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**BUILDING SOMETHING BIG**

# The Real American Hardwood Coalition

## Real Collaboration

**What We Are:** Voluntary, industry-wide, domestic promotion initiative for American Hardwoods

**Who We Are:** National, regional, and state Hardwood Association Executives

**Our Goals:**

- Increase American Hardwood Sales
- Improve Industry Stability
- Raise Awareness of Real American Hardwood Health and Environmental Benefits

# Who Is At the Table?

Allegheny Hardwood Utilization Group  
Appalachian Hardwood Manufacturers, Inc.  
Decorative Hardwood Association  
Empire State Forest Products Association  
Great Lakes Kiln Drying Association  
Hardwood Distributors Association  
Hardwood Federation  
Hardwood Manufacturers Association  
Indiana Hardwood Lumbermen's Association  
Kentucky Forest Products Association  
Keystone Wood Products Association  
Lake States Lumber Association  
Missouri Forest Products Association

National Hardwood Lumber Association  
National Wood Flooring Association  
North American Forest Foundation  
North Carolina Forestry Association  
Northern Tier Hardwood Association  
Ohio Forestry Association  
Pennsylvania Forest Products Association  
Pennsylvania Hardwoods Development Council  
Penn-York Lumbermen's Club  
Timber and Forestry Foundation  
West Virginia Forestry Association  
Western Hardwood Association  
Wood Components Manufacturers Association

# The Road to Success



## RESEARCH

What drives consumers purchases of hardwood products



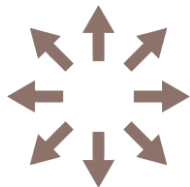
## DEVELOP

Marketing strategies and action plans



## EDUCATE/PROMOTE

Influence consumers, installers, prosumers, designers, architects and B2B



## EXPAND

Engage all aspects of the industry, welcome everyone to the table

# Hardwood Industry Challenges

- Rise of competing products
- Spread of disinformation
  - Faux wood producers
  - Activists
- Impacts of trade disputes
- Decline of grade lumber markets directly affects industrial markets





# Hardwood Industry Strengths

## We are:

- Beautiful
- Desirable
- A Lifetime Value
- Sustainable & Healthy
- Small Family Businesses



## Real American Hardwood Is...

Solid hardwood and veneered hardwood products from resources that are grown in the United States.

Real American Hardwood maintains the integrity of the natural wood and is not a replication or non-wood product; its natural appearance (grain) has not been altered prior to finishing.

NOTE: Products displaying or associated with the logo, must be 90 percent by volume sourced hardwood material. This is the same standard as the federal Made-in-America program.

# The Time Is Now

## Competing Products



Look Like Wood



Take Our Market Share



Negatively Impact Our Reputation



Deflate Our Profits





# Real Connection

## *Our Plan*

Execute a Comprehensive Marketing Campaign to Drive Enduring Domestic Consumer Demand for American Hardwoods

