

**REAL
AMERICAN
HARDWOOD®**

Real American Hardwood®

Natalie Thelen

Chief Marketing Officer

National Hardwood Lumber Association



Mission and Vision

Mission & Vision



Mission

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 hardwoods for a sustainable future.



30 Associations Contribute to RAHC

Allegheny Hardwood
Utilization Group

Great Lakes Kiln Drying

National Wood Flooring
Association

Timber Forest Foundation

American Walnut
Manufacturers Association

Hardwood Distributors
Association

North American Forest
Foundation

West Virginia Forestry
Association

Appalachian Hardwood
Manufacturers, Inc.

Hardwood Manufacturers
Association

North Carolina Forestry
Association

**Western Hardwood
Association**

Appalachian Lumbermen's
Club

Indiana Hardwood
Lumbermen's Association

Northern Tier Hardwood
Association

Wood Components
Manufacturers Association

Decorative Hardwoods
Association

Kentucky Forest Industry
Association

Ohio Forestry Association

Empire State Forest
Products Association

Keystone Wood Products
Association

Penn York Lumbermen's
Club

Lake States Lumber
Association

Pennsylvania Forest
Products Association

Missouri Forest Products
Association

National Hardwood Lumber
Association



Hardwood promotion initiatives – Putting the industry's collaboration and donations to work



*Hardwood &
Design* magazine



Representation at
trade shows,
conferences, and
other events



Giveaways and
handouts



Strategic
partnerships



Social media



Grant funding



Lots of exciting
projects!

HARDWOOD & DESIGN

HOMES SHAPED BY HARDWOOD

WHERE HARDWOOD DRIVES
ARCHITECTURE AND DESIGN

Materials Matter
Designing for Nature

Species in Focus
Echoes of the Woods:
Red Oak, Cherry, &
Maple Reimagined

Art & Science
Vert: Sustainable Hardwood
Design in the Urban Realm



Hardwood & Design

positions hardwood as a:

- Modern
- Design-forward
- Low-carbon material

One that architects and designers look to for
inspiration.



Hardwood & Design Upcoming Issues

Issue 2: Sept/Oct 2026

Issue 3: Jan/Feb 2027

10,000+ subscribers

Will be translated



Issue 2 – Hardwood & Design

- **SCAD's 2026 Student Furniture Design Competition**, where students transformed Real American Hardwood® into innovative furniture and lighting.
- The projects showcase the creativity, craftsmanship, and possibilities of hardwood in the next generation of designers.
- RAH and Appalachian Hardwood



Issue 2 – Hardwood & Design

Article explores two Chicago reuse projects by zpd+a:

- Historic **Columbia Yacht Club ship**, where original Cypress is complemented by Walnut and Poplar.
- **HCSC/BCBS Mural Park Business Center and Offices**, featuring preserved heavy timber alongside Maple and Oak



NHLA

**REAL
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HARDWOOD**

Issue 2 – Hardwood & Design

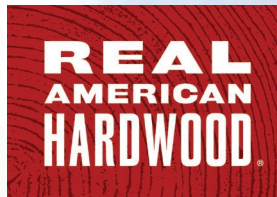
An **exclusive interview with Ben and Erin Napier**, stars of HGTV's *Home Town*.

Known for their **commitment to craftsmanship, authenticity**, and materials with a story, Ben and Erin bring visibility that reaches **beyond the trade**, while remaining deeply aligned with the **values of the hardwood industry**.

This feature will:

- Attract designers and makers who value material honesty
- Expand readership beyond traditional industry channels

182 Natural Maple



Where Authenticity Meets Innovation

— Overview

Too Authentic to Imitate. Too Inspiring to Miss.

In architecture and design, authenticity is essential. As clients demand sustainable materials and timeless beauty, hardwood stands out—not just as a resource, but as a revelation.

The Real American Hardwood™ (RAH) initiative is redefining hardwood as one of today's most inspiring design materials—renewable, recyclable, carbon-storing, and capable of elevating projects from functional to extraordinary.



www.realamericanhardwood.pro

— Subscribe to Hardwood & Design

Get Your Free Copy

Be the first to experience Hardwood & Design. Sign up now to receive a free physical copy of the inaugural issue and join a growing community of designers and architects exploring the full potential of hardwood.

