

Appalachian Hardwood Manufacturers, Inc.

2024 Summer Conference

Presenter

Linda Jovanovich
RAHC Chair



RAHC Mission & Vision Statements

Mission

With widespread support, the Real American Hardwood Coalition unites the collective efforts and resources of the industry to advance American hardwood as the Naturally Authentic[®] choice.

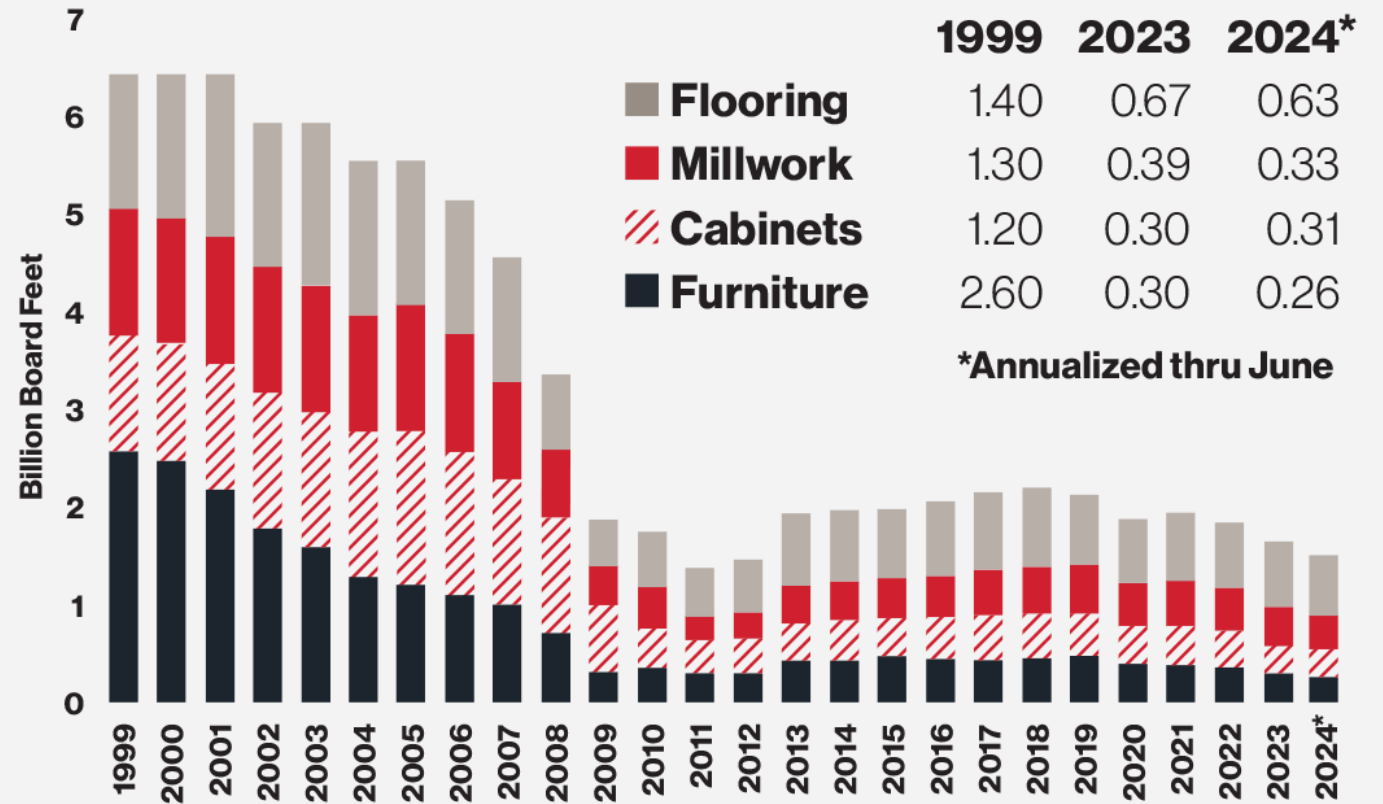
Vision

Connecting the world to the benefits, beauty, and enduring value of American hardwood for a sustainable future.

