

American Hardwoods in Design





"With his materials the architect can do whatever the masters have done with pigments or with sound – in shadings as subtle, with combinations as expressive – perhaps outlasting himself.

Wood is universally beautiful to man.

It is the most humanly intimate of all materials."

Frank Lloyd Wright

Humans are like hardwood trees in three significant and profound ways

They are mostly water

They have a peak life span of about 80 years



Hardwoods

Hardwood is the wood from broadleaf trees (angiosperms). This is an American maple (*Acer* spp.)



Softwoods

Softwood is from coniferous or cone bearing trees (gymnosperms). Softwood does not necessarily refer to the hardness of the wood. These trees are also known as "evergreens".

















The same forests today



A genuinely sustainable resource

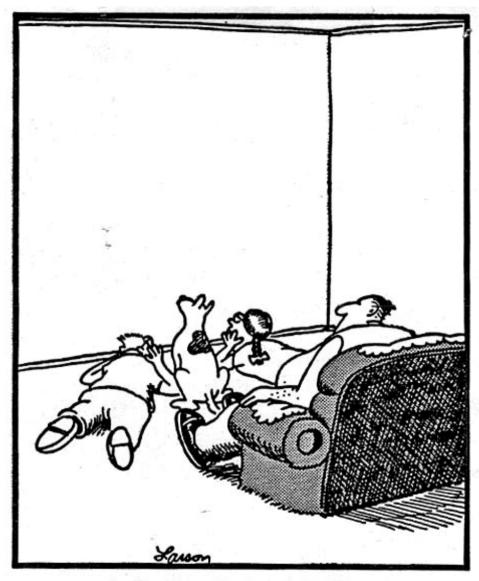
Between 1953 and 2007, the volume of US hardwood standing timber more than doubled, while the area of forest increased by 18%.

Approximately 90% of the hardwood producing land in the US is in the hands of over 4 million <u>private</u> (and mostly non-industrial) landowners. It is usual for a sale of hardwood logs to occur only once or twice in an owner's lifetime.

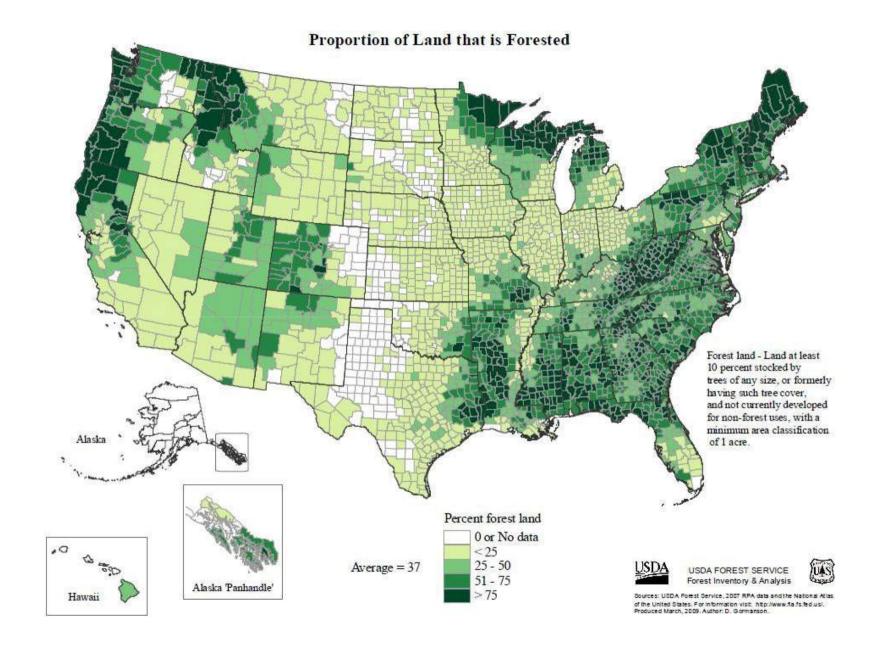
Sustainable vs. Certified



Sustainable forest management has been practiced in the United States since long before certification was invented.