Email *	Company
Country/Region *	
Address *	
Address - line 2	
City *	
Zip / Postal code *	



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Subscribe to *Hardwood & Design*

Every subscription enables us to send
the magazine to ten architects and
designers



Promoting Hardwood on the Road



International Mass Timber Conference – Portland, OR

- Connected with architects, engineers, developers, and manufacturers.
- Hardwood in conversations around mass timber, structural applications, embodied carbon, healthy buildings, and sustainable construction.



Taking Hardwood's Story to Key Decision Makers

High Point Market (High Point, NC)

- Hosted **The Power of Hardwood: Craft, Performance & Purpose in Modern Design** panel with ISFD and Appalachian Hardwood Manufacturers.
- Led **The Hardwood Design Experience** showroom tour featuring Century, Gat Creek, and Simply Amish.



HD Expo + Conference Las Vegas, NV

- Expanded outreach into hospitality and commercial interiors.
- Connected with hospitality designers and specifiers evaluating materials for commercial projects.
- Demonstrated hardwood's durability, wellness benefits, sustainability, and long-term value in hospitality spaces.



NeoCon Metropolis Sustainability Lab

Real American Hardwood was featured in METROPOLIS' Sustainability Lab at NeoCon 2026 in Chicago, showcasing American hardwood as a beautiful, durable, and sustainable material for commercial design.



Still to come...



Trade Show and Event Participation - Lessons Learned

- **Speak the A&D language.** Architects and designers understand sustainability and carbon, but they also make decisions through aesthetics, material experience, and design intent.
- **A booth alone is not enough.** Because RAHC is promoting hardwood as a material category—not a single product—traditional trade-show booths have limited impact.
- **Understand how A&D professionals evaluate materials.** Architects and designers use established systems such as LEED and WELL to assess products through lenses like carbon, human health, material transparency, biophilia, and environmental impact.
- **Make hardwood easy to specify and source.** Education creates interest, but designers also need a clear path from inspiration to specification.

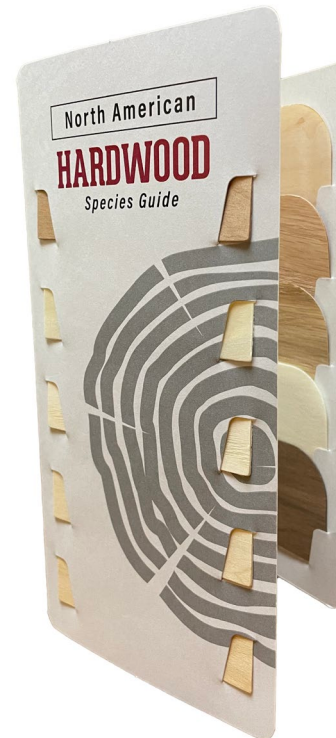
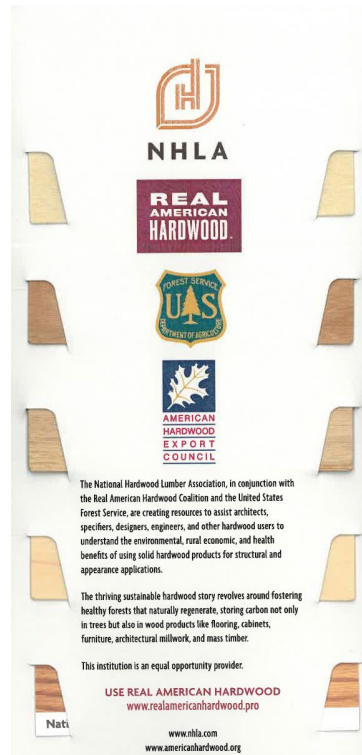