Now is the Time to Support Our Industry

US Consumption of Hardwood Grade Lumber by Sector

Courtesy of Hardwood Market Report



2022 Key Actions and Accomplishments


- Began producing original, branded social media content
- Launched an education and promotion website at **RealAmericanHardwood.com**
- RAHC Board of Directors held a strategic planning session

RealAmericanHardwood.com

REAL AMERICAN HARDWOOD

Hardwood Lifestyle

Dream without limitations



Create a home that is as unique as you.

Whether you plan for a complete makeover or a simple statement piece, adding Real American Hardwood products makes a house your home. Change all your cabinetry to a minimal oak design or find the perfect mid-century maple chair that ties the whole place together; whatever it is, we're here to help you along the way.

REAL AMERICAN HARDWOOD

Hardwood for the Modern World

Featured Article

The Smile by Alison Brooks Architects Gives CLT a Boost

Read on American Hardwood Export Council

A Sports Car Whittled Out of Wood

Read on Woodworking Network

Why We Use Basswood For Our Instruments

Read on Ernie Ball Music Man

The new Káilda Sant Pau building in Barcelona uses thermally modified tulipwood


Read on American Hardwood Export Council

[See More](#)

REAL AMERICAN HARDWOOD

Sustainability

Sustainable for future generations



Naturally abundant & responsibly harvested.

For centuries, Real American Hardwood products have been providing beauty and authenticity, warmth and integrity, lasting aesthetic and functional value to countless structures in a variety of applications. As a resource, they are naturally abundant, renewing and sustainable, and an excellent choice for eco-effective

REAL AMERICAN HARDWOOD





Species Guide

Get to know hardwood.

As a resource, American hardwoods are abundant, renewing, and sustainable, and an excellent choice for eco-effective design and building. Explore more than 20 of the most abundant and most often used hardwood species.

[Full Species Guide](#)

[Care & Maintenance](#)

	01 Alder	+
	02 Ash	+
	03 Aspen	+
	04 Basswood	+

2023 Key Actions and Accomplishments

- Real American Hardwood received registered trademark status
- Expanded fundraising efforts to include grant opportunities
- Introduced the **Build Your World™** tagline and ad campaign
- Launched a 6-month ad campaign in partnership with Magnolia Network, HGTV, Discovery+, and Hulu, in addition to social and digital ads



Build Your World Impact

From July 29, 2023–January 29, 2024, the RAHC's ad campaign:

- Reached **101 million consumers** on TV and online
- Secured **9.9 million impressions** on Google Search & Google Display Network
- Generated **304,455 website sessions** in total
- Attracted **10,140 website visitors** on average each week
- Produced **32 million impressions** on social media
- Received **244,552 engagements** on social media

2024 Key Actions and Accomplishments

- Began outreach to architecture and design community
- Launched **RealAmericanHardwood.pro** in partnership with NHLA as a resource for architecture and design professionals

RealAmericanHardwood.pro

REAL AMERICAN HARDWOOD

— Featured Projects

Fuel Your Inspiration

Explore the possibilities of hardwood.

Filter Projects 



Omni PGA Resort

[Learn More](#) →

REAL AMERICAN HARDWOOD


— Real American Hardwood®

Materials Matter

Put one foot forward and step into the narrative of Real American Hardwood®, where sustainability and beautiful design converge. In a world where every footprint counts, we can tread lightly with hardwood—a material that enriches our spaces and leaves a legacy of environmental stewardship.



REAL AMERICAN HARDWOOD



— Hardwood is

Sustainable

Architects and designers can champion responsible forest management by choosing U.S. hardwoods. Learn the benefits of managed forests and sustainable practices, such as sourcing locally within the hardwood industry, to reduce emissions and support rural economies.

