



10 WOOD-SELLING TOOLS AND THEY'RE ALL FREE!

A SPECIAL SERIES FROM **NELMA**®

— BY JEFF EASTERLING

LOOKING FOR FRESH new ways to sell more wood? Mix things up a bit and check out the top 10 free wood-selling tools offered free by the Northeastern Lumber Manufacturers Association over at www.nelma.org.

It all starts by clicking on the Retailers tab on the NELMA website. That's when your journey into the world of wood-selling tools begins!

Retail Directory/Dealer Locator

Register your business and provide full details on the wood products you sell. If you sell eastern white pine or SPF's products, add your business to the list so customers (consumers and builders) can find a local source for purchasing products they see in our ongoing marketing promotions!

Grade Rule Book

NELMA is accredited by the American Lumber Standard Committee and is one of six lumber rules writing agencies in the U.S. and Canada. Here you'll find the most up-to-date edition of *Standard Grading Rules for Northeastern Lumber*, covering species, grades, grade marks, tally and sizes, and much more. The guide is available online or in print.

Grader Academy

Now in its ninth year, the Grader Academy continues to provide necessary grading information in a fun, visual, easy-to-use format. Create an account for your company and encourage your employees to log in and see what kind of grader they are. This is the perfect educational solution for mill employees, dealers,

and free to anyone who wants to learn more about grading lumber. There are simulation grading games within the Academy to make it more fun!

Publication Store

There is truly something in the Publication Store for everyone! Looking for a few case studies to share with customers? Got 'em. How about species-specific product knowledge sheets? They're here! Maybe a nice pattern poster showcasing the beauty of eastern pine to display in your store? We have it! You can even indulge your love of history with a fun DVD sharing the story of wood in the Northeast or check out the Eastern White Pine Grade Photo Swatch—the most popular tool we've ever made!

How-to Videos

At nelmaTV on YouTube, you'll find a large selection of videos demonstrating the multiple ways in which eastern white pine and SPF's may be used. From interior to exterior applications, the short, instructional videos range from installing wood wainscoting to building a barrel ceiling. Watch for a new video series on installing eastern white pine coming very soon!

Lumber 411 Library

If you have enjoyed reading these Lumber 411 columns over the past four years, we've stored them all in one place for you here on the NELMA website!

Profiles in Pine

If you're looking for solid proof that eastern white pine is among the most beautiful building product choices out

there, here's your proof. This beautiful brochure highlights profiles available with eastern white pine and illustrates their beauty through residential and commercial applications.

Inspiration Photos

Scooch over on the NELMA directional bar to the Consumers tab and click on Inspiration for a grand library of project photos. From lovely homes to a restaurant to a barn to a school, we're sharing a showcase of what eastern white pine is capable of, and how it can change the entire look and feel of a project.

Virtual Tour

Stay on the Consumers tab and check out the Virtual Tours while you're there! You know those 360° camera tours real estate agents offer these days? We've taken the same technology and applied it to eastern white pine and SPF's projects... but with an education twist! Use your cursor to move around each room in the project and watch for the informative pop ups along the way indicating what product was used.

Monographs

Eastern white pine has been the building product of choice for more than 300 years, and we have the Monographs to prove it. Check out these cool, architectural-based real stories focused on specific regions, products and building styles.

For more information on retailer selling tools (and beautiful things to show your consumer customers!), please visit www.nelma.org.