

Choose real wood over “wood-look”

A RECENT FREEDONIA Group study forecast demand for “wood-look” plastic lumber to rise by 3.7% annually to reach \$4.9 billion in 2024. Hmmm.

Think about this: How many times has a customer walked into your showroom, made a beeline for the fake lumber, touched it lovingly, and commented what a beautiful product it is? No? How about this: did they lean over and smell it, commenting on the natural smell of an authentic product? We’re guessing also no.

Here are four reasons why your customers should choose real wood over “wood-look:”

Authenticity.

Call it biophilia, call it good taste. The fact is, people are happier and feel better around real wood. And there are studies to prove it! Wood is the greenest building product on the market today: it’s created directly from the earth, the sunlight, and the rain—no finite resources used, no weird extrusion processes.

People want to touch wood, to feel it. A stretch of gorgeous wood flooring, sunlight touching the side of a home covered in wood trim and siding, or a stark white ceiling or wall brightened by real wood bead board and paneling tends to elicit smiles and warm comfortable thoughts! Everyone has a good wood project story to share.

Ease of care.

It’s real, it’s natural, and it’s easy to maintain. Let’s talk wood outdoor decks: naturally renewable wood is easy to maintain, and it’s the earth-friendly choice. Maintenance

is easy: inspect your deck once a year for signs of decay plus the overall condition of structural connections and guard rails.

Cedar, redwood or treated decking wood, like southern pine, can be stained or painted as needed. Don’t let the consumer be fooled by the “wood-look” plastic variety’s maintenance-free ploy!

Ease of installation.

No special tools needed. No special skills needed. No training, no extensive installation crews. Just a good hammer and some nails.

Environmental impact and sustainability.

Consumer products of every kind are being rightfully scrutinized for their sustainable attributes and lineage to assure that usage will truly

lessen or negate impact to the environment if purchased. Wood-look products should be held to this same standard.

Bonus reason.

Why do you think companies press a fake woodgrain look onto their product? Because that’s what consumers like and want, and what they would rather have! You can see the fake look from plastic decking all the way to plastic beadboard. They’re simply trying to recreate the beautiful, desirable, natural look of wood... but they’re using chemicals and sacrificing finite fossil fuels.

Here’s a fact: Within the U.S. forest industry, for every one tree that’s harvested, between three and five trees are planted. Another fun fact: our managed U.S. forests are healthier and more abundant now than they were a century ago.

More facts for you: choosing locally grown wood brings centuries of endurance (and constant regrowth!), it supports local economies, it’s durable and decay resistant, the product is safe for all environments and is naturally resilient, and you’re choosing a product that is locally grown and manufactured. On the plastic side, you’re looking at a large carbon footprint, plus the environmental loss of finite fossil fuels.

While the descriptor “green” has become a bit overused, we still enjoy assigning it to a stick of wood—because it’s 100% accurate. The so-called “wood-look” products offer nothing natural, nothing authentic to the end user. Be sure to direct your customers to the all-natural, environmentally friendly, authentic choice: real wood.



EASTERN WHITE PINE was featured in this *Maine Cabin Masters* project.