[Learn More](#) →

REAL AMERICAN HARDWOOD

— Hardwood Mass Timber

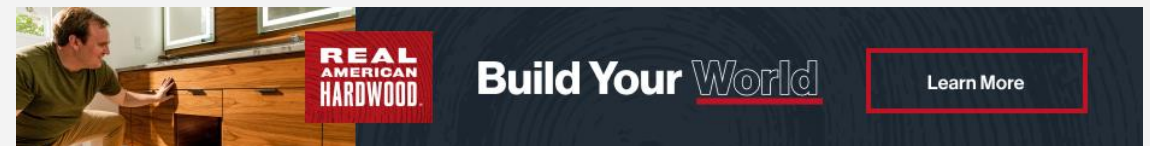
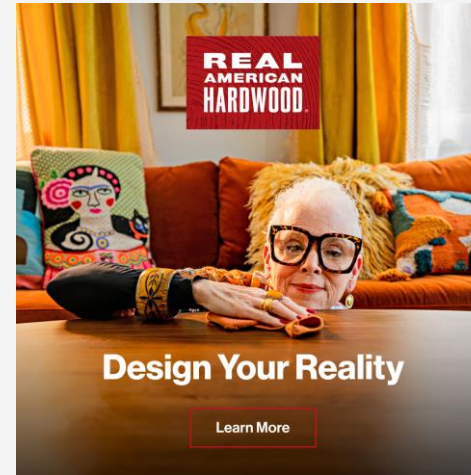
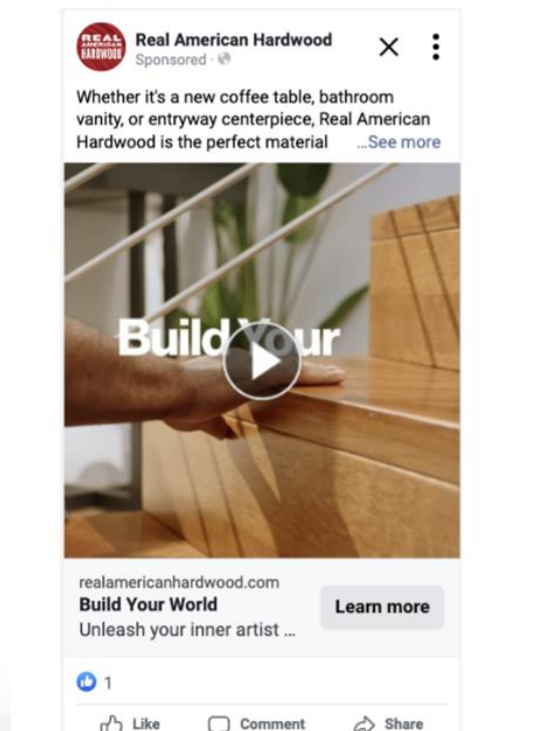
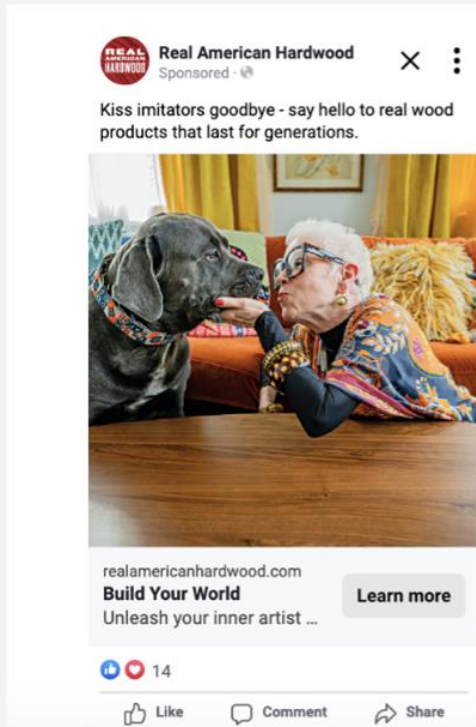
Raising the Roof

Raise the roof with hardwood cross-laminated timber (HCLT) and push the boundaries of what is possible in Mass Timber! HCLT is available and will soon be in PRG 320. The first dedicated HCLT facility will be opening this year in Virginia. HCLT can be made from many different hardwood species, although not all hardwood species have design values. Currently HCLT are all custom projects. American poplar (tulipwood), HCLT offers unparalleled strength and sustainability and has been used for many projects in Europe. Its...



