Real American Hardwood Promotion

Now is the Time!
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• The Rise of Competing Products
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• *The Rise of Competing Products*

• Spread of Disinformation by Environmental Community
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• The Rise of Competing Products
• Spread of Disinformation by Environmental Community
• Impacts of Ongoing Trade War with China
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• The Rise of Competing Products
• Spread of Disinformation by Environmental Community
• Impacts of Ongoing Trade War with China
• Future for hardwood industry?
What Do We Hope to Accomplish?

- Educate consumers and raise public awareness to the benefits of real American hardwood
What Do We Hope to Accomplish?

• Educate consumers and raise public awareness to the benefits of real American hardwood

• Generate new products
What Do We Hope to Accomplish?

- Educate consumers and raise public awareness to the benefits of real American hardwood
- Generate new products
- Increase markets and sales
What Do We Hope to Accomplish?

• Educate consumers and raise public awareness to the benefits of real American hardwood
• Generate new products
• Increase markets and sales

• Improve industry stability
Keys to Engagement With Users

• Find Areas of Real American Hardwood AGREEMENT
• Draft Uniform Materials
• Open dialogue with retailers

• Engage with B2B Customers and Industry Groups
  - Flooring
  - Cabinet
  - Millwork
  - Furniture
  - Ties
  - Mats
  - Chips
All Hardwood Products
RAHPC Kick-Off Team

Action Team
• Tom Inman, AHMI
• Dana Cole, Hardwood Federation
• Linda Jovanovich, HMA
• Lorna Christie, NHLA
• Jim Maltese, LSLA
• Michael Martin, NWFA

Advisory Committee
• Lowery Anderson, AHMI
• Rick Holden, Hardwood Federation
• Bob Miller, HMA
• Darwin Murray, NHLA
• Tommy Maxwell, NWFA
• Troy Brown, Facilitator
Who Is At The Table?

Allegheny Hardwood Utilization Group
American Hardwood Export Council
Appalachian Hardwood Manufacturers, Inc.
Appalachian Lumbermen’s Club
Decorative Hardwood Association
Empire State Forest Products Association
Hardwood Federation
Hardwood Manufacturers Association
Indiana Hardwood Lumbermen’s Association
Kentucky Forest Products Association
Keystone Wood Products Association
Lake States Lumber Association
Maple Flooring Manufacturers Association
Missouri Forest Products Association
National Hardwood Lumber Association
National Wood Flooring Association
North American Forest Foundation
North Carolina Forestry Association
Northern Loggers Association
Northern Tier Hardwood Association
Ohio Forestry Association
Pennsylvania Forest Products Association
Pennsylvania Hardwoods Development Council
Tennessee Forestry Association
Wood Components Manufacturers Association
How is it currently Funded?

Generated $238,000 from associations
How Do We Work Together?

- Hardwood Federation Collaboration Model
- Bring HF Member Associations Together
- Build Coalition of Committed Organizations
- Develop Priorities and an Action Plan
- Grow Coalition to Include All Stakeholders
Steps to Success

• **RESEARCH** – What do we know about why people choose – or don’t choose Hardwood? What do we need to know? How do we reach them?

• **EDUCATE** – Expand influence on B2B, consumers, installers, pro-sumers, designers, and architects? Best methods to retain and grow?

• **EXPAND** – Work to engage all aspects of the industry...welcome everyone to the table.
Research – What we already know

Easy to clean
Attractive
Looks
Durable
Looks good
Beauty
Adds value
Character
Lasting
Classy
Appearance
Elegant
Nice
Natural
Resale
Warmth
Versatile
Allergies
Dust
Lasts
Dogs
Hypoallergenic
Pets
NWFA Research Results

2/3 of homeowners say they would have wood floors in their dream home.