In the days before television

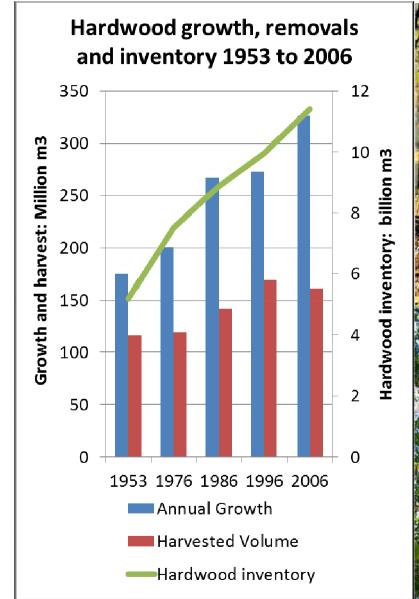








Selection
harvesting
& natural
regeneration



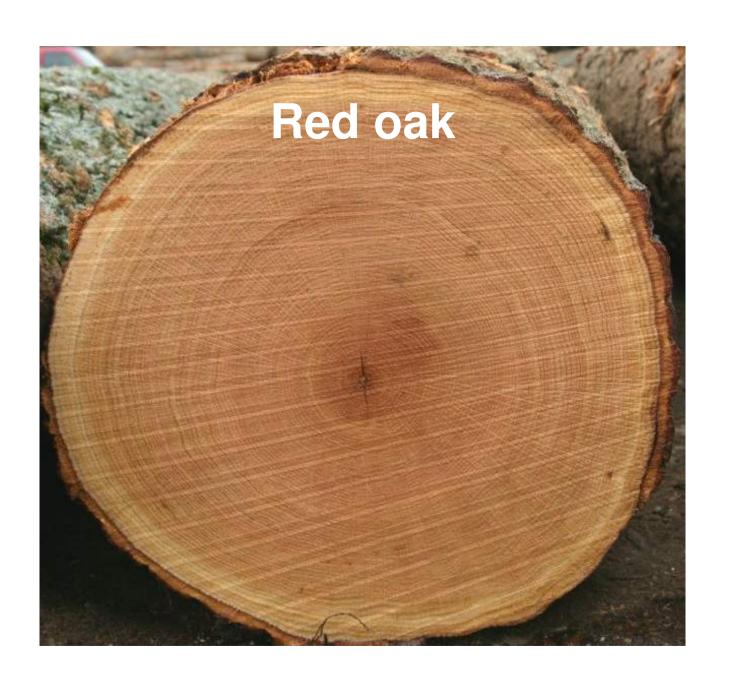


Less than 1% of the American hardwood entering the world market could be considered as illegally harvested.