2024 Key Actions and Accomplishments

- Extended ad campaign on Magnolia Network, social media, and Google





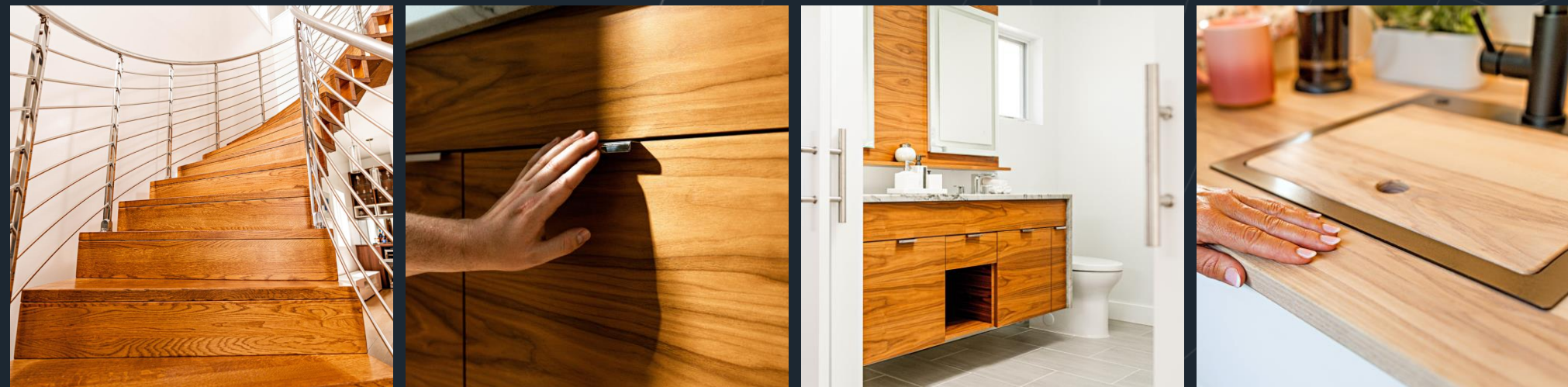
Build Your World Campaign Relaunch

From May 29–June 30, the RAHC's ad campaign:

- Reached **5.1 million impressions** on Magnolia Network
- Produced **1.9 million impressions** on social media
- Received **14,875 engagements** on social media
- Secured **418,000 impressions** on Google Search & Google Display Network
- Generated **31,849 website sessions** in total
- Attracted **4,317 website visitors** on average each week

Campaign Social Paid Media Ads

Example: Carousels with multiple photos



Build Your **World**

Post Copy: Channel your inner architect and explore all the possibilities you can achieve with Real American Hardwood in your home.

Campaign Social Media Paid Ads



Post Copy:

Embrace the resilience of wood, perfectly tailored to your imagination.

CTA: [Learn More](#)



Post Copy:

Be a step above the rest when building your unique space by using luxury materials that offer durability, value, and distinctive style.

CTA: [Learn More](#)



Post Copy:

Kiss imitators goodbye - say hello to real wood products that last for generations.

CTA: [Learn More](#)

Original Social Media Content

Separating fact from fiction when it comes to hardwoods and alternatives



What's in Wood?

- 50% Carbon
- 42% Oxygen
- 6% Hydrogen
- 1% Nitrogen
- 100% Natural

✓ BIODEGRADABLE
✓ RENEWABLE

What's in LVT?

- hydrocarbons & oil
- 100% Plastic

✗ NON-BIODEGRADABLE
✗ NON-RENEWABLE

Real American Hardwood is a **renewable resource** that's nurtured by nature.

American forests grow enough wood to produce **1,000 sq. ft.** of 3/4" solid red oak in **1.84 seconds.**

Hardwood **VS** Vinyl Tile

1,000 sq. ft. of LVT flooring
=
570,000 plastic straws*
=
70,000 plastic bags*
=
27,000 plastic bottles*

*Based on average thickness, density, and PVC/plastic composition.

Hardwood floors are a solid investment.

