

ACROSS THE NORTHERN FOREST REGION: WOOD PRODUCTS BUSINESSES TELL THEIR FOREST STORY

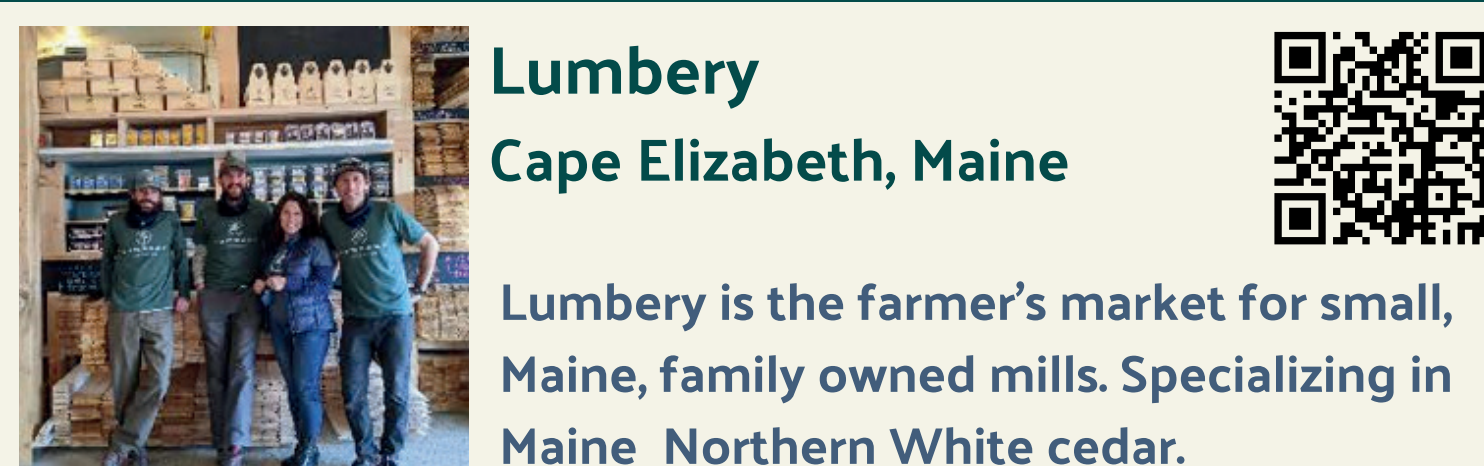
TELLING YOUR FOREST STORY MARKETING SERIES

The Northern Forest Center engaged wood product businesses to help them craft and share their unique forest stories. Our goal was to deepen their understanding of where their wood comes from, the forest itself, and the responsible stewardship that takes place before any harvesting begins. Equipped with this knowledge, businesses created marketing materials that connect with consumers and highlight the vital relationship between forest care and the products they produce.



JK Adams Company
Dorset, Vermont

Sources wood species that are sustainably forested, harvested, and processed from North America hardwoods.