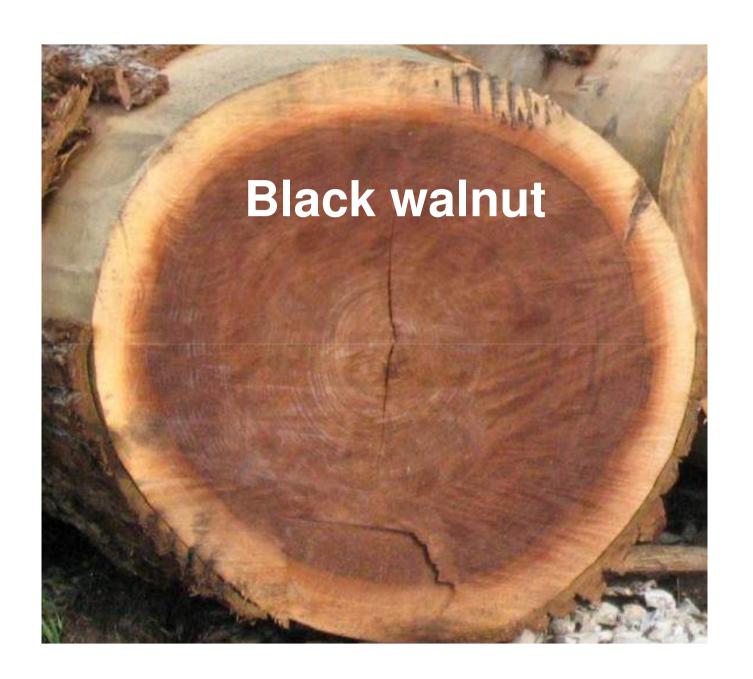
Seneca Creek, 2008

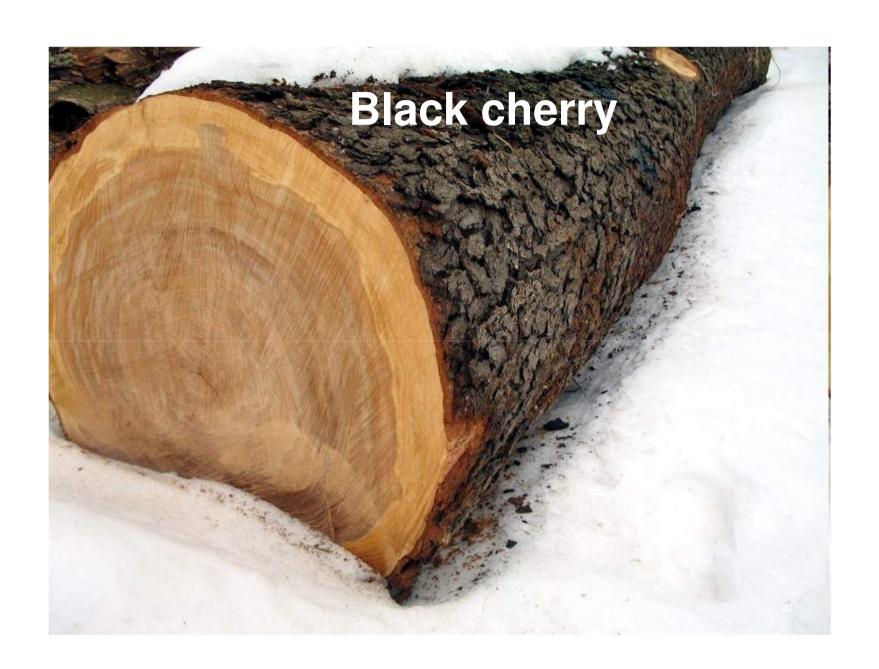
For every tree that is removed from the US hardwood forest, 1.9 trees take its place (naturally).