Homeowners can recover **118%** of the cost of installing a hardwood floor and **147%** of the cost of refinishing them when they sell their home.

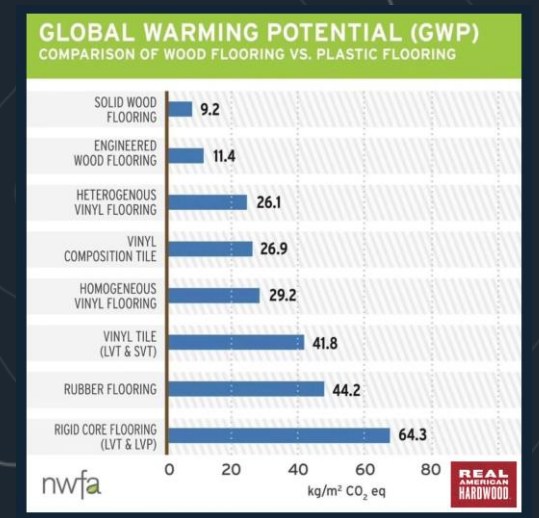
Source: National Association of REALTORS®

LIFE CYCLE COSTS FOR FLOORING IN COMMERCIAL BUILDINGS

Material Type	Installation Cost ¹ (per sq. ft.)	Life Cycle Cost ² (per sq. ft.)	Estimated Useful Life	Cost Per Year ³ (per sq. ft.)
Quarry Tile	\$9.53	\$71.31	75 years	\$0.95
Ceramic Tile	\$11.03	\$72.81	75 years	\$0.97
Porcelain Tile	\$11.38	\$73.16	75 years	\$0.98
Solid Wood	\$8.92	\$75.78	75 years	\$1.01
Engineered Wood	\$7.92	\$78.75	25 years	\$1.05
Limestone	\$24.30	\$101.68	75 years	\$1.36
Travertine	\$24.30	\$101.68	75 years	\$1.36
Granite	\$26.65	\$102.69	75 years	\$1.37
Marble	\$26.65	\$104.03	75 years	\$1.39
Nylon Boardroom Carpet	\$5.86	\$125.41	5 years	\$1.67
LVT	\$4.56	\$131.66	15 years	\$1.76
Carpet Tile	\$5.25	\$132.57	5 years	\$1.77
Rigid Core	\$6.36	\$136.13	15 years	\$1.82
Epoxy Terrazzo	\$13.66	\$137.22	75 years	\$1.83
Laminate	\$8.49	\$138.45	20 years	\$1.95
Poured Epoxy	\$11.49	\$155.48	15 years	\$2.08
VCT	\$3.09	\$159.48	15 years	\$2.13
Sheet Vinyl	\$7.10	\$169.46	15 years	\$2.26

NOTES:
¹ Initial installation costs include the flooring material and installation labor costs.
² Life cycle costs are expressed as net present values utilizing a real discount rate of 3%.
³ Costs per year are the life cycle costs divided by the estimated life of a commercial building (75 years).

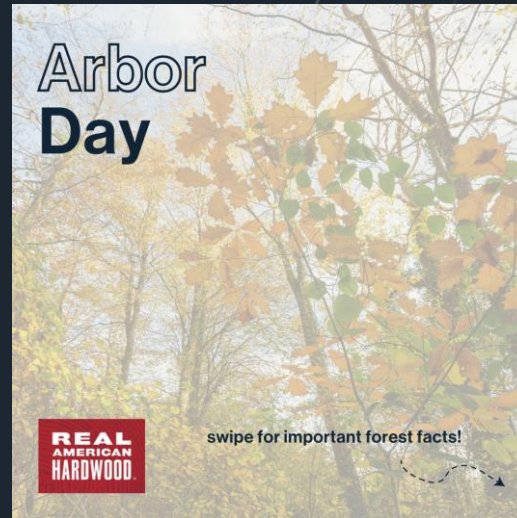
Source: NWFA, HDA




Original Social Media Content

Telling our industry's stories from the forest ...

Arbor Day



swipe for important forest facts!