NHHL



Species Guides

Veneer – 14 species



Stain Guides

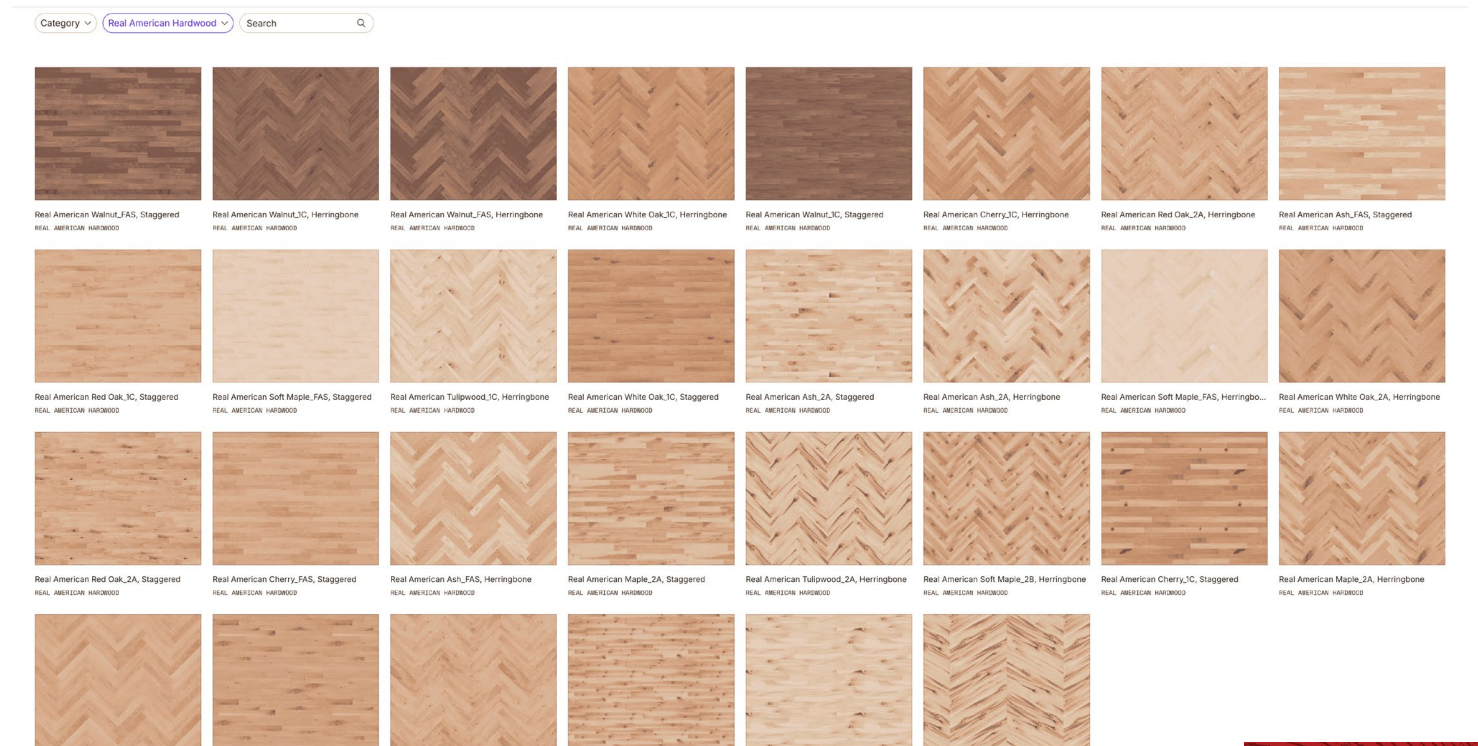
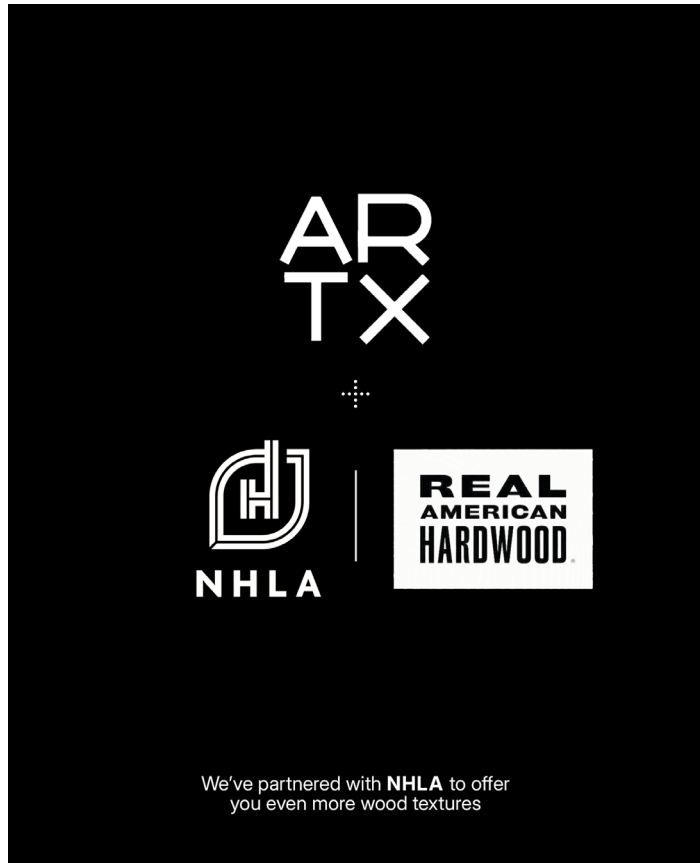
Rubio[®]
MONOCOAT