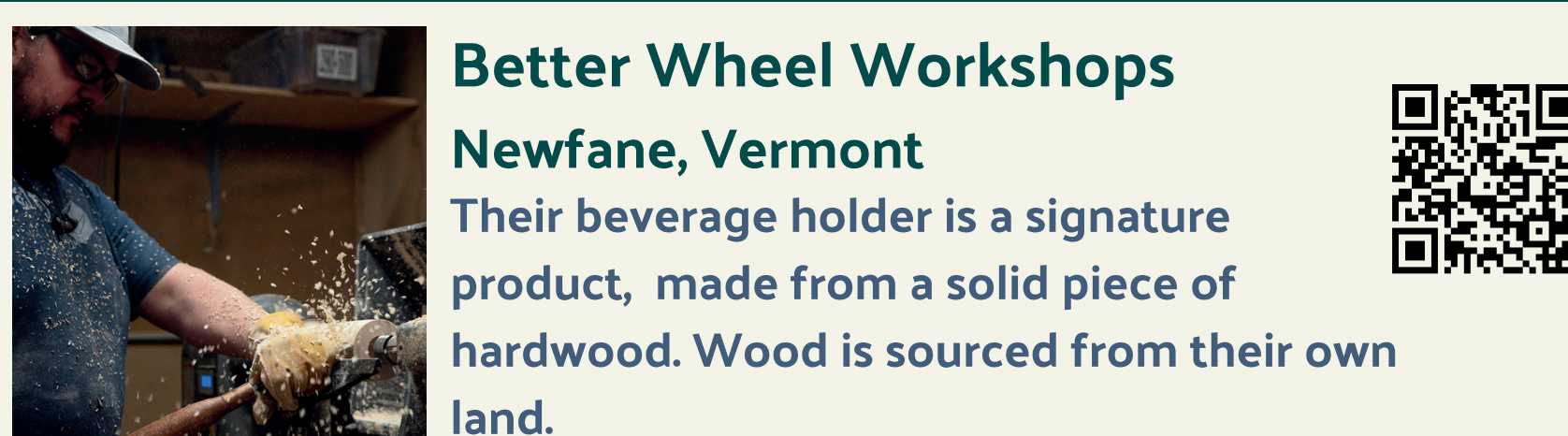
Lumberly
Cape Elizabeth, Maine

Lumberly is the farmer's market for small, Maine, family owned mills. Specializing in Maine Northern White cedar.



Treeline, Inc.
Chester, Maine

Offers dimensional Hemlock lumber, crane mats, wood siding, firewood, and a log concentration yard.



Better Wheel Workshops
Newfane, Vermont

Their beverage holder is a signature product, made from a solid piece of hardwood. Wood is sourced from their own land.



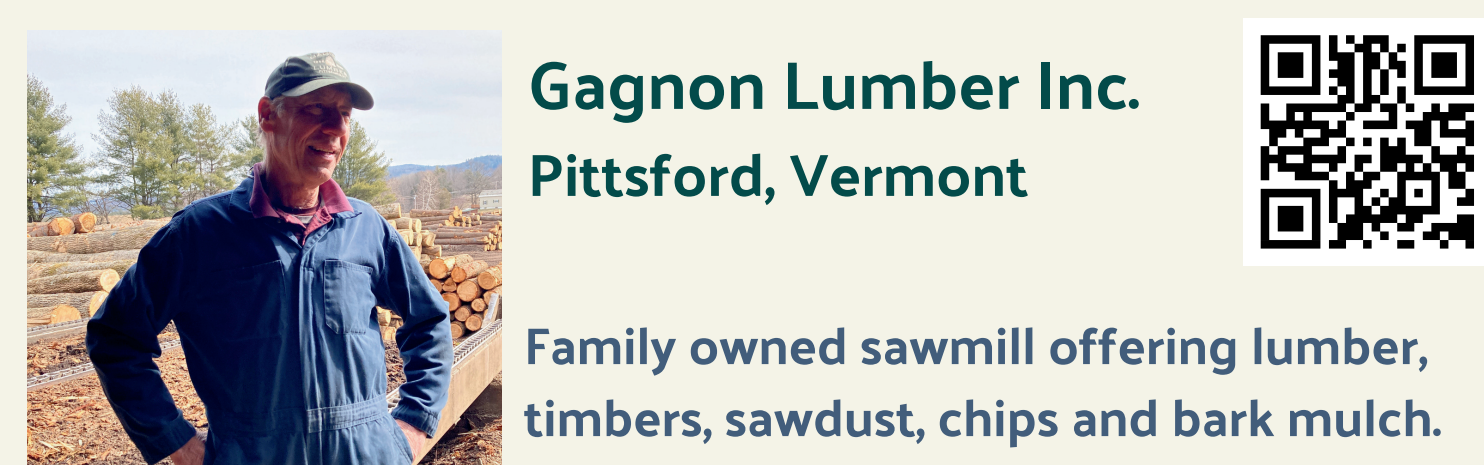
Kirby Mulch Company
Kirby, Vermont

Offers a variety of mulch products, wood chips and firewood. Sources raw materials from the abundant northern forest.



Tanbark Molded Fiber Products
Saco, Maine

Using both hard and softwood blends, raw wood fiber dry lap pulp form the products.



Gagnon Lumber Inc.
Pittsford, Vermont

Family owned sawmill offering lumber, timbers, sawdust, chips and bark mulch.