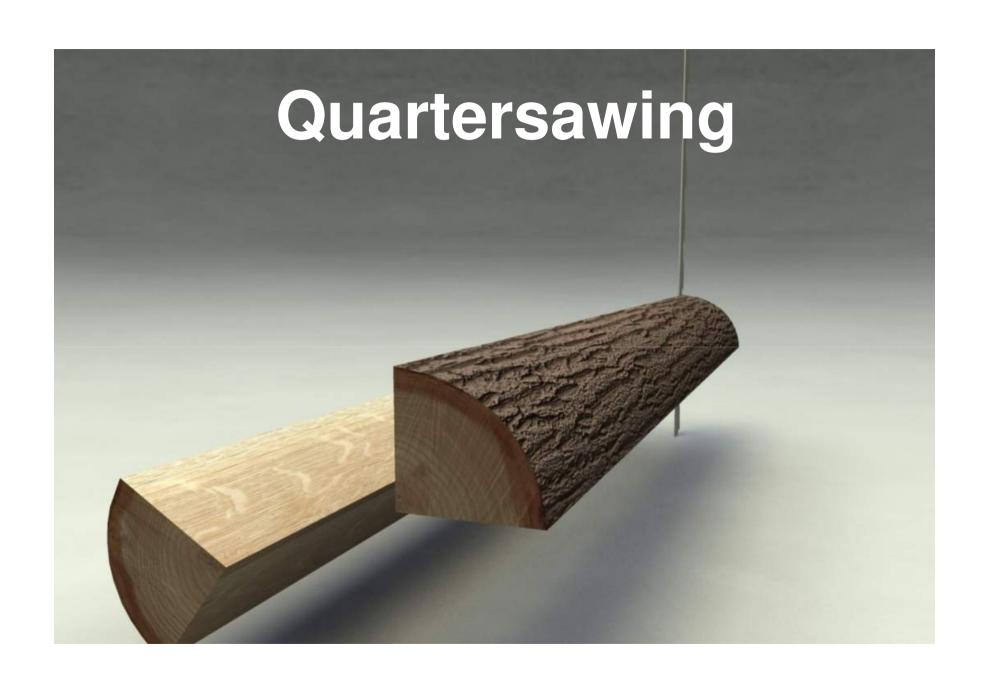


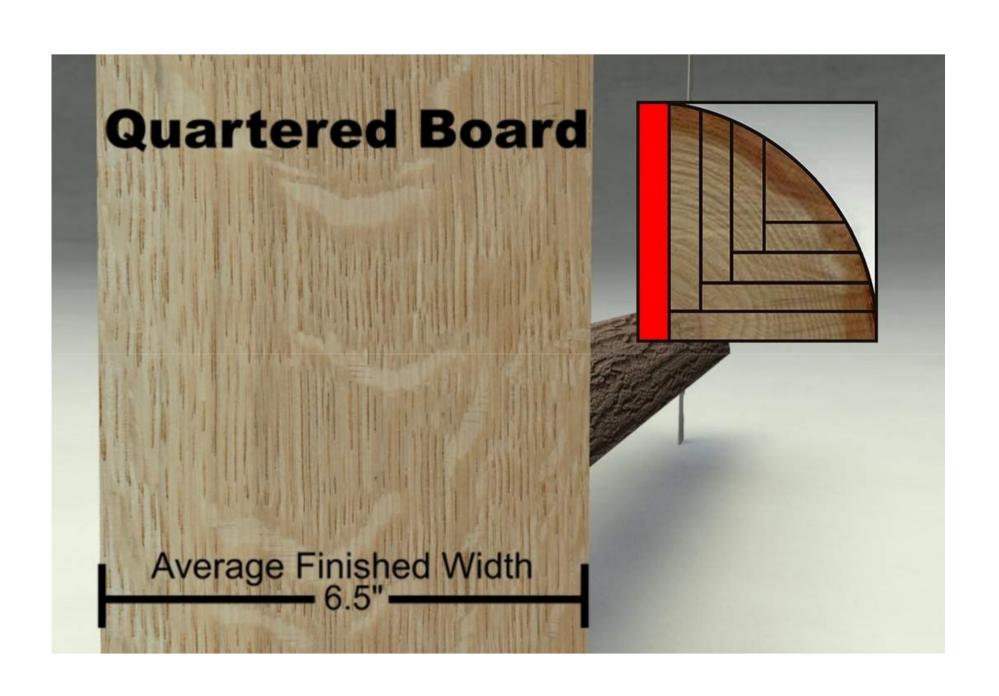




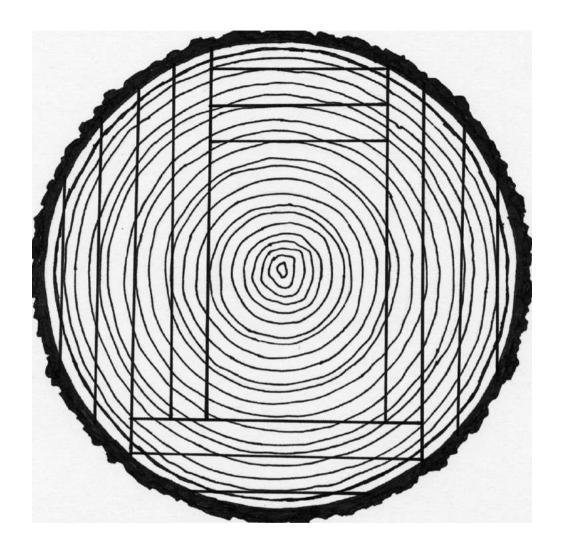








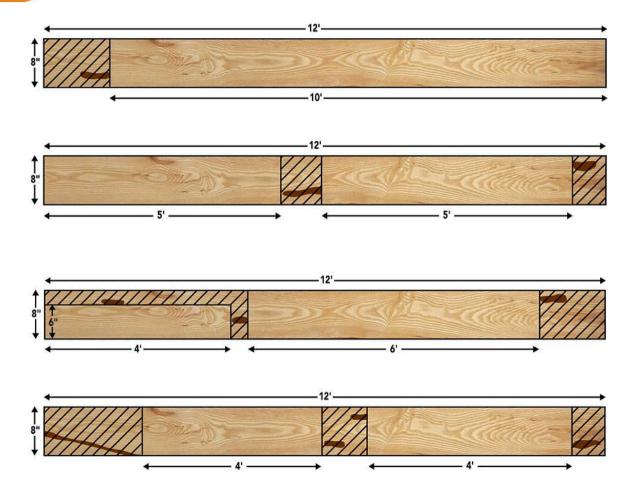


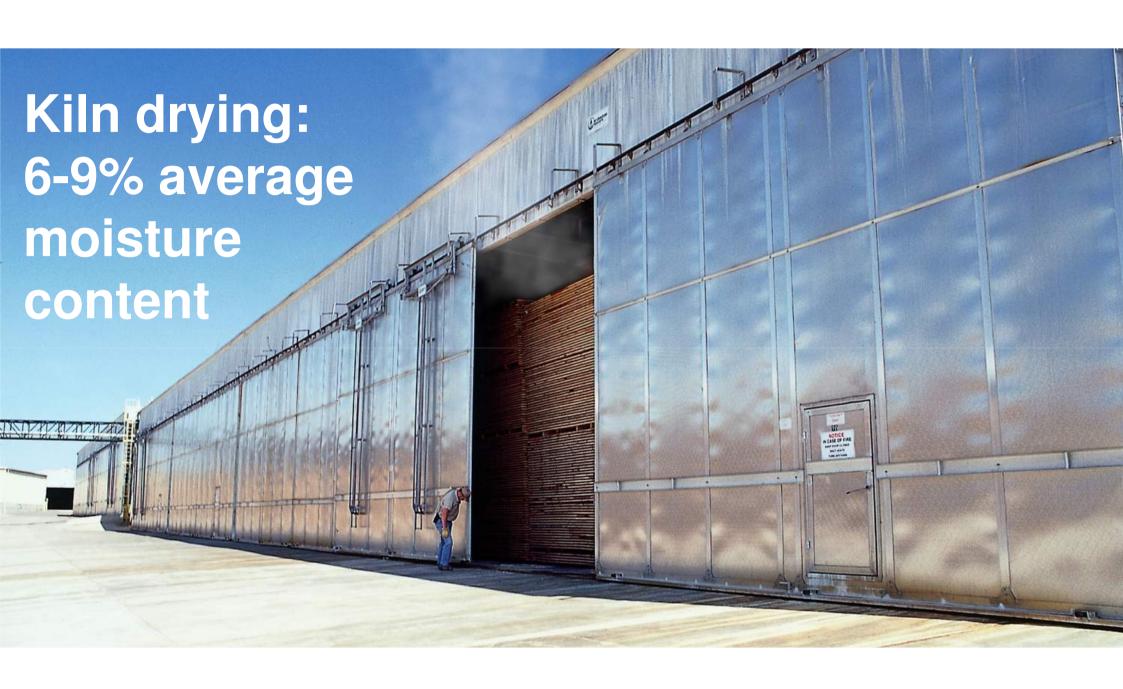




