An Ecosystem of Demand Generation

The Softwood Lumber Board’s (SLB) ability to increase the market demand for softwood lumber boosts industry ROI, maintains forests as forests, creates jobs and strengthens communities.

- **3.6+ billion board feet of new demand**
  - since 2012, thanks to SLB investments—1 billion board feet in 2017 alone.

- **$19.74 of revenue generated for every $1 invested**
  - into the SLB since 2012.

- **617 million influencers reached,**
  - including architects, engineers and developers, thanks to the SLB’s reThink Wood pro-wood communications program.

- **24.4% increase in purchase consideration**
  - and 8.8% increase in purchase intent in response to the SLB’s Wood, Naturally content.

- **9,300+ courses taken by design pros**
  - SLB CEUs kept architects and designers consistently engaged in 2017.

- **80,000 visits**
  - from architects, developers and policymakers touring the SLB-sponsored Timber City exhibit in the National Building Museum in 2017.

- **18-story wood buildings**
  - SLB support for AWC is creating opportunities for softwood lumber in taller wood buildings.

- **775,000+ jobs**
  - The softwood lumber industry supports more than 775,000 direct and indirect jobs in harvesting and manufacturing.

- **3 new trees planted for every 1 harvested**
  - Strong markets for lumber keep forests as forests.

- **35 jobs supported for every 1 million board feet processed.**

- **3 million cars off the road**
  - The 3.6 billion board feet generated by the SLB since its inception has sequestered carbon equal to taking 3 million cars off the road.

- **New market opportunities**
  - The seven-story, 220,000-square-foot T3 office building in Minneapolis was constructed using nail-laminated timber (NLT), consuming more than 2 million board feet of softwood lumber.

- **Strong markets support communities**
  - 509 mills
  - 465 communities
  - 32 states

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- **1,054 projects converted**
  - in the U.S. in 2017, thanks to the collective impact of SLB programs.

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