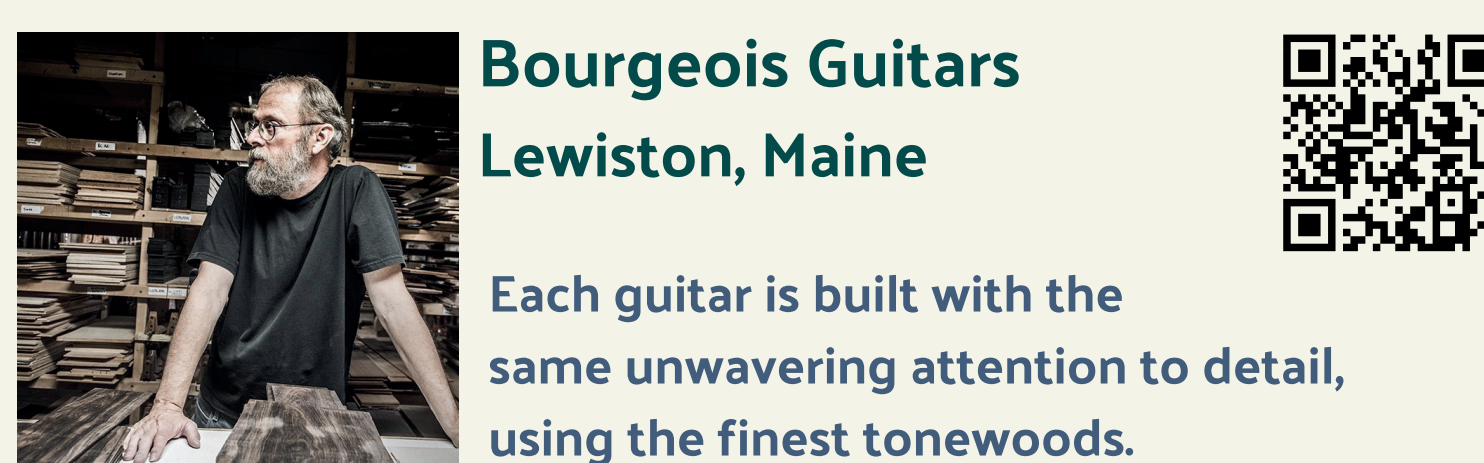
Zampini Log and Land
Perkinsville, Vermont

Offering whole log and split firewood.



Vermont Natural Wood Products
Richford, Vermont

Offers heating pellets, sawdust, mulch, firewood, bedding pellets and cedar fence posts. All raw materials sourced locally.



Bourgeois Guitars
Lewiston, Maine

Each guitar is built with the same unwavering attention to detail, using the finest tonewoods.



JM Timber, LLC
Henniker, New Hampshire

Specializing in timber beams up to 36 feet long.