Standard Colours
Including NEW 2025 Colours

Page 1 of 2



Architextures



Architextures

500k+

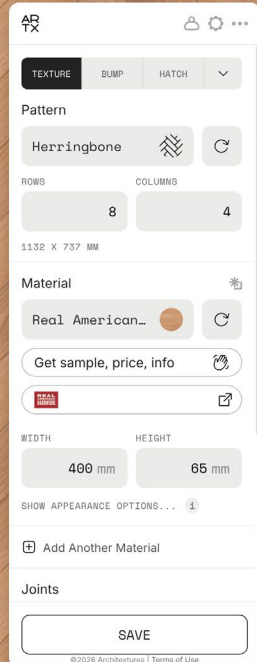
Monthly visitors

120

Countries

42,091

Textures downloaded daily



Real American White Oak_1C, Herringbone

MAKER

Real American Hardwood

CATEGORY

Wood

Download



Edit



Save



Get sample, price, info



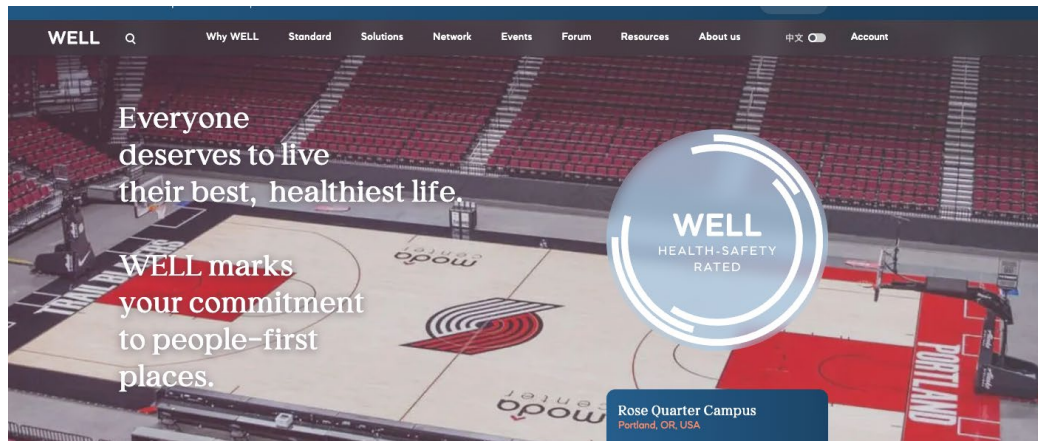
A highly sought-after North American hardwood known for its durability, character, and timeless appeal. Dominant colours are light tan, warm beige, and medium brown, with subtle gray and olive undertones. Distinctive grain patterns and a medium-to-coarse texture create a natural, organic appearance. White oak is widely specified for flooring, millwork, cabinetry, furniture, wall paneling, and both residential and commercial architectural applications.



NHLA



Potential Partnerships: International WELL Building Institute



Organizations everywhere – from startups to Fortune 500s – use WELL to prioritize the health and safety of their people, maximize real estate value and optimize the human and social capital performance of their business.



NHLA



Deloitte.



Uber



Potential Partnerships: ecomedes

HOW IT WORKS -

01 Product Discovery 02 Compare 03 Eval & Share 04 Summarize

Before Ecomedes

Project team members must search multiple websites, call sales reps, gather, and organize piles of data from PDFs, spreadsheets, and web pages. They are often operating with stale, out of date data and they don't even know it.

With Ecomedes

A&Ds quickly identify products that meet the needs of a particular project, framework, pledge, or client. Ecomedes provides the most 3rd party verified data in the world for search and filtering so A&Ds *search with confidence* for LEED Credits, EPDs, HPDs, CMF, BIFMA, chemical elimination and more.