Meet Consumers Early and Often as They Plan  
Be Present When and Where They Buy



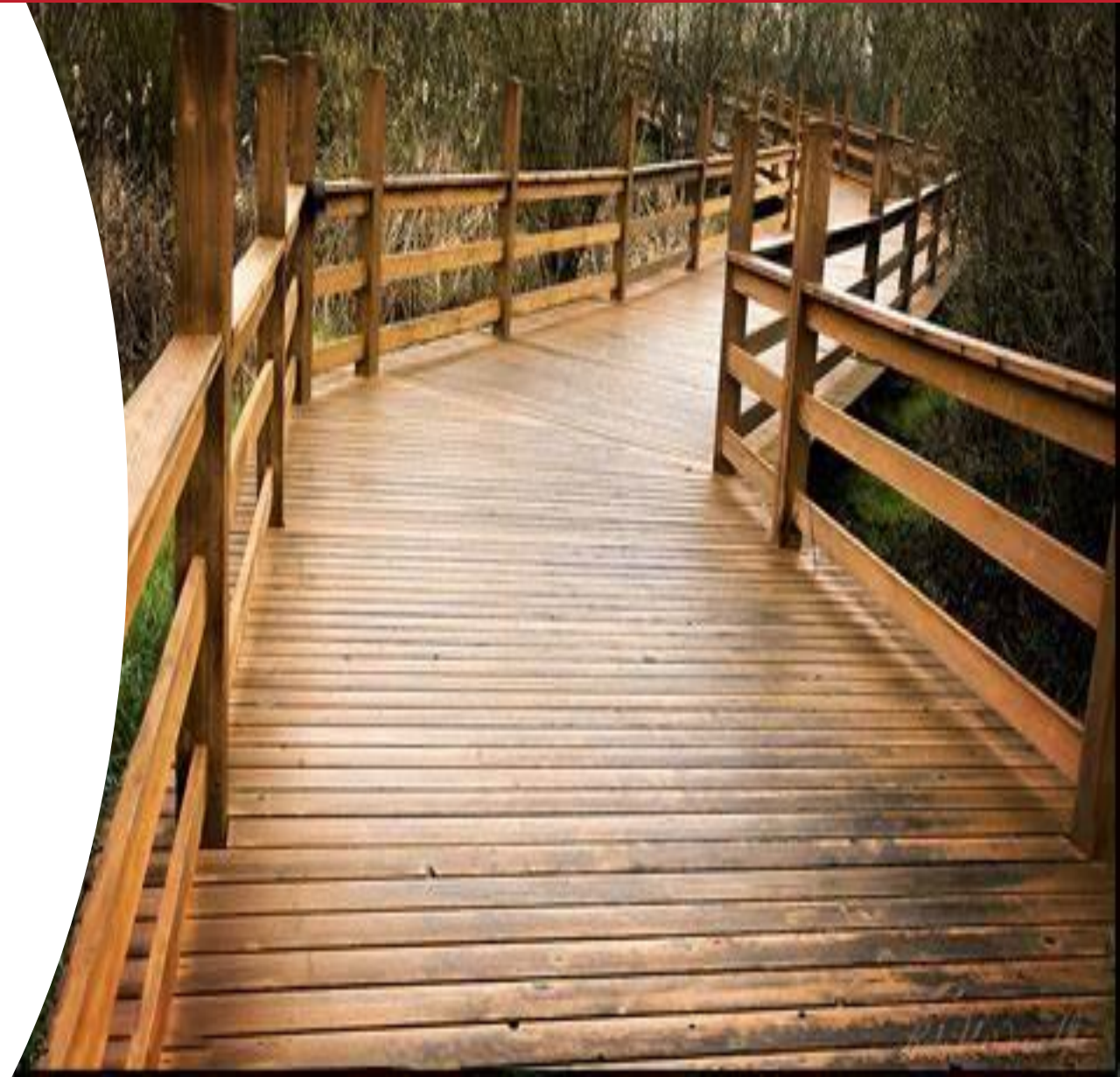
RAH Branded Products



RAH Branded Social Media



RAH In-Store Presence





**REAL  
AMERICAN  
HARDWOOD**

TM

# Get Involved

Industry Engagement and Participation is Essential...

Use the RAH Logo on Your Company's:



Products



Advertising



Packaging



Point of Sales Materials



Invoices



Business Cards





# Grow Our Social Media Presence

## Your Participation Helps Us Grow



Use RAH Content on YOUR website and social media



Link to [RealAmericanHardwood.com](http://RealAmericanHardwood.com)