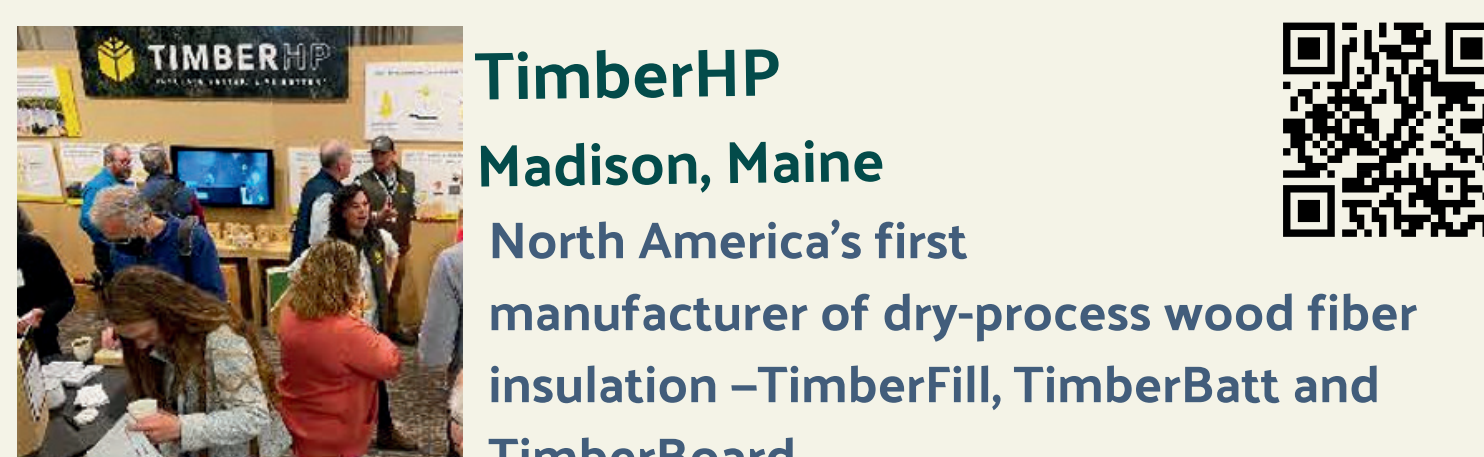
Maple Landmark
Middlebury, Vermont

Family owned business offering toys, games, gifts and custom specialties.



Treeline Terrains
Monkton, Vermont

Creates 3D custom maps using locally sourced cherry and maple. Recently sold their business to Maple Landmark.



TimberHP
Madison, Maine

North America's first manufacturer of dry-process wood fiber insulation - TimberFill, TimberBatt and TimberBoard.



Silloway Maple
Randolph, Vermont

Maple syrup production using firewood for evaporation.



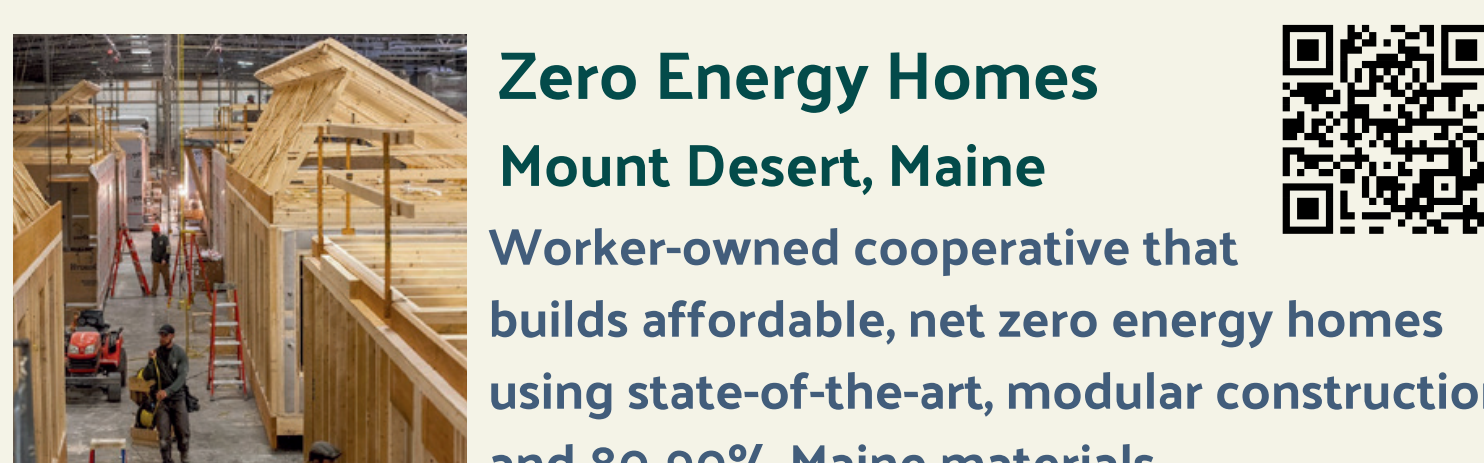
New Frameworks
Essex, Vermont

Creates double stud wood framed straw - structural insulated panels.