COMPREHENSIVE COVERAGE

Automated compliance for all major standards with data coverage for 100+ certifications

Rating Systems & Standards

Product Certifications & Declarations



NHLA



Potential Partnerships: ecomedes



- + Common Materials Framework (CMF)
- + Product Category
- + Brand
- + CSI Division
- + Certifications and Ecolabels
- + Recycled Content
- + Certifiers
- + PFAS Addressed
- + Made in the U.S.
- + Rating Systems
- + Search by Impact

Search products by name, brand



SEARCH MINDFUL MATERIALS COMMON MATERIALS FRAMEWORK (CMF)



Mindful Materials



Human Health



Climate Health



Ecosystem Health



Social Health & Equity



Circular Economy

SEARCH BY RATING SYSTEM



LEED



WELL



ILFI



Green Globes

SEARCH BY CATEGORY



Appliances



Cafeteria



Acoustical Ceilings



Cleaning Products



Construction Materials



Countertops



Doors + Windows



Electronics / IT



Flooring



Wood Flooring



Furniture



HVAC



Lighting



Office Supplies



Paint



Plumbing



Walls



Alternative Comparison

See How It Stacks Up

Hardwood products excel across various categories. Hardwood flooring ensures cleaner air and enduring beauty in comparison to vinyl flooring. Hardwood furniture lasts generations, unlike particle board's short lifespan and synthetic composition. Hardwood CLT offers eco-friendly construction, faster building times, and stronger panels compared to steel, addressing environmental concerns and construction challenges associated with steel beams. It's evident why hardwood products are preferred by discerning consumers seeking quality, longevity, and sustainability.



Hardwood Flooring

Hardwood flooring doesn't trap dust or allergens, ensuring cleaner air. Compared to vinyl, hardwood offers sustainability because it can be refinished and restored. Additionally, hardwood flooring has the lowest carbon emissions compared to other flooring materials, making it an environmentally friendly choice.

- Dust and allergen-free
- Lasts up to 50+ years, can be refinished
- Lowest impact among all flooring materials, emitting only 9.2 kg CO2e per square meter



Vinyl Flooring

Despite its popularity, vinyl flooring emits Volatile Organic Compounds (VOCs) that degrade indoor air quality, causing respiratory issues and headaches. Lacking hardwood's durability and refinishing options, its polyvinyl chloride (PVC) composition poses environmental and health concerns.

- PVC is non-renewable and carcinogenic
- Lasts up to 20 years, no refinishing
- Emits 41.8 kg CO2e per square meter

REAL AMERICAN HARDWOOD

Explore the possibilities of hardwood.

Filter Projects

Omni PGA Resort

Bloomberg European Headquarters

REAL AMERICAN HARDWOOD

The Basics

Species Overview

White oak is one of the most popular species from the U.S. hardwood forests, and is unique to North America.

White oak has an attractive grain, similar to many other oaks grown globally. In general the sapwood of white oak is whitish to light brown and the heartwood is normally light to mid or even dark brown. The difference between the sapwood and heartwood of white oak is less distinct than in red oak. The wood of white oak is mainly straight-grained with medium to coarse texture.

Scientific Name

Quercus alba

Avg. Board Length

6' - 16'

Common Thicknesses

4/4, 5/4, 6/4, 8/4, 10/4, 12/4

Also Known As

White Oak

Avg. Board Width

6" - 10"

