Hardwoods Compare

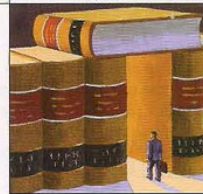
Is the material natural or man-made?	American hardwoods are an all-natural material.
Is it a healthy material?	With hardwood floors for example, there is no place to harbor pollen or animal dander, or for mold to grow.
Does it require a lot of processing?	Cutting and drying of lumber is all that is required.

I&S

CONTINUING EDUCATION SERIES

American Hardwoods
Rediscovered

Life cycle thinkers are drawn to the sustainable qualities of this class of green materials.



Hardwoods F.I.R.S.T.

Hardwood Basics
 Forests & Forestry
 Glossary of Wood Terms
 Finishing School
 Interiors - Trends & Traditions
 Hardwood Resources
 Species & Stains
 Tips for Specifying

Cabinets

Hardwood Cabinet Choices
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Hardwood Information Center

www.hardwoodinfo.com



The Hardwood Information Center is a service of the Hardwood Manufacturers Association. We provide facts, tips and useful advice about U.S. hardwoods and hardwood products.

search [GO](#)



Species Guide

Learn more about the 22 major U.S. hardwoods, from ash and cherry to oak and walnut.



This Month's Feature

Answers to frequently asked questions about hardwood floors

Hardwood floors: What's old is new and old again



E-Tips Sign Up

Would you like to receive free shopping, decorating and care tips each month? Sign-up today to receive your monthly hardwood e-mail tips.



Link to Us

Download the image and code to provide your users with a link to the Hardwood Information Center web site.

Coming Home to Hardwoods

Weekly home decorating advice from Rose Bennett Gilbert

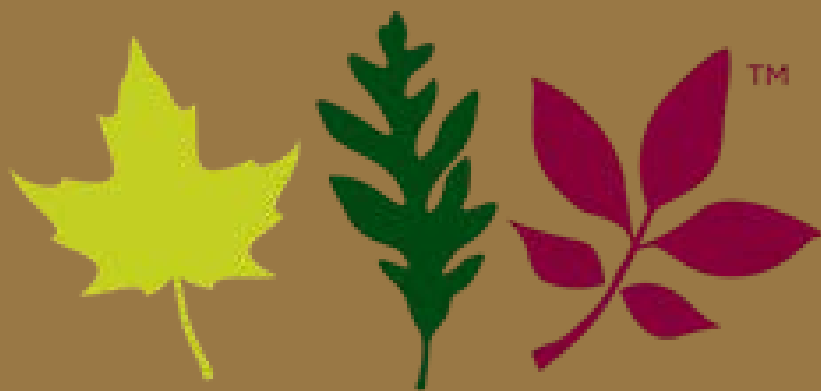


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American Hardwoods

Treasured for Generations™





American Hardwoods
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American Hardwood Information Center

Admirers & Enthusiasts

Designers, Specifiers & Professionals

Love it... SPECIFY IT! Visit the photo gallery for a look at the many great uses of hardwood. [Get Inspired](#) Mix & Don't Match - Wood Textures and Colors

Insights from the Experts

When the Furniture Is the Art
Question: When is a chair not just a chair? A table good enough to eat? And a desk too sexy to leave empty?
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Would You Believe...
A Time-honored TRADITION We all say it - "Knock Wood" - and we all know why. It's to prevent something...
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Knock on Wood

Did You Know?
Monticello, Thomas Jefferson's home in Charlottesville, Virginia was designed and redesigned and built and rebuilt over a forty-year period. Today's visitors walk on the home's original hardwood floors, installed in 1805. Talk about durable and long-lasting!

Broadcast Features



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The Authoritative Resource for American Hardwoods



Admirers & Enthusiasts

Designers, Specifiers & Professionals

Average Joe, looking for care, repair or finishing tips? Far-from-plain Jane, seeking trend-setting design and decorating ideas? Look no further: [It's all here!](#)



Enhance your home's style with eco-friendly hardwoods
From flooring and cabinetry to moulding and furniture, American hardwoods have been treasured for generations, and for good reason!
[Read More](#)



Get Inspired!
Visit this photo gallery for a look at the many great uses of American Hardwoods throughout the home.
[Get Inspired >>](#)

Eco-conscious Professional, committed to sustainable design, carbon-neutrality and Life Cycle Analysis? Be confident in your choice of materials. Debunk the myths. [Be inspired. American hardwoods!](#)



Stain it. Paint it. Walk on it. Shut it. Cut it. Sand it. Sit on it. Live in it. Play on it. Dance on it. Store in it. SPECIFY IT!

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American Hardwoods and Their Role in Carbon Neutral Design

[Learn More.](#)

The American Hardwood Information Center
is the authoritative resource for consumers and professionals seeking information about American Hardwoods. With the goal of promoting the use of American Hardwood products ranging from flooring, cabinetry and furniture to millwork and building materials in both residential and commercial applications, the Center offers advice from industry experts on design trends, care and maintenance, installation, finishing and professional specifying.