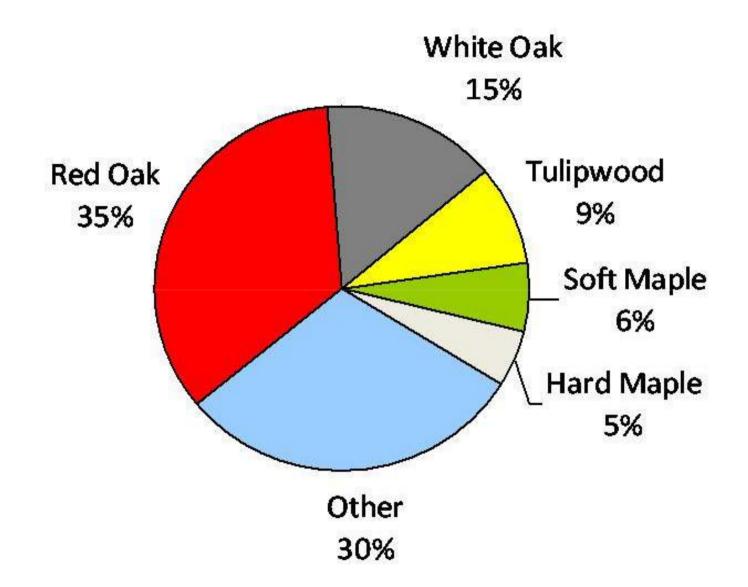


NHLA STRONG ROOTS, GLOBAL REACH. Lumber Grading





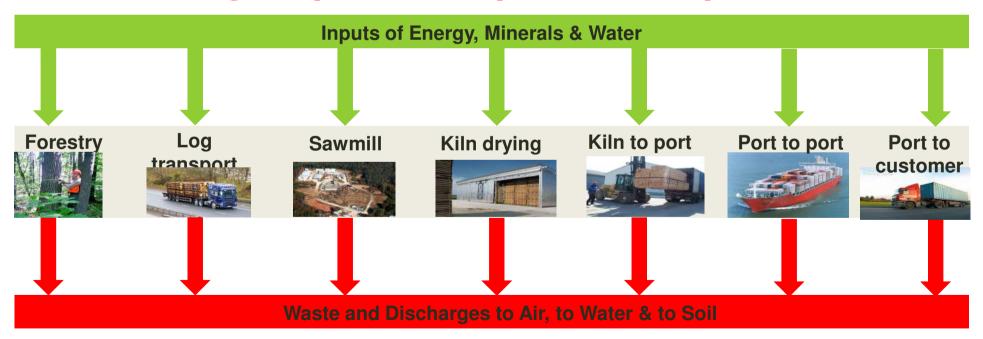


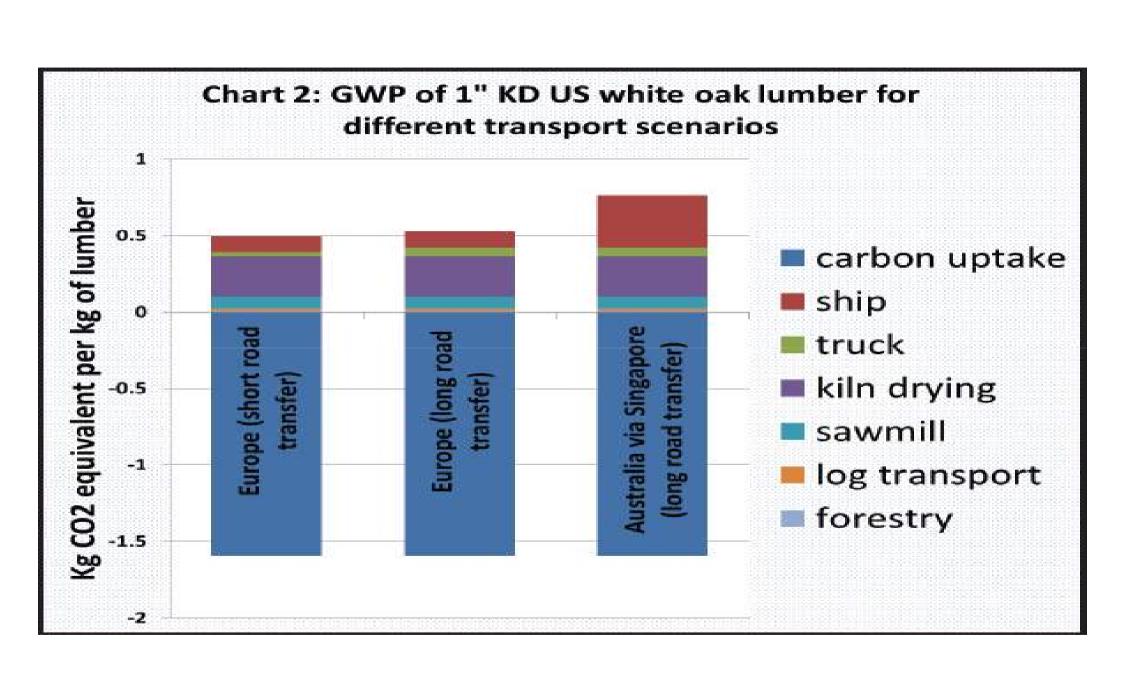


Life Cycle Assessment of US Hardwoods

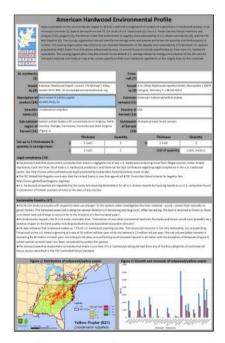
- PE International commissioned by AHEC
- Conforms to ISO14040 independent & expert reviewed

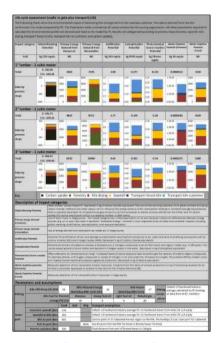
"Cradle to gate plus transport into export markets"





American Hardwood Environmental Profiles (AHEPs)