Real Responsibility

Think we're running out of trees? **Think again!**

 In American hardwood forests, tree growth exceeds removals by a ratio of **2.5:1**

Hardwood Growth vs. Removals in U.S. Forests



Year	Growth (Billion Cubic Feet)	Removals (Billion Cubic Feet)
1952	6.5	4.2
1962	7.2	4.5
1976	9.5	4.8
1986	9.8	5.2
1996	10.5	6.0
2006	11.5	6.5
2016	9.8	4.5

Source: USDA Forest Service, Forest Resource of the United States



Naturally Renewable

Fun fact: hardwood trees are a **naturally renewable resource.**

 Unlike softwood trees, which need to be planted, hardwoods reproduce naturally in healthy, managed forests.


Where Do Hardwoods Grow?

 East of the Mississippi and the Pacific Northwest.




Climate Solution


Did you know half the dry weight of wood is stored carbon? That's right!

 Trees sequester CO₂ from the atmosphere, releasing the oxygen, and using the carbon to grow trunk, branches, and leaves.

One tree can absorb as much carbon each year as an average car produces while driving 26,000 miles.

 The same tree can produce 260lbs of oxygen each year.

Source: USDA Forest Service's Forest Products Laboratory



Responsible Harvesting

Single-tree selection is the predominant harvesting method in U.S. hardwood forestry.

 Removing taller, mature trees opens up the forest canopy, providing more sunlight and nutrients for younger trees to grow and take in more carbon.




Eco-Conscious Choices

When you purchase Real American Hardwood

- flooring
- cabinetry
- furniture
- millwork
- guitars
- drumsticks
- picture frames

and so on, you're helping the **fight against climate change.**



Original Social Media Content

to manufacturing and installing...



Original Social Media Content

Hardwood Makeover



Rock Solid Hardwoods Inc.
Denver, Colorado

REAL AMERICAN HARDWOOD

Hardwood Makeover



Castle live-edge bedroom set

REAL AMERICAN HARDWOOD

Elevate Your Summer BBQ

Did you know sawdust left over during hardwood lumber production can be repurposed and crafted into pellets that are used to fuel BBQ pits, smokers, and grills?




Repurposing this byproduct as BBQ fuel adds a rich, smoky flavor—naturally!

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What else utilizes sawdust that would otherwise go to waste? **Charcoal.**

How it works:

- Sawdust and wood shavings are compressed into dense blocks
- The blocks are heated in a low-oxygen environment, turning them into charcoal through a process called pyrolysis



#NationalBBQWeek

Stack 'em up

Indulge in the sweet celebration of National Pancake Week with a touch of nature's finest—maple syrup! Let's drizzle the 'real stuff' from local businesses and family farms over our fluffy pancakes, honoring the maple trees and the hard work behind each bottle.

Support local, savor the flavor, and stack up memories this week!

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#NationalPancakeWeek

A Nutty Hack

Do you have scratched furniture, floors, or trim?

Gently rub the meat of an oily nut, such as a walnut or pecan, over light scratches to hide them.



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#OwnYourOwnHomeDay

Peach Cobbler



INGREDIENTS:

- 1/2 cup unsalted butter
- 1 cup all-purpose flour
- 2 cups sugar, divided
- 1 tablespoon baking powder
- Pinch of salt
- 1 cup milk
- 4 cups fresh peach slices
- 1 tablespoon lemon juice
- Ground cinnamon or nutmeg (optional)

HOW TO MAKE:

- Preheat oven to 375°F. Gather your ingredients
- Add butter and batter to pan:
 - Melt butter in a 13- x 9-inch baking dish
 - Combine flour, 1 cup sugar, baking powder, and salt; add milk, stirring just until dry ingredients are moistened
 - Pour batter over butter (do not stir)
- Cook peaches:
 - Bring remaining 1 cup sugar, peach slices, and lemon juice to a boil over high heat, stirring constantly
 - Pour peach mixture over batter (do not stir). Sprinkle with cinnamon, if desired
- Bake peach cobbler:
 - Bake at 375°F for 40 to 45 minutes or until golden brown. Serve cobbler warm or cool

REAL AMERICAN HARDWOOD Recipe courtesy of Southern Living

to finished products and by-products...