Avg. Dried Weight

4 lbs/bdft

Save

Social Media – Design Professionals



RealAmericanHardwood.Pro

362 followers

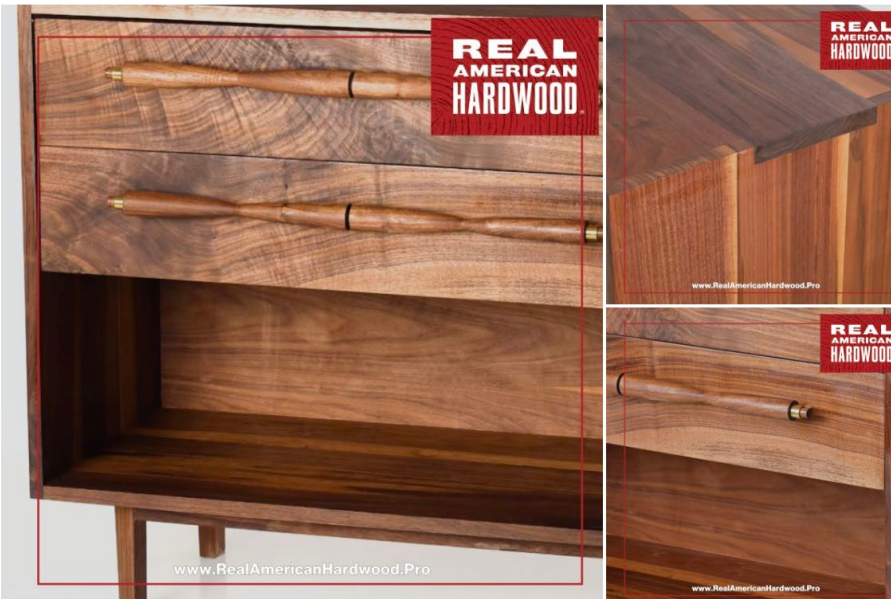
9mo • 🌐

Featured Project: Ohio Walnut Cabinets

Handcrafted in Ohio, this cabinet project celebrates the artistry and innovation of American hardwoods. Curly walnut highlights natural beauty while hand-cut joinery and custom lathe-turned drawer pulls showcase meticulous craftsmanship. A perfect blend of traditional techniques and contemporary design, this piece is built to inspire—and built to last.

Dive into this innovative project: <https://ow.ly/ucKx50X17BP>

#RealAmericanHardwood #Walnut #FeaturedProject #HardwoodDesign
#Cabinetry #FurnitureDesign #InteriorDesign #BuiltToLast
#AmericanHardwoods



RealAmericanHardwood.Pro

362 followers

5mo • 🌐

What if a dining table could look monumental — but weigh almost nothing?

Designed for architect Alex de Rijke as part of AHEC's Wish List project, ...more



Realamericanhardwood.com

Why real hardwood

Nothing beats
the real thing

Save





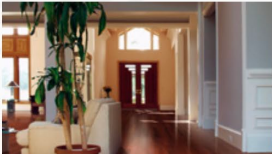
NHHLA

Featured Article

Know your Hardwood Floors by Starting at the “Finish”

Read More

Browse Our Articles



Keeping Hardwood Floors Looking



Caring for Hardwood Countertops



When to Call a Professional Refinisher



Glossary of Repair Materials

Renovating with hardwood for a happier home.