About AHC
Purpose
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Member Resources

Admirers & Enthusiasts
Rediscovering Hardwoods
Treasured for Generations
Get Inspired
Green & Sustainable
Care, Repair & Refinishing
Expert Insights
Where to Buy

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LOOKS LIKE
HARDWOOD

But it's tile



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LUMBER LIQUIDATORS



CORELUXE
Engineered Vinyl Plank



GET
CREATIVE
WITH
**WOOD
LOOK
TILE**

MARAZZI
DARE TO BE BOLD

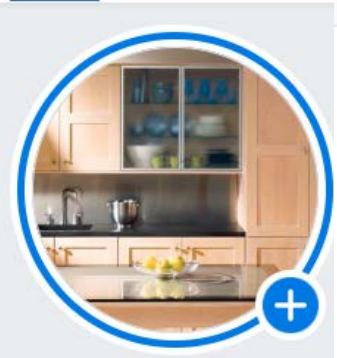


ADSL Kitchen
Starting at
\$1899
Based on a 10' x 10' kitchen.
What's in the kitchen price?
See page 18-19.



AKURUM Kitchen with ADSL white doors and drawer fronts and ADSL white glass doors. Full finish and tempered glass. 20' x 20' x 20' (H x W x D) assembly. AKURUM cabinet has a 5-year limited warranty. See IKEA USA.com for details.

There's a better way to buy a kitchen.

When you buy a kitchen at IKEA, you're in control every step of the way. You bring your vision, we'll help you bring it to life. You'll get the most kitchen.



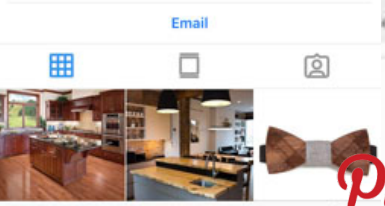
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The American Hardwood Information Center is the authoritative resource for consumers and professionals seeking information about American Hardwoods.
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Followed by martin15654, frankmillerlumber, wendysilverstein + 9 more



 **Pinterest**

Search for easy dinners, fashion, etc.

Inspiration From Others
Collection by American Hardwoods
A collection of the pins we like

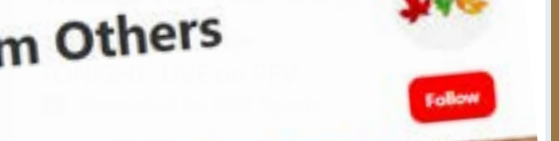
    



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The Authoritative Resource for American Hardwoods

ECO-FRIENDLY & SUSTAINABLE

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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

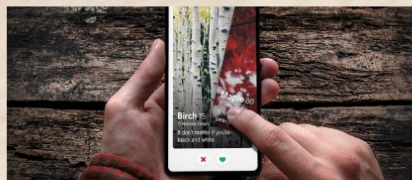


Wendy Silverstein

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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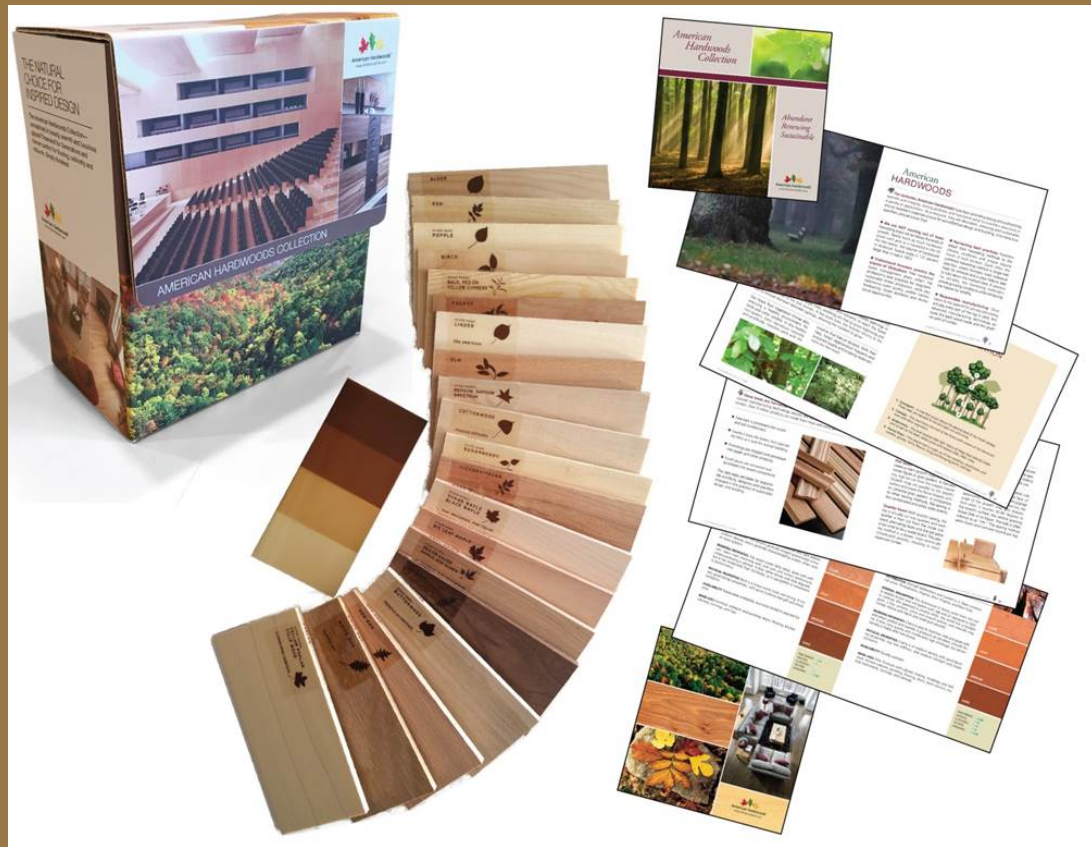
American Hardwoods and their Role in Carbon Neutral Design