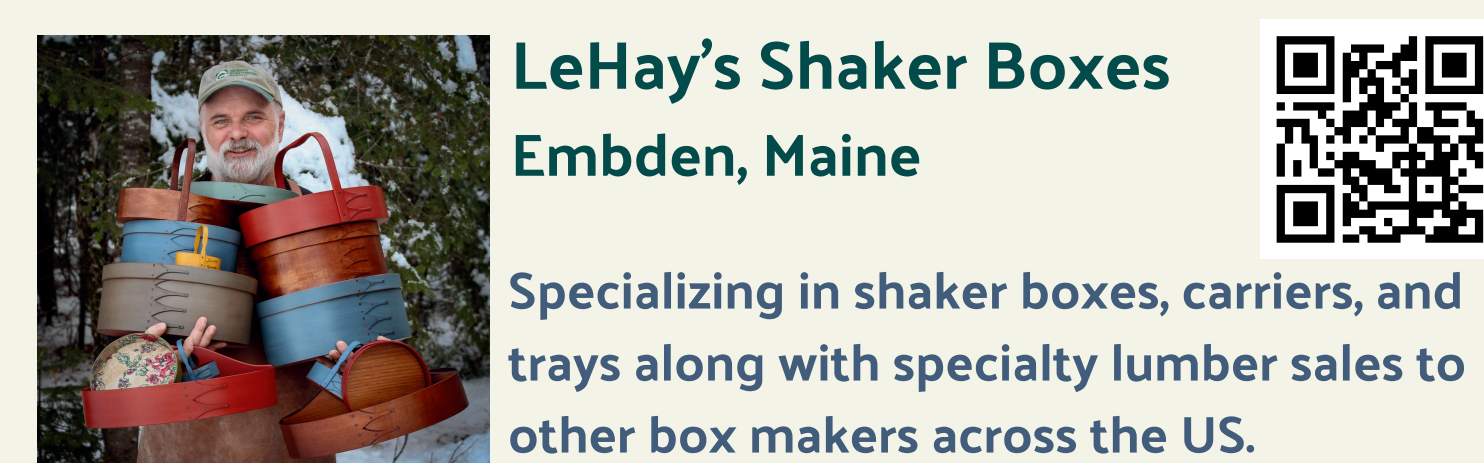
Vermont Wildwoods
Marshfield, Vermont

Created a proprietary method for curing and conditioning wood into never before seen products - including spalted maple, beech, poplar, yellow birch, and basswood trees.



Zero Energy Homes
Mount Desert, Maine

Worker-owned cooperative that builds affordable, net zero energy homes using state-of-the-art, modular construction and 80-90% Maine materials.



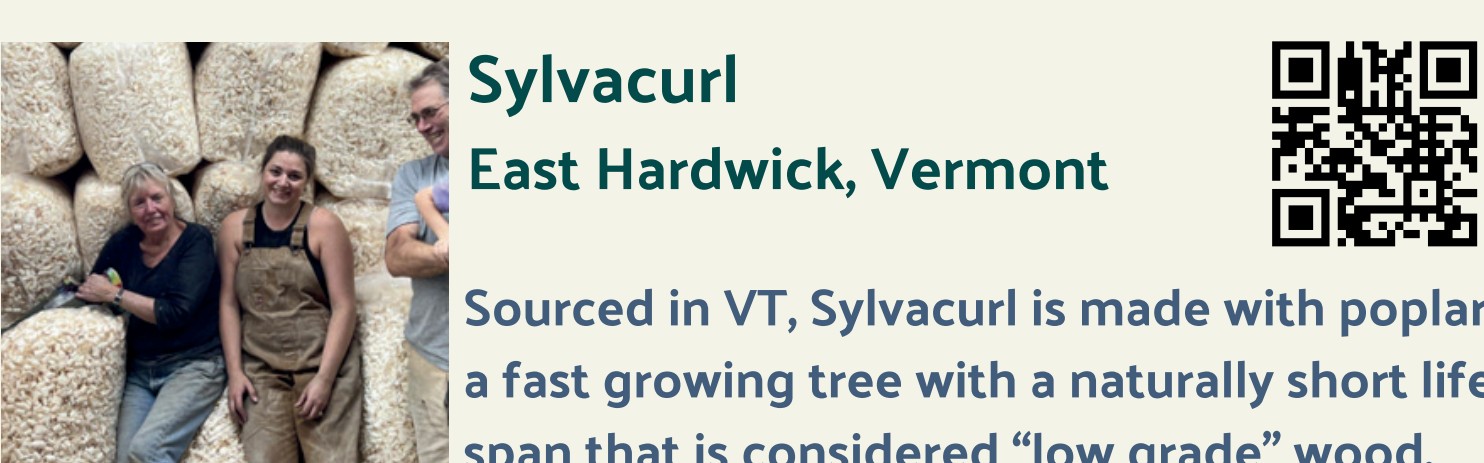
LeHay's Shaker Boxes
Embden, Maine

Specializing in shaker boxes, carriers, and trays along with specialty lumber sales to other box makers across the US.



