

THE AMERICAN HARDWOOD INFORMATION CENTER

The American Hardwood Information Center is the authoritative resource for consumers and professionals seeking information about American Hardwoods. With the goal of promoting the use of American Hardwood products ranging from flooring, cabinetry and furniture, to millwork and building materials in both residential and commercial applications, the Center offers advice from industry experts on design trends, care and maintenance, installation, finishing and professional specifying.



Credits: Jon Miller, Hedrich Blessing Photographers



Credits: White River Hardwoods

HOW TO GET INVOLVED

To inspire a renewed preference for American Hardwood products among consumers and successfully increase sales of American Hardwoods, it is vital that the entire industry be involved and show support. The American Hardwood Information Center offers a logo, tagline and other materials for industry companies to include in their marketing collateral and initiatives.

For a copy of these materials, contact your hardwood trade association or e-mail americanhardwoods@gibbs-soell.com.

The logo and tagline reflect the most notable characteristics of American Hardwoods, as identified in consumer and prosumer research. The tagline “Treasured for Generations,” coupled with the logo showing three American Hardwood leaves, maple, oak and hickory, are meant to convey the variety of choices available with hardwood and indicate the timeless beauty and enduring value that come naturally with this material. This offers a recognizable identity to the whole industry from the forest to the finished product.

Companies can also visit the American Hardwood Information Center’s redeveloped website at www.HardwoodInfo.com. The site includes member tools as well as information on design trends, maintenance, installation and professional specifying of American Hardwood products..



American Hardwoods
Treasured for Generations™





HERE'S WHAT CONSUMERS AND PROSUMERS HAVE TO SAY

95% of consumers and prosumers enjoy the natural look of hardwood, and agree that the natural beauty of hardwood makes a home feel warm and comfortable*

90% of consumers and prosumers agree that hardwood products are attractive and would inspire pride in the home*

93% of consumers and prosumers like hardwood as a material for furniture, flooring, cabinets or building materials, nearly 70% like it a lot*

90% of consumers and prosumers agree that hardwood is a good investment and that its durability makes it a good, confident choice for the home*

80% of prosumers agree customers who use hardwood tend to be happy with their decision and **feel they got the most out of their investment***

85% of consumers and prosumers feel that hardwood is **synonymous with quality and durability***

For more information about American Hardwoods, including design tips and a species guide, visit www.HardwoodInfo.com



Credits: Photo by Bruce Miller



Credits: Armstrong Hardwood Flooring



Credits: Weaver Hardwood Flooring

* Research conducted by Harris Interactive

