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How Can Retailers Sell More Lumber? With NELMA4Retailers.com

(Cumberland, ME) – New from the Northeastern Lumber Manufacturers Association (NELMA) comes a custom-designed website devoted solely to helping retailers sell more lumber: NELMA4Retailers.com.

“This website serves as the next step in our ongoing Retailer Outreach Program,” said Jeff Easterling, president of NELMA. “One of our association goals is to continually innovate the way we share timely, comprehensive wood marketing tools direct to retailers; this website is a next step in the progress we’ve already made.”

The basic framework of the website serves as a categorization tool to present and organize the plethora of existing NELMA sales tools in an easy, searchable format. Designed to serve as a virtual office partner to retailers, the site provides educational materials, brochures, and sample visuals to raise the selling bar for Eastern White Pine and SPFs.

Diving even deeper: Digital downloads, online data, print and video options, news and updates on timely topics – all are available for retailer customization. Direct links to NELMA’s extensive video library and the unique opportunity to “get found” via the opt-in free online directory take the options to another level. All information presented is a mix of free and paid.

Launched in August 2019, the site will be updated continuously to include the most recent information.

“NELMA is known for staying on the cutting edge when it comes to marketing lumber and softwood products manufactured by its member mills located in the Northeast and Great

Lakes regions, and we're inviting retailers to benefit from our outreach program," concluded Easterling.

Founded in 1933, NELMA (Northeastern Lumber Manufacturers Association) is the rules writing agency for Eastern White Pine lumber and the grading authority for other commercially important Northeastern and Great Lakes softwood lumber species that includes Eastern Spruce, Norway Spruce, Balsam Fir, and Red Pine. In addition, NELMA is a leading agency for export wood packaging certification and the marketing voice for its lumber manufacturing members. For more information, please visit the family of NELMA websites: www.nelma.org, www.easternwhitepine.org, www.sprucepinefir.org, www.graderacademy.org, and www.sustainableversatility.org. Find NELMA on Facebook at [NELMA \(Northeastern Lumber Manufacturers Association\)](#) and on twitter @inelma.

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