

EXPANDING THE U.S. CONSTRUCTION MARKET FOR WOOD

WoodWorks is a non-profit organization working to increase the use of wood in buildings other than single-family homes—including multi-family/midrise and all non-residential building types. The opportunity for market share growth is significant.



A UNIQUE AND NECESSARY ROLE

WoodWorks connects the broader wood industry with individuals who design wood buildings and specify wood products.

- » Works directly with building designers and owners
- » Removes real-world barriers to wood use
- » Creates wood design experts

Core Activities: Strategy for Success

A strategic focus on project support and education—backed by an expert technical staff—has proven highly effective at influencing building designers to use wood and converting projects to wood from other materials.

- » Project support
- » Education and resources

WoodWorks helps architects and engineers design wood buildings more easily and cost-effectively, removing the learning curve associated with switching to a new building material or design approach.

Maximizing Market Diversity

Multi-family and mixed-use projects have been a key focus area since the program began and, given the large material volumes associated with these structures, are a continued priority. However, predictions for a less robust midrise market (compared to historic highs) underscore the need to support a range of building types. Recent examples include:

CREATING NEW OPPORTUNITIES FOR MIDRISE



525 at the Enclave, Baylis Architects, Rafn Company, photo Sky-Pix

WoodWorks regularly helps design teams that have never designed a mid-rise wood building with the challenges unique to five-story wood design.

ENCOURAGING WOOD WHERE IT ISN'T THE NORM



Clay Creative, Mackenzie, photo Christian Columbres

Over the past year, WoodWorks has provided support to a growing number of teams designing office buildings, who want to use wood to create exceptional spaces that attract quality tenants.

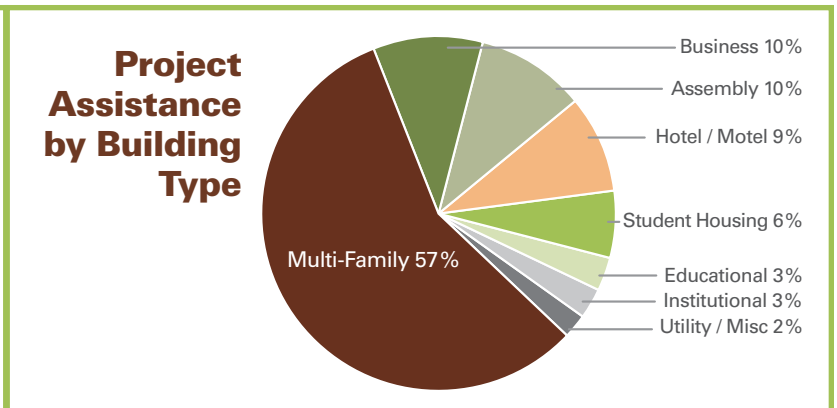
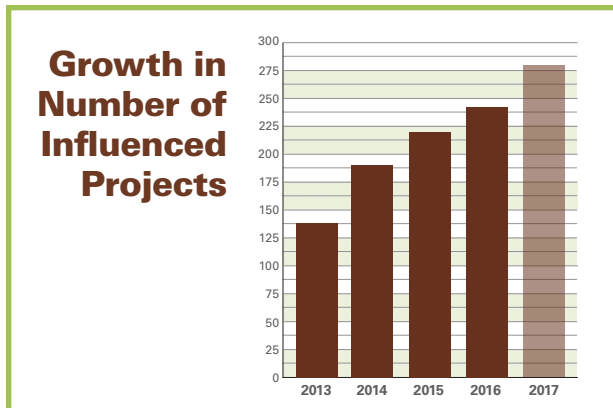
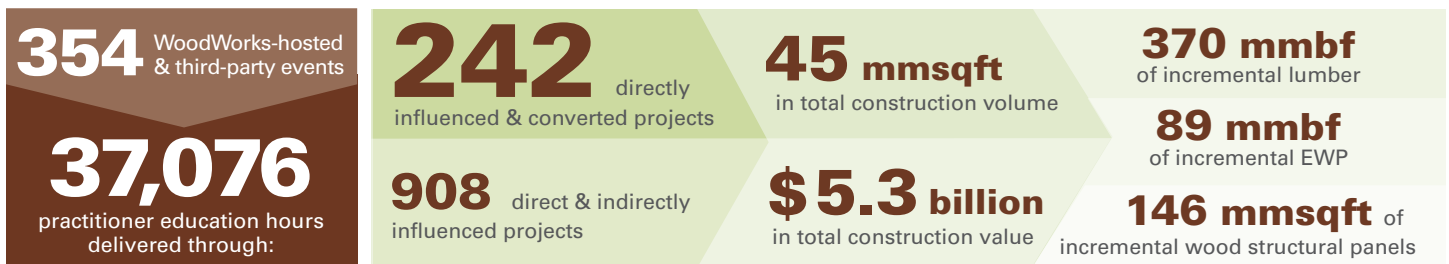
PURSUE MARKETS TRADITIONALLY CLOSED TO WOOD



