

Show these wood project photos to your customers

RUSTIC FARMHOUSE. Modern farmhouse. Shiplap. If you haven't heard these terms before, you're not in the building and home improvement industry. Because those of us who are, have been hearing these design terms over and over again during the last several years, am I right?

Here's the big question: how are you as a dealer capitalizing on these design trends?

Among the many "farmhouse" descriptors on the market right now, one component reigns supreme: real wood. It's everywhere: wood floors, wood ceilings, beadboard accents, tongue-and-groove paneling, floor-

ing... if "farmhouse" is in the title of the design, there's wood at the core.

Photos speak louder than words (that's a saying, right?), and it's our pleasure to share several gorgeous project photos featuring eastern white pine.

Show these to your customers when they ask what wood can do for any room in their house. Give them ideas and beautiful images to spark their imagination (and hopefully lead them to buy more eastern white pine from you).

— Jeff Easterling is president of Northeastern Lumber Manufacturers Association. Reach him at info@nelma.org.