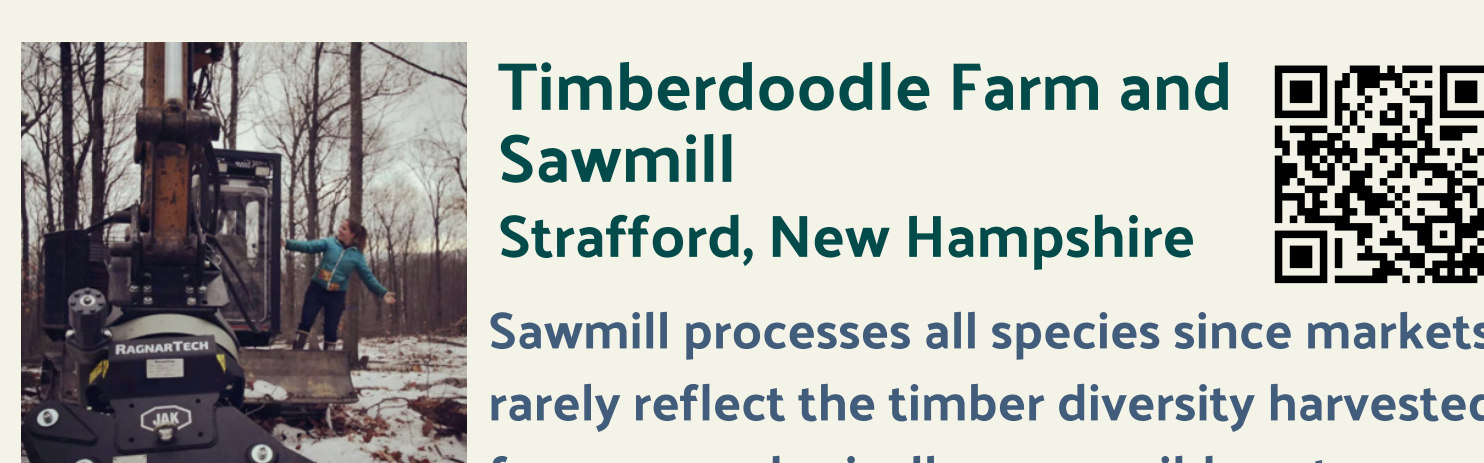
Merck Forest and Farmland
Rupert, Vermont

Produces lumber for their buildings and firewood for their woodstoves in each cabin.



Sylvacurl
East Hardwick, Vermont

Sourced in VT, Sylvacurl is made with poplar, a fast growing tree with a naturally short life-span that is considered "low grade" wood.



Timberdoodle Farm and Sawmill
Strafford, New Hampshire

Sawmill processes all species since markets rarely reflect the timber diversity harvested from an ecologically responsible cut.