64% feel a major sense of accomplishment when they think of the project



100%

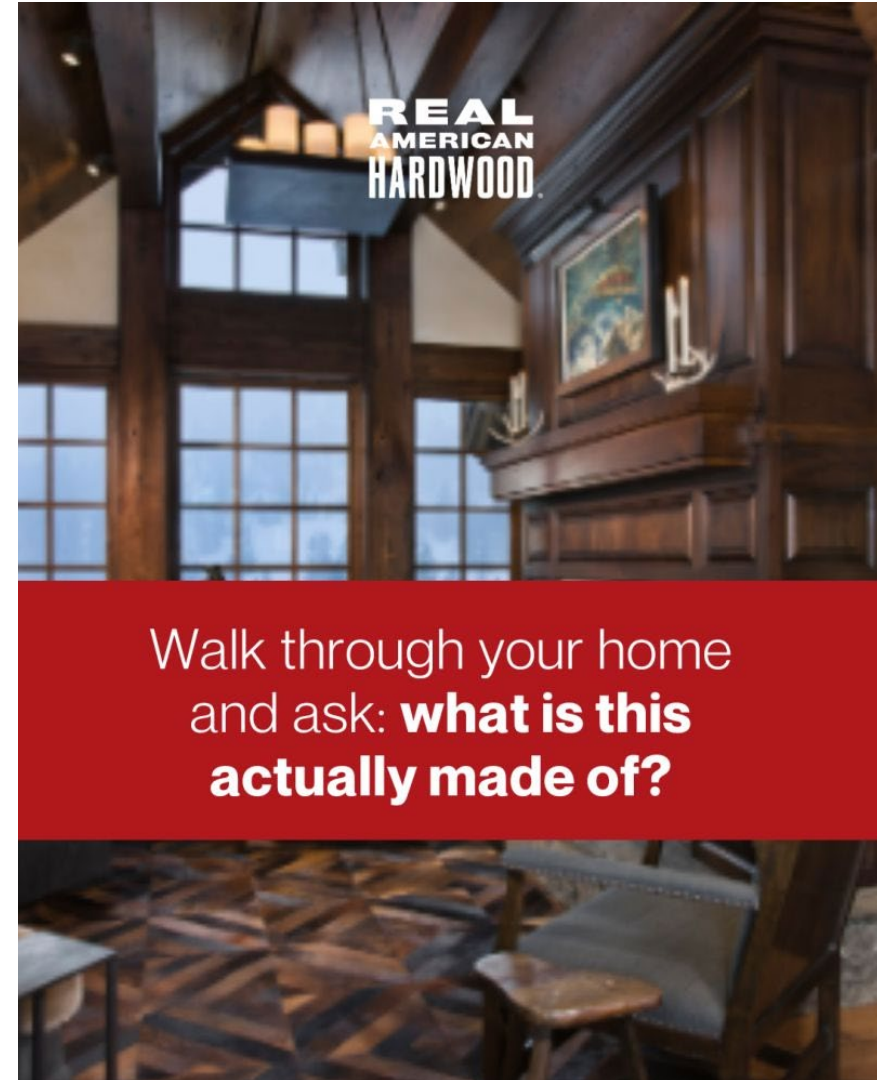
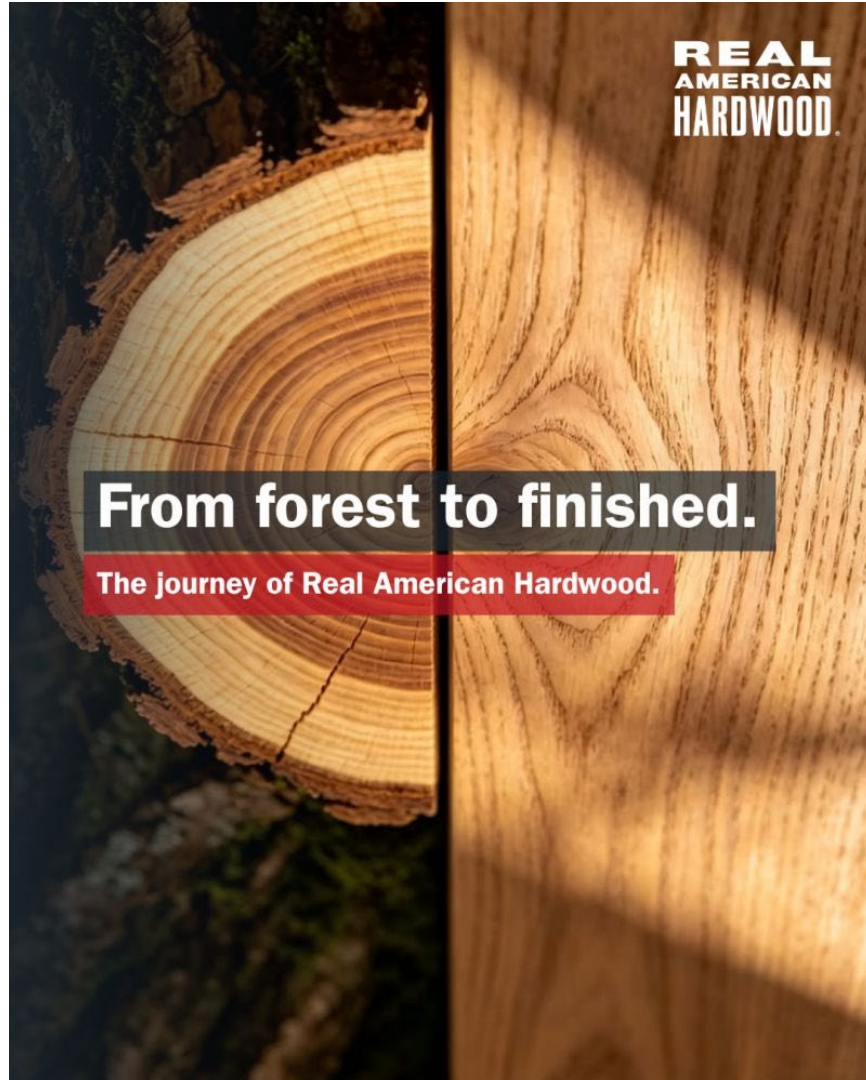
100% have a greater desire to be home since completing the project

