The Softwood Lumber Board (SLB) was created in 2011 to promote the benefits and uses of softwood lumber in residential, non-residential and new market segments.

An industry-funded and governed initiative, the SLB focuses on increasing the demand for softwood lumber products in the United States.

“We invest in the SLB so we can sell more lumber, plain and simple. The only way we are going to earn more is to sell more, and the SLB helps us do this by creating more market opportunities for our products.”

JACK JORDAN Chair Emeritus, Softwood Lumber Board Executive Vice President, Jordan Lumber & Supply Inc.

**ECONOMIC IMPACT RESULTS OF THE U.S. LUMBER INDUSTRY**

**LUMBER INDUSTRY PAYROLL**

**CARBON SUMMARY RESULTS**

**QUOTATION:**

93.3% of SLB expenditures are invested to increase opportunities for wood construction, change attitudes and buyer perceptions towards wood, and convert projects from steel and concrete to wood.

6.7% of expenditures attributed to overhead.
18,241 EDUCATION HOURS APPROVED
16,780 EDUCATION ATTENDEES
115 EDUCATION EVENTS
18,241 EDUCATION HOURS APPROVED

BUILDING STANDARDS

33 CHANGES SUCCESSFULLY CHAMPIONED TO
the International Code Council (ICC)
upcoming 2018 International Building Code

DEFEAT OF A PROPOSAL

to eliminate the use of fire-retardant treated wood (FRTW) exterior load bearing walls in mid-rise construction

RESIDENTIAL PROMOTION

+20.9%
CONSIDERATION LIFT: consumers increased their likelihood to purchase and use wood after viewing Wood, Naturally content.

5,326 TIMES WOOD, NATURALLY REFERRED CONTACTS TO ASSOCIATIONS in 2016

NON-RESIDENTIAL COMMUNICATIONS

ENGAGED

41,466 decision makers with information and resources

3,500+ prospects directed to WoodWorks for further nurturing and follow up.

Mass Timber Buildings CREATE NEW MARKET OPPORTUNITIES FOR SOFTWOOD LUMBER PRODUCTS

2016 IMPACT

906 million board feet in incremental softwood lumber consumption
$20.55 : $1 Return on $ invested

THE SLB WORKS FOR THE ADVANCEMENT OF THE ENTIRE SOFTWOOD LUMBER INDUSTRY.

DESIGN & CONSTRUCTION

242 DIRECT PROJECT INFLUENCES AND CONVERSIONS

Projects by Region

EVENTS | ATTENDEES | LEADS
---|---|---
EDUCATION | 260 | 15,335 | 3,220
TRADE SHOWS + SPEAKING EVENTS | 88 | 52,741 | 423
WOOD SOLUTIONS FAIRS | 6 | 1,655 | 593

MASS TIMBER BUILDINGS CREATE NEW MARKET OPPORTUNITIES FOR SOFTWOOD LUMBER PRODUCTS

There’s No Substitute for Real® campaign counters alternative decking material.

There’s No Substitute for Real® campaign counters alternative decking material.

Wood, Naturally

WoodWorks

Framework

Portland, OR 12 stories

Carbon 12

Portland, OR 8 stories

T3

Minnesota, MN 7 stories

Albina Yards

Portland, OR 4 stories

DIRECT PROJECT INFLUENCES AND CONVERSIONS

EARNED & SOCIAL MEDIA REACH

88% Growth
190,430 Followers

FACEBOOK

COMMUNITY

831 MILLION

SHARE OF VOICE

55% Wood
18% Metal
14% Composite
3% Other

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EARNED & SOCIAL MEDIA REACH

40.6 MILLION

94%

POSITIVE OR NEUTRAL SENTIMENT

40% Wood
26% Concrete
34% Steel

SHARE OF VOICE

15,038 Course Hours
9,834 Course Sales

CONTINUING EDUCATION

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