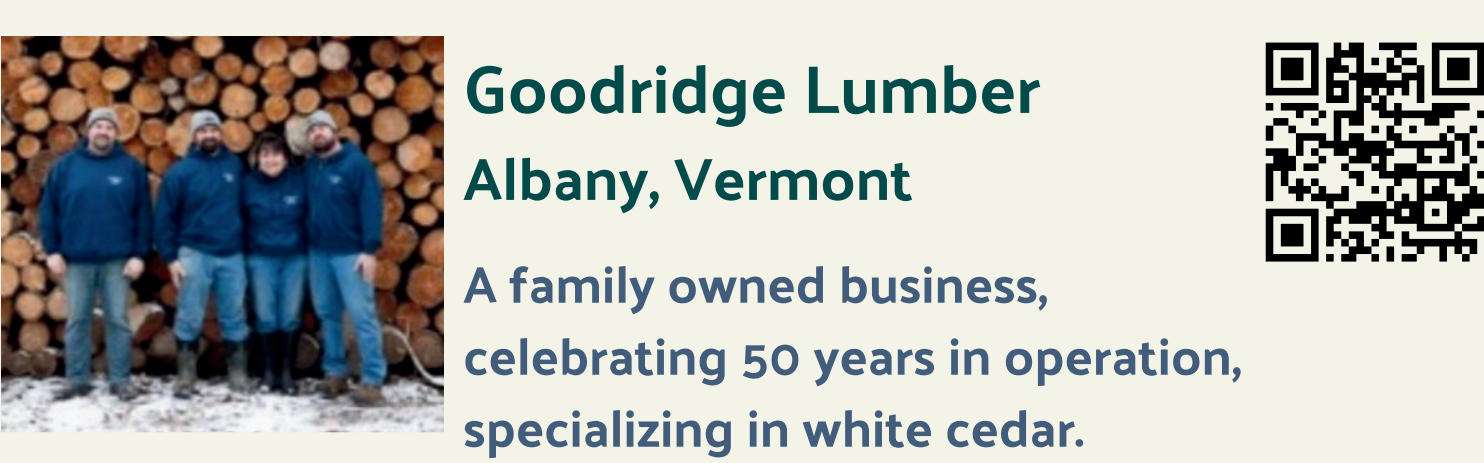
Trees ROI
Hinesburg, Vermont

Tech start up developing a tool to help the green industry to grow better trees.



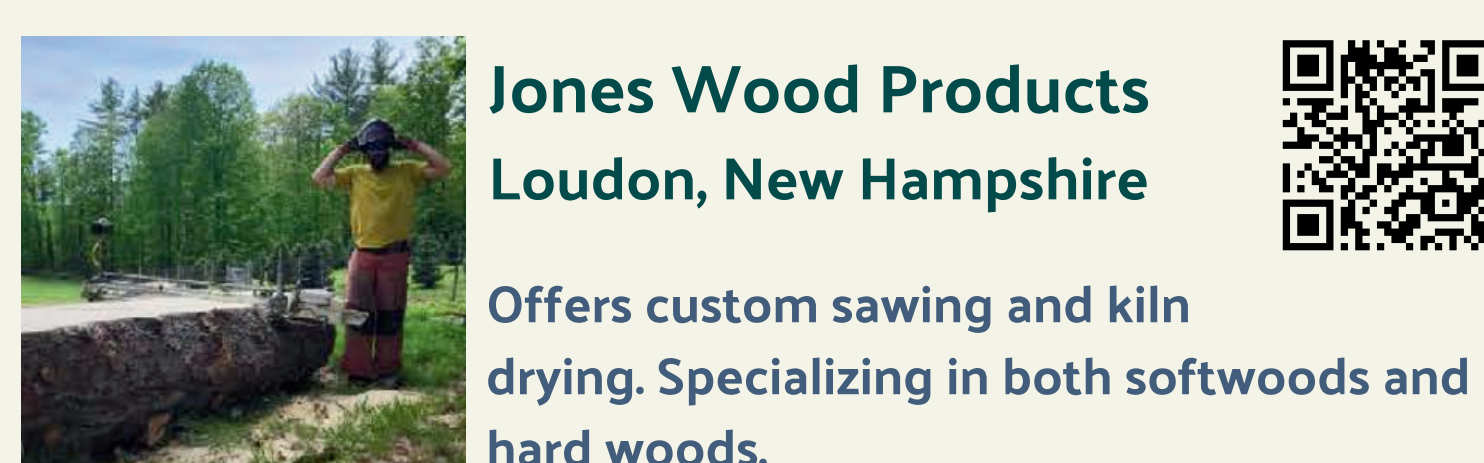
LandVest
Bethel, Maine

Produces hardwood and softwood pulp wood, saw logs, and veneer from managing timber sales on client's properties.



Goodridge Lumber
Albany, Vermont

A family owned business, celebrating 50 years in operation, specializing in white cedar.



Jones Wood Products
Loudon, New Hampshire

Offers custom sawing and kiln drying. Specializing in both softwoods and hard woods.