64%

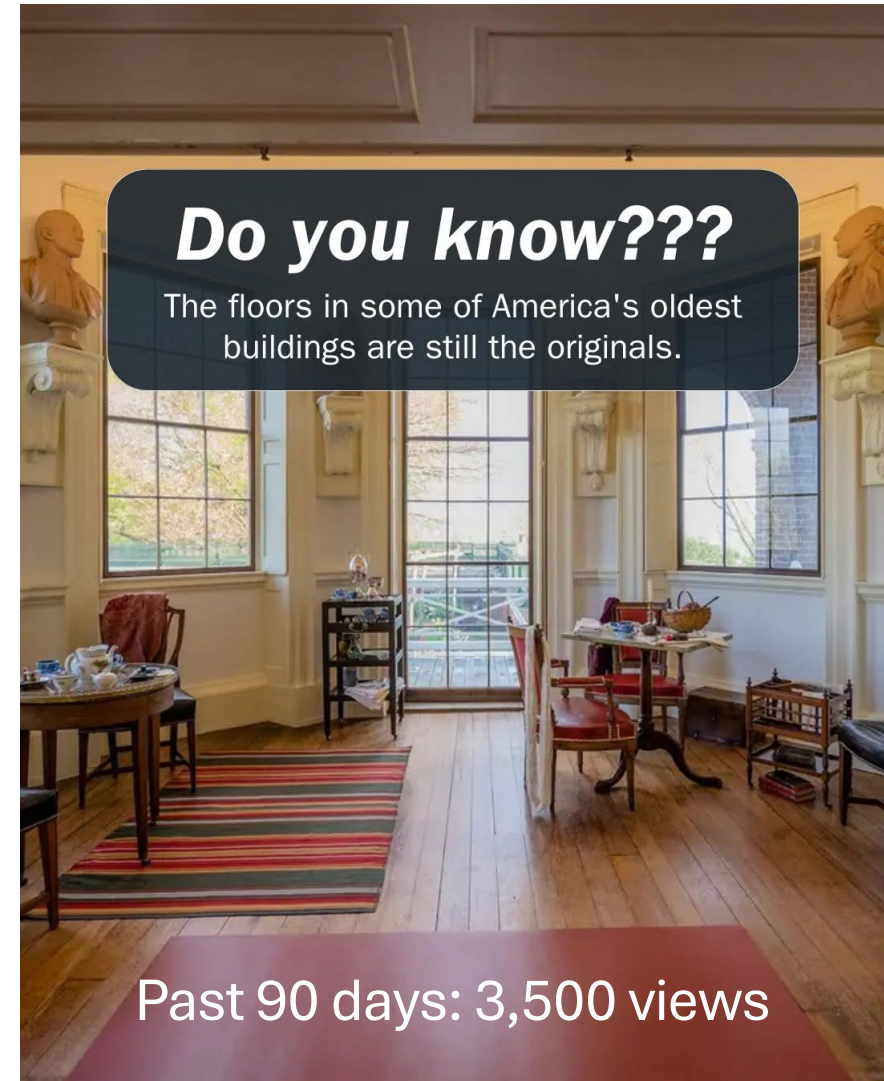
64% have an increased sense of enjoyment when they are at home



Social Media - Consumers



Social Media - Consumers



USFS Wood Innovation Grant

- 2026 award: \$1 million!
- Goal: **Increase domestic hardwood consumption** by educating design professionals and reclaim market share in applications such as:
 - Flooring
 - Cabinetry
 - Moulding
 - Millwork
 - Furniture



How??



Let's Help Design Professionals Specify More Hardwood

By influencing and converting projects to use Real American Hardwood.

Engage with at least **140 projects** and influence **50 completed projects** to specify appearance-grade American hardwood lumber and engineered hardwood plywood, while tracking the volume of hardwood lumber used in those projects.

Similar to the WoodWorks model, will be complimentary



Supporting a future with more wood buildings.

Our team is fully remote, positioned across North America to provide each region with specialized technical project support and up-to-date education and resources. We are a passionate group of engineers, architects, construction management, and business development professionals – working together to help project teams realize the full potential of wood as a modern and sustainable building solution.

Who?



Design Professionals Outreach Program

Role	Function	Example Activity
Director of Design Professional Outreach	Oversees all hardwood design initiatives and coordinates with regional advisors, RAH Promotions committee and NHLA marketing team.	Strategic partnerships with ASID, IIDA, IDS, AIA, and USGBC
Regional Design Advisors (2 positions)	Provide project-level support across U.S. Northeast and Midwest regions. Similar to Woodworks model. Other regions in the future.	Consult on specifying North American hardwoods in building interiors (flooring, cabinets, furniture, millwork)

Regions to be supported by a centralized national program.

New Program Assets and Content

- Materials will be produced specific to each region, which will be used and distributed at lunch-and-learns at architecture/design firms
- Develop CEU's – Continuing Education Unit
- Case studies
- Trade Shows/Events
- Additional videos – fire and inspiration for using hardwood



Thank you!

