



REAL AMERICAN HARDWOOD®

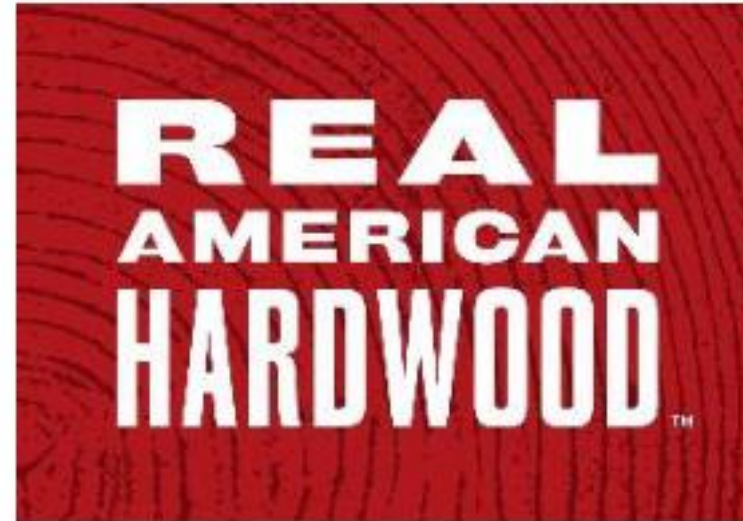
Industry Association Action

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

2026 Furniture Design Competition

Sponsored by



Contest showcases future furniture designers creating pieces from Appalachian and Real American Hardwood species. Entries judged on aesthetics, function, manufacturing and details that highlight the hardwood.





RealAmericanHardwood.com



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HOME'S RESALE VALUE.



HARDWOOD ALSO INCREASES YOUR HOME'S RESALE VALUE. LUXURY VINYL PLANK DOES NOT CARRY THE SAME PREMIUM WITH BUYERS. THE MATERIAL YOU CHOOSE AFFECTS WHAT YOUR HOME IS WORTH WHEN YOU SELL.

 29   8 

realamericanhardwood The upfront cost of hardwood is higher. The lifetime cost is lower. Luxury Vinyl Plank often needs replacing within 10... more



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 

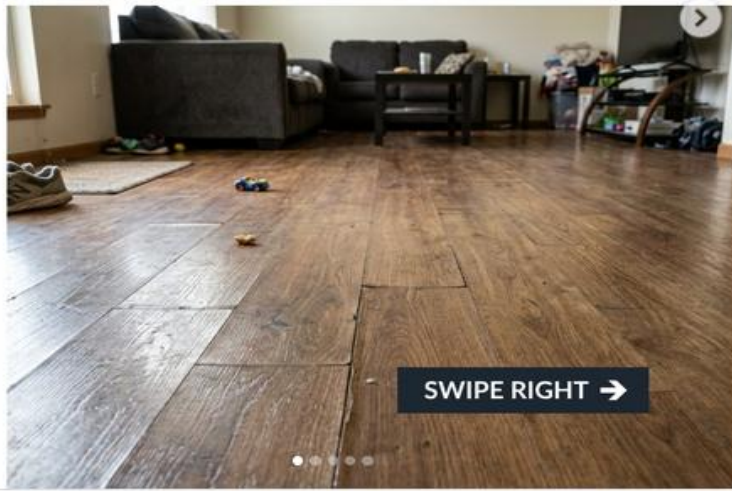
Care & Maintenance 

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

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THE 'CHEAP' FLOORING THAT ACTUALLY COSTS YOU MORE



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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.

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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 →

Original Social Media Content



Real wood is
replacing plastic
in more places
than you think.

HERE IS WHY THAT MATTERS.



realamericanhardwood



realamericanhardwood Plastic alternatives are everywhere and most of them come with a hidden cost. Real American Hardwood is showing up in kitchens, bathrooms, and everyday products as the natural choice that actually holds up.

What is one plastic product in your home you would swap for real wood?

[#RealAmericanHardwood](#) [#NoMicroplastics](#) [#RealWood](#)
[#NaturallyAuthentic](#) [#SustainableLiving](#) [#AmericanMade](#)
[#HealthyHome](#)

9w



cabinfield Yes! American hardwoods are so much better for us.

8w Reply



sound_designs_ny Wood is the future 🌲

9w Reply

Original Social Media Content



**Wood stores
carbon.
Steel and
aluminum
release it.**

**REAL
AMERICAN
HARDWOOD.**



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realamericanhardwood Half of wood's dry weight is carbon that was pulled directly from the atmosphere as the tree grew. When that tree becomes a cabinet, a table, a bat, or a floor, that carbon does not get released. It stays locked in the material for decades. Sometimes centuries.

Compare that to the alternatives:

-  Aluminum production: over 18,000 kg of CO2 per cubic meter
-  Steel: over 12,000 kg
-  Concrete: 635 kg
-  Wood: NEGATIVE 785 kg

Wood is the only widely used material with a negative carbon footprint. Every piece of Real American Hardwood in a home, a gym, or a concert hall is actively storing carbon that would otherwise be in the atmosphere. That is not a marketing claim. That is material science.

 What if more of your home was made of the one material that actually helps?