Follow and link to RAH Social Media



Use [#RealAmericanHardwood](https://twitter.com/RealAmericanHwd) in Your Posts



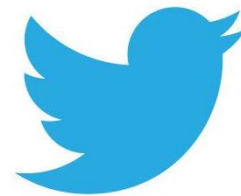
facebook

@RealAmericanHardwood



Instagram

@RealAmericanHardwood



twitter

@RealAmericanHwd



Real American  
Hardwood Coalition

# How Do I Get the Files?



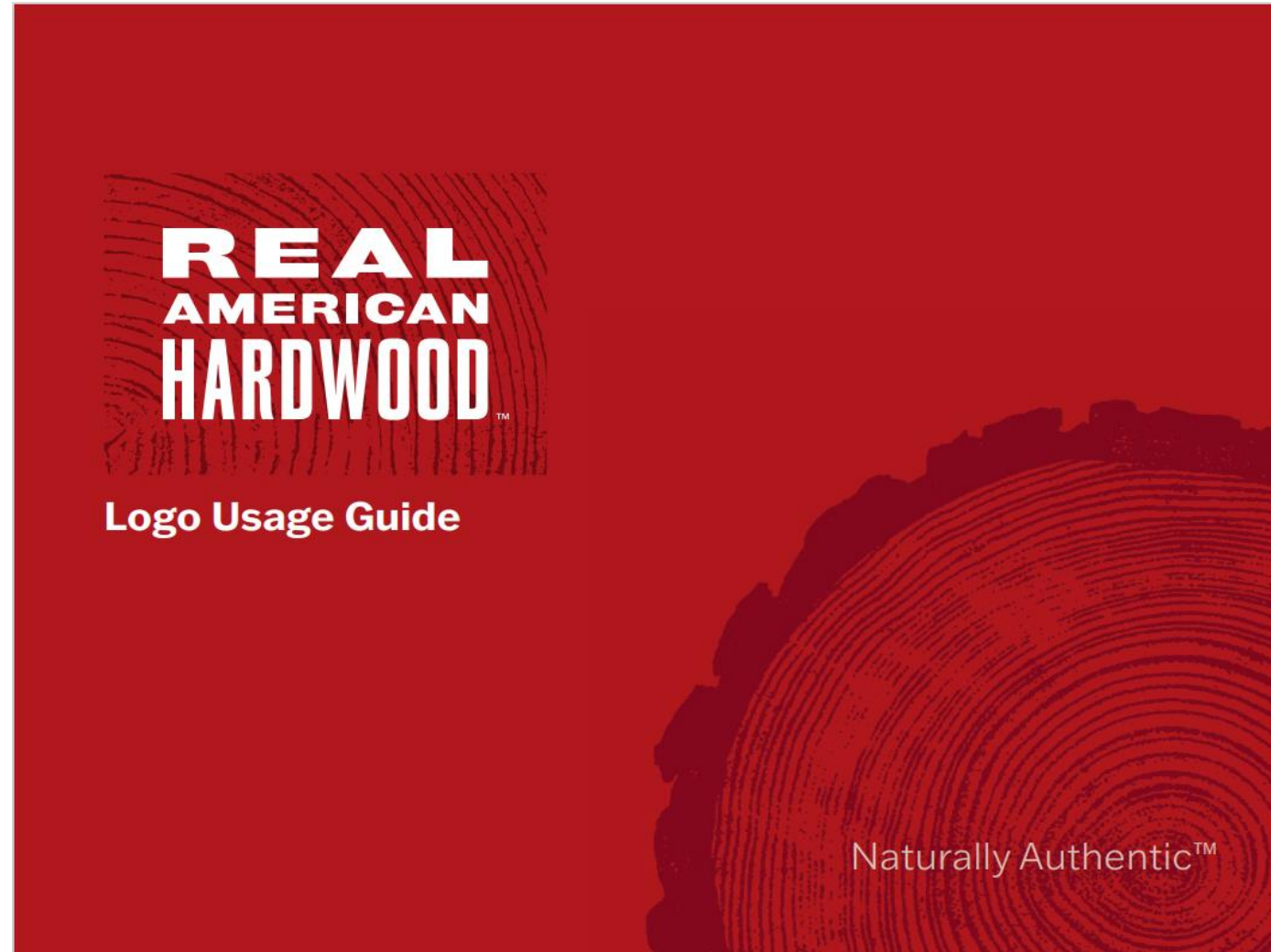
Distributed through associations



Simple enough for large and small companies



Download through .org website







### Contribute Today

Your support makes a huge difference!

