

# Ask For Wood!

PHOTO: Bolton Dining Commons at the University of Georgia

## Providing a Natural Connection in the Built Environment

Wood provides a deeper connection to nature in the built environment, while adding warmth and comfort to the places we live, work and play. It connects us to the outside world while invoking a sense of social responsibility.

- Across the U.S. south, forest landowners are sustainably growing and managing forests for products that we use every day. By choosing wood, you are supporting local economies and helping to keep forests as forests.
- Whether it is a school, church, office or playground, using wood creates a memorable, culturally significant experience that connects us to nature while bettering the world around us.

## Why Choose Wood?



### SUSTAINABLE

When comparing life cycle analysis of wood to other materials, using wood lowers greenhouse gas emissions during construction, decreases air and water pollution and lowers the volume of solid waste material.



### HEALTHY

Researchers have discovered that wood contributes to the health and well-being of building occupants. Exposed wood can reduce stress, improve cognitive and creative functions and increase productivity.



### CLIMATE-FRIENDLY

When wood as a construction material, the carbon absorbed by the tree as it grew is effectively locked away. Maximizing wood use could remove an estimated 21 million tons of CO2 from the atmosphere annually – equal to taking 4.4 million cars off the road.



### SAFE AND VERSATILE

Building codes require all building systems to perform to the same level of safety, regardless of the material used. 70% of commercial buildings in the U.S. could be built with wood according to local and state buildings codes.



### COST-EFFECTIVE

Research shows that one-to-four story office buildings can cost 20-30% less per square foot than their non-wood counterparts. Building with wood is efficient, often completed faster than other systems, and can be done year-round in almost any climate.



### KEEPING FORESTS

Privately-owned working forests are growing 52% more wood annually than they remove. By choosing wood products, landowners can make investments in replanting and reforestation, forest health treatments and regular maintenance that keep forests strong and resilient.



KEEPING  
FORESTS

[www.askforwood.org](http://www.askforwood.org)



El Dorado High School Gymnasium

# Case Study: El Dorado High School - Arkansas

[woodworks.org](http://woodworks.org)

El Dorado High School was the first school in Arkansas that made the choice to build with wood. The original budget estimate was over \$60 million dollars — \$50 per square foot over budget. Thanks to a brilliant team, the final construction costs were lowered to \$43.2 million by building with wood.

**“Originally, the project was designed in steel and masonry, which is common for a building of this size, but the budget was too high. So our response was to look at other framing types. That’s where we found considerable savings.”**

**J. RICHARD BROWN**  
PRINCIPAL ENGINEER  
ENGINEERING CONSULTANTS, INC.

## How You Can Ask For Wood!

### IN YOUR HOME

Maximize wood as a primary building material in your home. Ask your builder about these ways to use wood.

#### 1. Structural

- Light Wood Framing
- Prefabrication
- Mass Timber

#### 2. Interior

- Cabinetry & Furniture
- Texture Accent Walls

#### 3. Exterior

- Siding & Decks
- Gazebos & Pergolas
- Landscaping & Fencing

### IN YOUR SCHOOL

Wood construction can be critical for reducing costs and creating spaces conducive for learning in schools. Ask your school board about these wood construction opportunities.

#### 1. Structural

- Mass timber beams or panels
- Wood truss systems for roofs

#### 2. Athletics

- Gymnasium
- Locker Rooms & Athletic Facilities

#### 3. Interior

- Library / Study Hall
- Learning Areas

### IN YOUR COMMUNITY

Community spaces can benefit from the development of wood spaces that cultivate a sense of place and a connection with nature.

#### 1. Government Buildings

- Court & Judicial Centers
- City Hall

#### 2. Gathering Spaces

- City Square Gazebos
- Concert Stages
- Art Installations

#### 3. Religious Buildings

## Need more information?

[www.ThinkWood.com](http://www.ThinkWood.com) | [www.woodworks.org](http://www.woodworks.org) | [www.awc.org](http://www.awc.org) | [www.softwoodlumberboard.org](http://www.softwoodlumberboard.org)



**KEEPING  
FORESTS**

[www.askforwood.org](http://www.askforwood.org)



PHOTO: Innovative paper packaging for beverages

# Ask For Paper!

## Supplying Consumers With an Environmentally-Friendly Alternative

Paper supplies consumers with a sustainable and trusted choice to reduce their carbon impact. The demand for paper and paper-based packaging has increased with the growing number of consumers that support environmentally-minded businesses. Consumers support forest-based products for a number of reasons - but the leading reason being that trees are a renewable resource.

- Across the U.S. south, forest landowners are sustainably growing and managing forests for products that we use every day. By choosing paper-based products, you are supporting local economies and helping to keep forests as forests. From cardboard boxes to diapers - there are ample opportunities for consumers to choose paper-based products.

## Consumers love paper. So businesses love paper.



### RECYCLABILITY

Paper and paper-based packaging are the most recycled materials in the U.S. Cardboard boxes can be reused up to ten times to make new boxes and other paper products.

[epa.gov](http://epa.gov)



### SUSTAINABILITY

U.S. forests store carbon dioxide and help reduce the impact of climate change. The southern U.S. is currently growing 52% more wood than is harvested annually.

[howlifeunfolds.com](http://howlifeunfolds.com)



### EDUCATION

Studies show that using paper-based products can help users focus on the task at hand. Allows users to feel engaged and boosts comprehension and memory retention.

[howlifeunfolds.com](http://howlifeunfolds.com)

## Choosing Paper in All Areas



### PRODUCT PACKAGING

Switching from plastic packaging to paper-based packaging is a great example of how businesses are moving to more common recyclable materials.

[paperandpackaging.org](http://paperandpackaging.org)



### SHIPPING & LOGISTICS

75% of consumers believe that paper-based product packaging is an essential part of everyday life.

[paperandpackaging.org](http://paperandpackaging.org)



### CONNECT WITH CUSTOMERS

Choosing paper makes an impact on consumers. 90% of consumers prefer paper-based packaging, nearly twice that of plastic (only 53%).

[paperandpackaging.org](http://paperandpackaging.org)



**KEEPING FORESTS**

[www.askforwood.org](http://www.askforwood.org)

# Case Study: Chobani's New Paper Yogurt Cup

today.com

In late August 2021, Chobani announced its adoption of a paper yogurt cup, making it the only one of its kind among major U.S. brands. It's reportedly consisted of 80 percent paperboard made from sustainably-sourced renewable materials. This brand, along with many others, are continuing the move towards paper-based and recyclable packaging.

**"We all have a role to play in protecting our planet. People have been asking for a paper cup, and we welcome this challenge to start reducing our plastic use, and to spark a conversation about how we can drive change together."**

**Hamdi Ulukaya, Founder & CEO of Chobani**



## How Using Paper Helps to Keep Forests as Forests

Choosing paper over plastic is not only environmentally friendly because of the recyclable attributes of paper, choosing paper helps drive economic value for trees, which in turn support forest landowners in sustainably managing their land.

- The U.S. South has more than 208 million forested acres, 86 percent of which are privately-owned.
- Sustainable forest management, including thinning trees for paper production, prevents wildfire, forests pests and disease
- Private forest landowners grow 52 percent more wood than is harvested annually.



## Need more information?

[www.paperandpackaging.org](http://www.paperandpackaging.org) | [www.howlifeunfolds.com](http://www.howlifeunfolds.com) | [www.twosidesna.org](http://www.twosidesna.org)



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