Blast research

To open the door to wood use in military applications, WoodWorks, in cooperation with the Softwood Lumber Board, USDA Forest Service and Department of Defense, conducted a series of blast tests on CLT structures.

2016 Performance Highlights

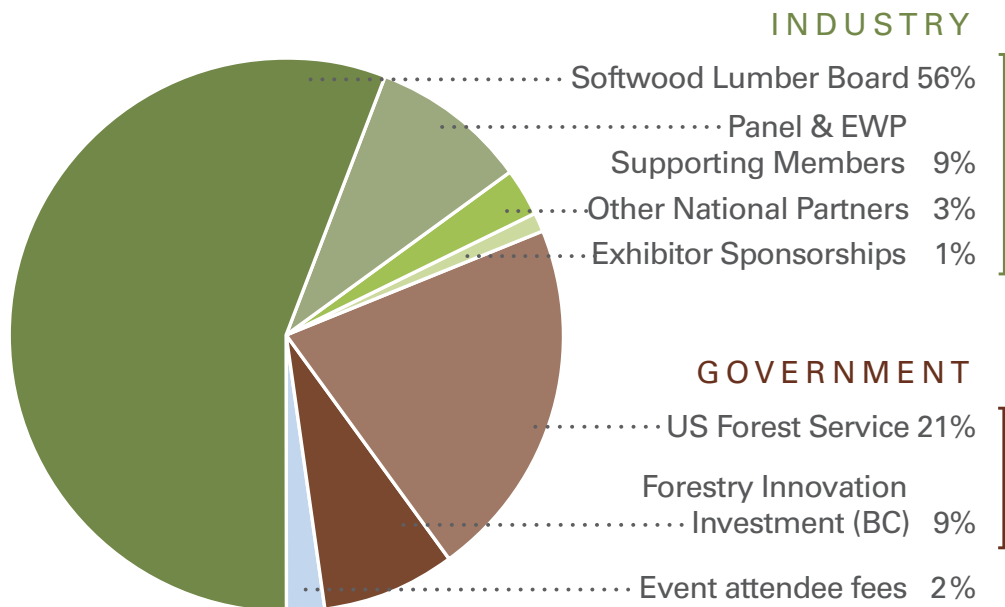


Complements Other Wood Industry Efforts



Program Funding

WoodWorks is successful in part because of the product-neutrality needed to support a diverse funding base. By communicating the benefits of wood in general while helping design teams find the most appropriate wood solutions for their projects, WoodWorks has established itself as credible, professional and helpful.



Professional Support Delivered by an Expert Nationwide Team

The WoodWorks model includes an expert field team and core technical group, which work together to ensure consistent, quality content that is replicable across projects and, allowing for building code nuances, across regions of the country.

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