*Locally-sourced red oak is featured throughout Yale's LEED-Platinum Kroon Hall.
Photo courtesy of the American Hardwood Export Council; © Morley von Sternberg*

www.HardwoodInfo.com











6 Imaginative Ways to Use Hardwood in Your Home

Published 12:01 pm CDT, Monday, July 9, 2018



(BPT) - Hardwood is synonymous with high-quality residential flooring, the ultimate in underfoot durability and good looks. But as sophisticated architects, designers and interior decorators find new and creative applications that exploit wood's functional and aesthetic

"We are constantly surprised and delighted by the inventive uses of wood in interiors," says Linda Jovanovich of the American Hardwood Information Center. "Turning a fresh eye on even the most 'traditional' species approaches to their use." Here are six examples of what

1. Built-in hardwood furniture as architecture



THE BLADE

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Defining Luxury: American Hardwoods

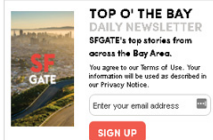
(NewsUSA) - For everyone seeking to transform their home into extraordinary, the product choice is American hardwood. Distinctive, characterful, and unmatched in function and sheer beauty, products made from American hardwood are redefining "luxury" and adding warmth and grandeur to the charmingly rustic and the sleekly sophisticated.

SFGATE

LOCAL NEWS SPORTS REAL ESTATE BUSINESS A&E EAT + DRINK LIVING TRAVEL OBITS

6 value-adding upgrades for your home

Published 4:01 am PST, Tuesday, December 11, 2018



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(BPT) - Faced with a tight U.S. housing market, many people are looking to improve the looks, comfort and value of homes they might otherwise sell. Renovating with hardwood is an excellent way of achieving these goals.

"Beautifully milled and finished hardwood provides a unique range of colors and textures that no other material truly matches," says Linda Jovanovich, of the American Hardwood Information Center. "And of course, wood is amazingly durable. Improvements like new oak flooring, walnut paneling, maple built-ins or cherry moldings are not only stylish but also long-lasting additions to any residence."

Here are six hardwood upgrades worth considering for your home.

Invest in solid hardwood flooring



The San Diego Union-Tribune

Date:
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Saturday, October 27, 2018
SAN DIEGO, CA
144,904 (27)
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28
On the House
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FIVE HOT TRENDS IN HARDWOOD FLOORING

SUSTAINABILITY, AESTHETICS SHAPING POPULAR CHOICES

NEWSUSA

ranging from pale smoke to dark charcoal, showing up in a variety of finishes and colors.

Whether light or dark, stains bring out any wood's natural grain and texture," said New York interior designer Laura M. "Greys are versatile timeless — quiet and soothing colors that recede into the background without losing personality or becoming faceless. They work in any style décor, yet they look modern."

up to 7 inches in width are considered normal now. Traditional strip flooring still remains popular, but wide-plank is the market leader."

As Melissa Morgan of M Interiors in San Antonio said: "Wider floorboards can make a space look larger and more modern. The floor can be treated like a canvas: ebonized for a sleek, dark look; light-stained for an urban vibe; distressed for a rustic affect — the possibilities are endless."

For several years, the trend was toward characterful, rustic wood.

Popular patterns



Thermally Modified Hardwood and its Role in Architectural Design



Pratt

WANTED
DESIGN





Hardwood Leadership Development Retreat

JAN. 28-30, 2019

BB&T Leadership Institute
Greensboro, NC



WOOD INDUSTRY
RESOURCE COLLABORATIVE





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