[#RealAmericanHardwood](#) [#CarbonStorage](#) [#Sustainability](#)
[#RealWood](#) [#NaturallyAuthentic](#) [#AmericanMade](#)
[#WorkingForests](#)

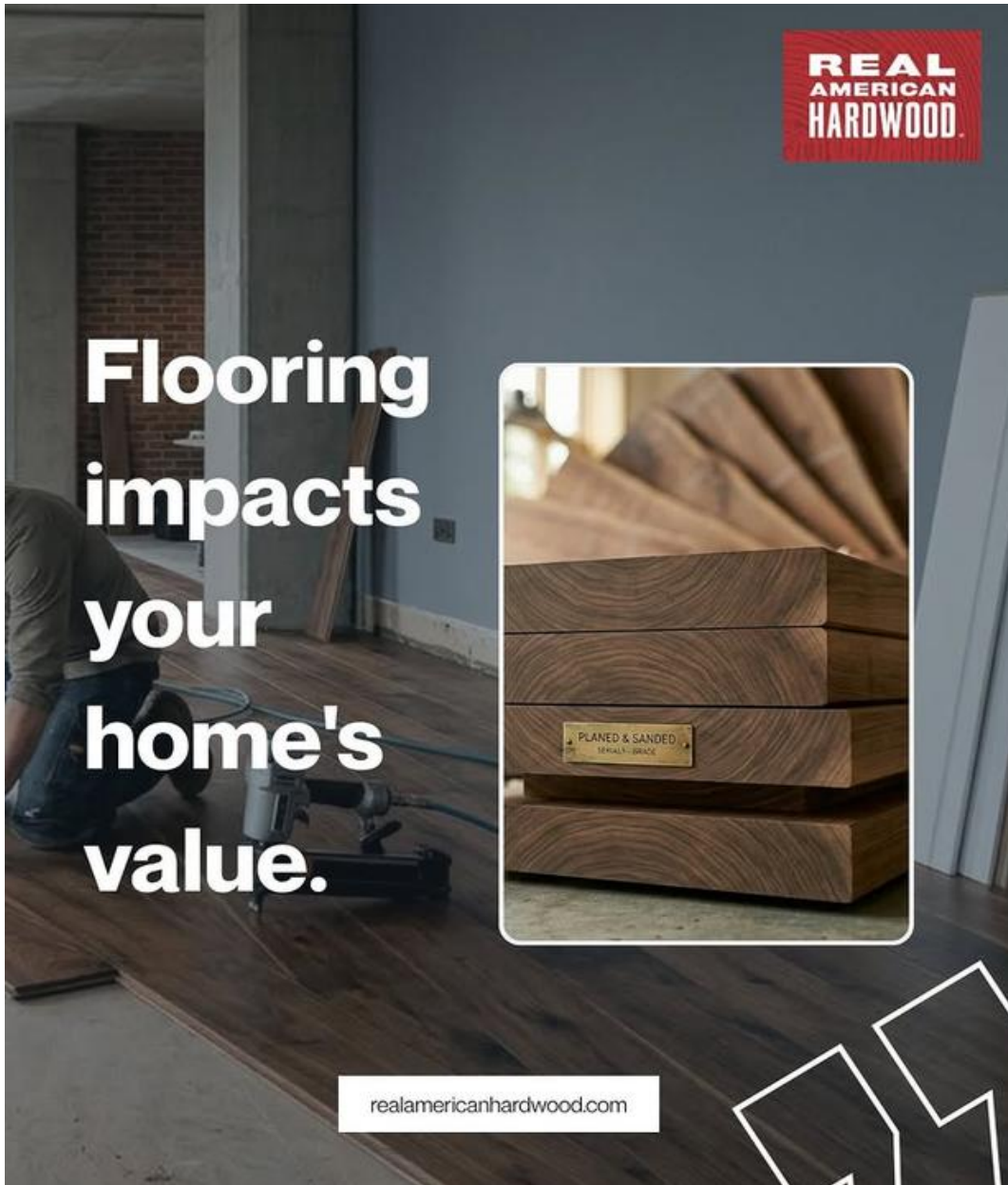
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Liked by hahurtis and 22 others

May 6

Original Social Media Content



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realamericanhardwood When buyers walk into a home, flooring is one of the first things they notice. Hardwood floors factor into the offer. Research consistently shows that homes with real hardwood flooring sell faster and at higher prices than comparable homes with alternative flooring. It is not just aesthetics.

Buyers know that hardwood means they are not inheriting a replacement project in five years. They are getting a floor that has already proven it lasts. For homeowners who renovated with hardwood, that investment shows up in appraisals, in offers, and in how quickly a listing moves. For homeowners still deciding, it is one of the clearest cases for why the upfront cost is worth it. The floor you choose today is part of what your home is worth tomorrow. Real American Hardwood.

If you are on the fence about hardwood, save this. Future you will thank you.

[#RealAmericanHardwood](#) [#HomeValue](#) [#HardwoodFloors](#)
[#RealWood](#) [#NaturallyAuthentic](#) [#HomeInvestment](#)
[#InteriorDesign](#)

12w



Liked by [northamericanforestfoundation](#) and 12 others

April 17

Original Social Media Content



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realamericanhardwood Hardwood does things no synthetic material can replicate. Not one of them, not all five. Swipe through and tell us which one surprises you most.

[#RealAmericanHardwood](#) [#RealWood](#) [#NaturallyAuthentic](#)
[#HardwoodFacts](#) [#AmericanMade](#) [#Hardwood](#) [#HomeDesign](#)

8w





Questions

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www.appalachianhardwood.org
#AppalachianHdwd