Top 3 attributes consumers consider when choosing flooring:
- 67% Durable
- 61% Attractive
- 58% Easy to clean

Only 1/4 of homeowners know the correct way to clean wood floors is sweeping.
NWFA Campaign Components

- Campaign based on research
- Campaign logo
- Woodfloors.org site
- Consumer Handbook
- Social media posts
- Media guide
- Print ads
- Web ads
- Social media ads
- Tradeshow graphics
- Personalization of campaign
NWFA Media Results

c|net
HouseBeautiful
CR
GateHouse Media
Consumer Reports
freshome
Cheapism
Home Stratosphere
THE MONEY PIT
THE spruce
ROSE ON THE HOUSE.com
realtor.com
msn News
What's hot in wood flooring

By Melissa Kiefer

From wide-planked hardwoods to precisely patterned and wider plank looks, the flooring options are as wide as the imagination. In this series, thank you for participating in our readers’ forum on the subject of flooring, building, and remodeling in the spring season.

Two-time Home Improvement winner said they would choose to have wood floors in their new home, while another couple is considering removing an existing project.

“The benefits of a classic old oak are never again,” said.

Some of the oldest wood floors are still being renovated today and are wide planks — six-inch to 12-inch. The trend is to avoid using an old floor that has been installed, said.

Longboards and long-grain substrates remain high demand, as well as a variety of finishes. Some options include clear coats, which show true color; modern soft and dark stain; and a variety of wood finishes, Martin said.

“Beige and yellow finishes, he said, are more popular,” with beiges, grey, and stone finishes, which are compared to the current trend of using certain types of wood finishes to highlight the overall look,” Martin said.

Patterns and detail:

“Eye-catching patterns are also in demand, such as slats and stripes, as well as simple patterns or no pattern,” said.

“Put simple floors on the floor of a room or area to enhance the overall ambiance of the space,” Martin said.

“Different areas of the room in different colors can make the area appear larger, wider.

The space used for the room in the home is the key,” Martin said.

“Different areas of the room in different colors can make the area appear larger, wider.

Spring Home & Garden Section

22M Weekly Readers

580+ Local Markets

NWFA Media Coverage

GateHouse Media
Research Based Messaging

AHF Product’s new video that uses the NWFA Real Wood Real Life research findings

https://youtu.be/wyqDfRY_G5g
Research – What we don’t know

- What materials compete with hardwood?
- Where do consumers get their information?
- Do they believe substitutes are “just like wood?”
- What are barriers to using hardwood?
- What is the deciding factor in the end?
- WHO/WHAT are the main influencers?
Research – Who are we asking?

• **Consumers**
  - Focus Groups and Online polling

• **Builders, Contractors and Renovators**
  - Focus Groups and Online Bulletin Boards

• **Architects and Designers**
  - Targeted Online Polling
Research – Focus Groups
Research – What have we learned?

Consumers
- Educate themselves
- Quick and now
- Price - Price - Price
- Sustainability not priority
- Misinformation

Builders, Contractors and Renovators
- Not the influencer
- Don’t like HGTV
- Main projects: kitchen and baths
Education is Key

University / College
- Wood Products
- Sustainability
- Architecture
- Furniture | Cabinet Design

Events
- Classroom Content
- Manufacturing Day (secondary and post)
- Career Day (secondary)
- Design Competition

Pratt Institute – School of Art and Design
2019 Design Competition by HMA
Red Oak, The Sovereign Wood
Where We Are - Today

Research by Public Opinion Strategies
Focus Groups in Chicago and Nashville completed

Brand acceleration with Clutch Performance
Secondary Manufacturers Help with messaging

Coalition Leadership Set
Association Execs share management
Next Step - Branding

Develop a clear, succinct and accurate message to create desire for **Real American Hardwood**

- Authentic, based in reality
- Resonate with the target audiences
- Understood by influencers
- Differ from competition
- Appropriate for **every** industry stakeholder
Brand Unified Hardwood Message

• Go-to-Market Playbook for all
  o Social media? – low budget
  o Youtube videos? – mid budget
  o HGTV prime time messaging? – high budget

• Review Messaging / Effectiveness
Coming Soon

Funding

• Association members’ contributions
• Industry contributions
  o Producers/Processors/Secondary
  o Equipment Vendors
  o Industry Affiliates
• Grants – Federal, State & Private Foundation
Coming Soon

Broaden Participation

• Engage all hardwood sectors
• Reach finished products associations
• Enlist community and 4-year colleges
Get Involved!

hardwoodpromotion@gmail.com

Questions?

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