The SLB Is Key to Growing the Softwood Lumber Industry

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The SLB has been integral in sustaining this momentum and growing our marginal return on investment. Lumber producers are seeing results which makes our efforts more sustainable.

Our message to building professionals and consumers alike regarding softwood lumber’s unmatched benefits, did not go unnoticed by our competitors. For example, the industry is currently enjoying a very strong position in the decking market because the SLB and its Wood, Naturally campaign targets consumers and contractors with pro-wood messages as they consider material options. The SLB’s efforts have dented steel and concrete’s market share and prompted them to reconsider their own marketing strategies to counter our highly focused and successful efforts to tell wood’s story and tout its benefits.

Industry investors will soon decide whether to renew the check-off program for another five years. The SLB has been undeniably effective in growing demand and market share for softwood lumber products. The better the entire industry does, the better individual companies like mine do. I think the SLB is doing a wonderful job, and does, the better individual companies like mine do. I want it to continue to operate effectively on behalf of all segments and all corners of our industry on a strong growth trajectory.

We had watched our industry give up market share to our competitors for decades. Sales were stagnating and, the future appeared uncertain. The SLB changed that in just five short years. Their outstanding programs are growing demand and consumption of softwood lumber, modernizing standards to allow for more wood uses, and selling the unmatched benefits of wood.

To learn more about the Softwood Lumber Board, visit www.softwoodlumberboard.org and follow them on Twitter @lumberboard.

About the SLB
The Softwood Lumber Board (SLB) is an industry-funded initiative established to promote the benefits and uses of softwood lumber products in outdoor, residential, and non-residential construction and to increase demand for appearance and softwood lumber products. www.softwoodlumberboard.org | info@softwoodlumberboard.org | @LumberBoard