Real American Hardwood Promotion
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• The Rise of Competing Products
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• Spread of Disinformation by Environmental Community
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• 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 ?

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
Penn-York Club
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

Nice

Looks good

Beauty

Adds value

Character

Lasting

Classy

Appearance

Elegant

Versatile

Resale

Warmth

Natural

Dust

Lasts

Hypoallergenic

Pets

Dogs
NWFA Research – Results

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

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

Top 3 attributes consumers consider when choosing flooring:
- 67% durable
- 61% attractive
- 58% easy to clean
NWFA Campaign Begins

- 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 Research – New Video

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
  o Focus Groups and Online polling

• Builders, Contractors and Renovators
  o Focus Groups and Online Bulletin Boards

• Architects and Designers
  o 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 creates 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
Branding Deliverables from Clutch

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

Broaden Participation

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

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

Coming Soon
Get Involved!

hardwoodpromotion@gmail.com

Questions?

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