### Use the Logo

Make your products stand out!

## Real American Hardwood Coalition

[Home](#)

[About Us](#) ▾

[News](#)

[Calendar](#)

[How To Get Involved](#) ▾

# We're Building Something Big

From lumber mills and secondary manufacturers to industrial producers and associations, the time is now to secure our industry's future!

# RAHC Brand Usage Downloads

As a member of a supporting association, or a financial supporter, we encourage you to use the Real American Hardwood logo in your business and marketing communication efforts. Using the logo will associate your business and products with the Real American Hardwood brand and create awareness with end users. We are providing guides that will help any company learn how to use the logo, as well as logo files for print or web. Click each link to open these resources.

## Guides

[RAH Logo Usage Guide](#)

[RAH Brand Standards](#)

[Social Media Beginner's Guide](#)

[Trademark Usage Guidelines](#)

## Logo Files

[Download Logo Files for Digital and Web \(RGB\)](#)

[Download Logo Files for Print \(CMYK\)](#)




100%

 baillielumber








 Liked by **realamericanhardwood** and **15 others**  
**baillielumber** Hardwoods are the real deal!  
 “@realamericanhardwood When it comes to selecting flooring for your home, go with the real thing: #RealAmericanHardwood.”



<b>GTL Lumber, Inc</b>		
1301 Adams Lane • Ironton, OH 45638 • 740-533-0800 Office Sales: Erin Cox • 740.250.4227 • erin@gillumber.com		
  	Manufacturing Quality KD Appalachian Hardwoods 4/4 Thickness	
	Quarter Sawn White Oak	
	Plain Sawn White Oak, Red Oak & Poplar	



# Sounds Great...What Does it Cost?

We'll start with a goal of \$500,000  
which will allow for:



Social Media Development (Instagram, Pinterest,  
etc.)



Consumer Website Development of  
[RealAmericanHardwood.com](http://RealAmericanHardwood.com)



Investigate In-Store Opportunities



Expand industry-facing website  
[RealAmericanHardwood.org](http://RealAmericanHardwood.org)



# The More We Raise, The More We Do

## \$1 million let's Us:



Expand Social Media Presence and Initiate Search Capacities



Add Content to [RealAmericanHardwood.com](http://RealAmericanHardwood.com)



Create In-Store Program

## \$1.5 Million goes further:



Relationships with Retailers, Large and Small



Partnerships with Social Media Influencers



# Where's The Money Coming From?

The RAHC is seeking the financial support for the national campaign from regional and national industry trade groups and associations, hardwood and hardwood plywood producers, distributors, manufacturers, and suppliers. Support for the Real American Hardwood promotion campaign is **voluntary**, and we encourage all members of the industry to participate at any level they are able. Suggested annual contributions range from \$600-6,000, please see the tables below for contribution recommendations.

Business Type	Suggested Voluntary Annual Contribution	Contributions Range From:
Hardwood Industry Associations	\$1,000 - \$50,000	Based on annual budget
Primary Producer/Distribution Yards	\$600 - \$6,000	Based on annual production
Secondary Manufacturing	\$1,000 - \$3,000	Based on annual sales
Veneer Product Manufacturing	\$3,000 - \$5,000	Based on annual sales
Logger/Forestry/Forest Landowners	\$250 - \$3,000	Based on class/acres
Industry Suppliers	\$500 - \$5,000	Voluntary

# Where's The Money Coming From?

## Ohio Funding Model

## Kentucky Plans



- **Website:** [RealAmericanHardwood.org](http://RealAmericanHardwood.org)
- **Email:** [info@RealAmericanHardwood.org](mailto:info@RealAmericanHardwood.org)
- **Instagram:** [@RealAmericanHardwood](https://www.instagram.com/RealAmericanHardwood)
- **Twitter:** [@RealAmericanHwd](https://twitter.com/RealAmericanHwd)
- **Facebook:** [@RealAmericanHardwood](https://www.facebook.com/RealAmericanHardwood)
- **#RealAmericanHardwood**