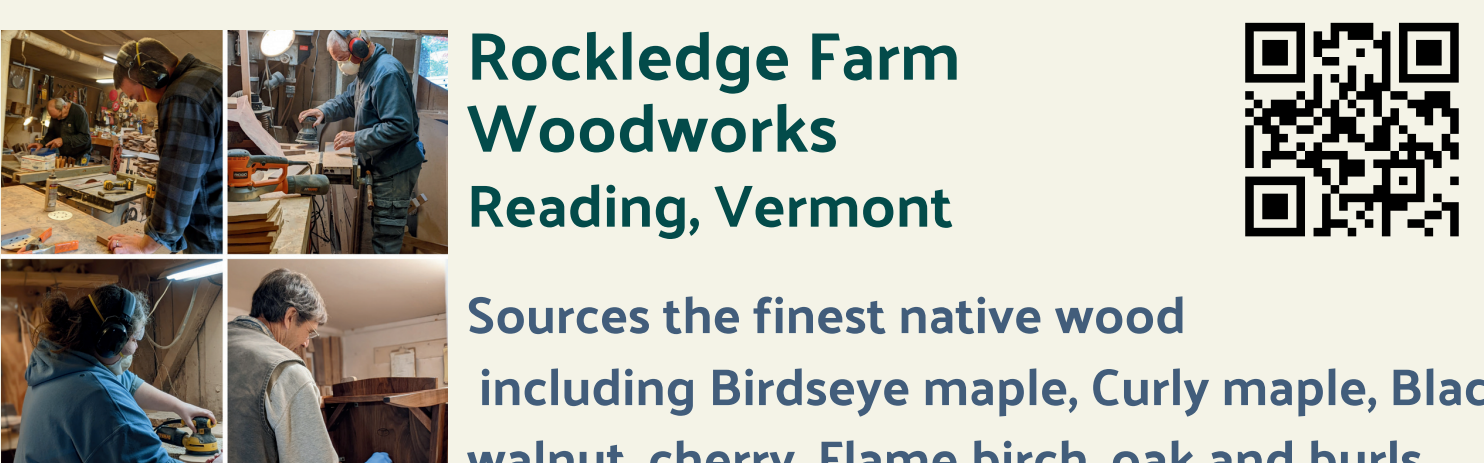
Vermont Butcherblock Company
S. Burlington, Vermont

Products use locally sourced ash, birch, cherry, maple, red and white oak, poplar, walnut, basswood and more.



Guild of VT Furniture Makers

Group of 22 independent furniture makers with workshops located throughout Vermont.




Rockledge Farm Woodworks
Reading, Vermont

Sources the finest native wood including Birdseye maple, Curly maple, Black walnut, cherry, Flame birch, oak and burls.



Finger Lakes Wood Products
Dolgeville, New York

Wood species used for billet/baseball bats include Ash, Hard maple, Yellow birch and soft maple. For wood products: White pine, larch, hemlock, cherry and Black walnut.



Between the Trees Woodworking
Lowell, Vermont

New start up, specializing in products for Veterans which includes coin displays and other military centric wood products. Wood sourced locally from own property.



Copeland Furniture
Bradford, Vermont

Family owned business, exclusively sourcing North American grown and harvested solid hardwoods.



"This marketing series highlighted the importance of telling your story—who are you, what are your values and goals, why do you do what you do.

As you tell your story, you will connect with customers who share those values, which will result in strong long-term relationships with those customers, who will buy your products, and will help to sustain and grow your business.

As Goodridge Lumber enters our 50th year in business and updates informational material and our website, we will keep our story up front and center, along with others in the industry that are our partners."

Colleen Goodridge, Goodridge Lumber, Albany, Vermont

LIVE THE NEW FOREST FUTURE
Northern Forest Center
NORTHERNFOREST.ORG

The Northern Forest Center creates bold possibilities that give rise to vibrant Northern Forest communities.

SCAN THE QR CODES TO LEARN MORE ABOUT HOW THESE BUSINESSES HELP SHAPE OUR COMMUNITIES, OUR FOREST ECONOMY, AND THE ENVIRONMENT.