Original Social Media Content

to educating followers and making friends along the way.



Goals for 2024 and Beyond

During 2022 and 2023, the RAHC **established Real American Hardwood** as a brand and **created awareness** for hardwood products.

This year, the RAHC's messaging is transitioning to the "consideration stage" — **promoting** hardwoods and **educating** both consumers and prosumers to influence buying habits and purchase decisions.



Goals for 2024 and Beyond

Consumer

- Expand our **Build Your World** campaign
- Continue producing original **social media content**
- Sponsor **show homes** and **demonstration projects**

Prosumer

- Produce **continuing education units** for architects and designers
- Host **design competitions** for educational institutions
- Exhibit at design/build community **trade shows**

Coming soon to a Lowe's near you...

N. High Point Lowe's
Open until 10 PM

Delivery to
27265



Lowe's Credit Center

Order Status

Shop ▾ Savings ▾ Installations ▾ DIY & Ideas ▾

What are you looking for today?



My Lists



Notificati

Building Supplies / Lumber & Composites / Appearance Boards



100+ views last week

RELIABILIT 1-in x 4-in x 6-ft Red Oak Board

Item #1048 | Model #L5194446

★★★★★ 219



\$27.48



\$26.11 When you choose 5% savings on eligible purchases

Common Length Measurement: 6-ft

4-ft

8-ft

6-ft

Pickup

Ready within 3 hrs

Delivery

As soon as Today

Support from Industry Associations

Allegheny Hardwood Utilization Group
American Walnut Manufacturers Association
Appalachian Hardwood Manufacturers, Inc.
Appalachian Lumbermen's Club
Decorative Hardwoods Association
Empire State Forest Products Association
Great Lakes Kiln Drying Association
Hardwood Distributors Association
Hardwood Manufacturers Association
Indiana Hardwood Lumbermen's Association
Kentucky Forest Industries Association
Keystone Wood Products Association
Lake States Lumber Association
Missouri Forest Products Association
National Hardwood Lumber Association
National Wood Flooring Association

New England Kiln Drying Association
North American Forest Foundation
North Carolina Forestry Association
Northern Tier Hardwood Association
Ohio Forestry Association
Ohio Valley Lumber Drying Association
Pacific Coast Wholesale Hardwood Distributors Association
Penn-York Lumbermen's Club
Pennsylvania Forest Products Association
Pennsylvania Hardwoods Development Council
Southern Cypress Manufacturers Association
Southwestern Hardwood Manufacturers Club
West Virginia Forestry Association
Western Hardwood Association
Wood Components Manufacturers Association
Wood Products Manufacturers Association

2024 Support from AHMI Members

Abenaki Timber

Alan McIlvain Inc.

Baillie Inc.

Church & Church Lumber

Delta ERC

East Anderson Hardwoods

East Ohio Lumber

Fitts Industries

Farm Credit

Gat Creek

Gutchess Lumber

Harold White Lumber

Hochstetler Wood

HW Chair

JoeScan

Keiver-Willard Inc.

Koppers, Inc.

Lewis Lumber Inc.

Mayfield Lumber Co.

Middle Tennessee Lumber

NWH

Pardee Forest Resources

Parton Lumber Co.

Pierson Lumber Co.

PLM Insurance

Prime Lumber Co.

RAM Forest Products

Ron Jones Hardwoods

Roy Anderson Lumber

Stella Jones Inc.

TMX Shipping

TS Manufacturing

Walnut Creek Planing

Yoder Lumber Co.

REAL
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HARDWOOD



The Entire Hardwood Industry

Support the Initiative

The future success and sustainability of our industry is a collaborative effort. Contributing to the RAHC is completely voluntary. Your support will enable the RAHC to maintain comprehensive promotion and education campaigns.

Visit **RealAmericanHardwood.com/industry** to learn more and contribute.

Questions?



@RealAmericanHardwood



@RealAmericanHwd

#RealAmericanHardwood