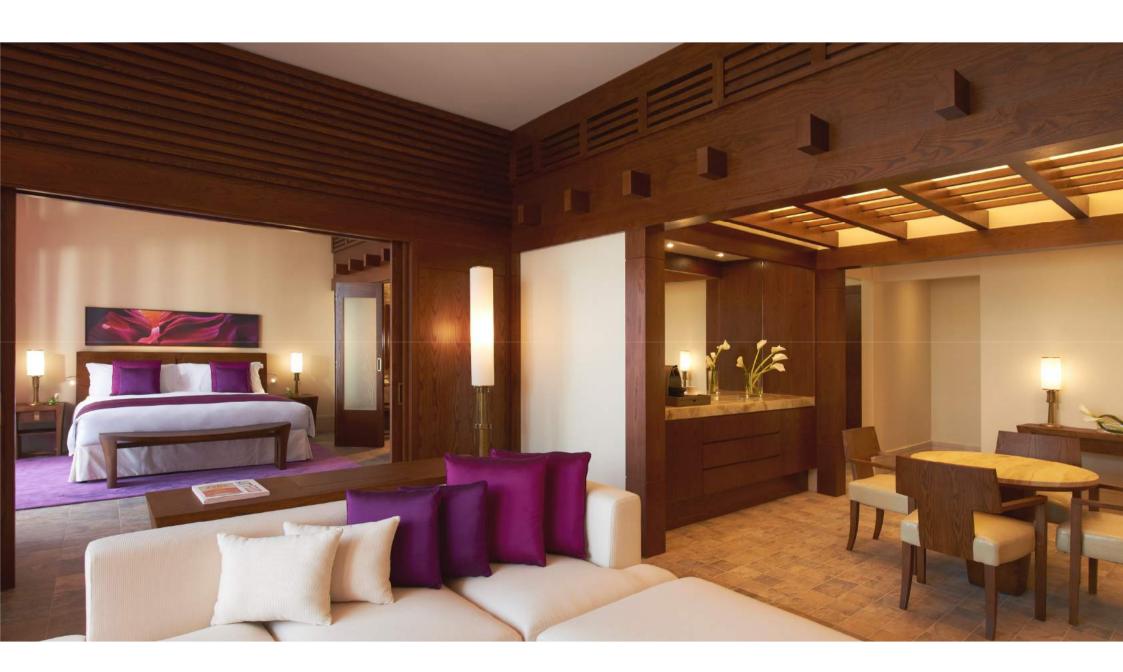
Consignment-based reporting on the environmental impact across eight key categories of delivery to the overseas customer





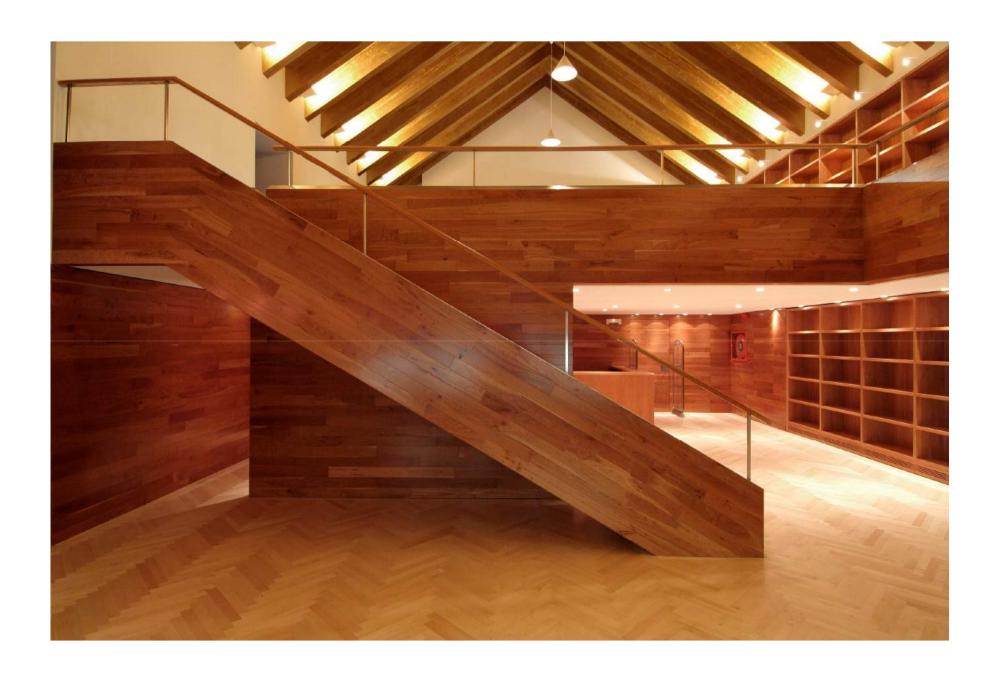








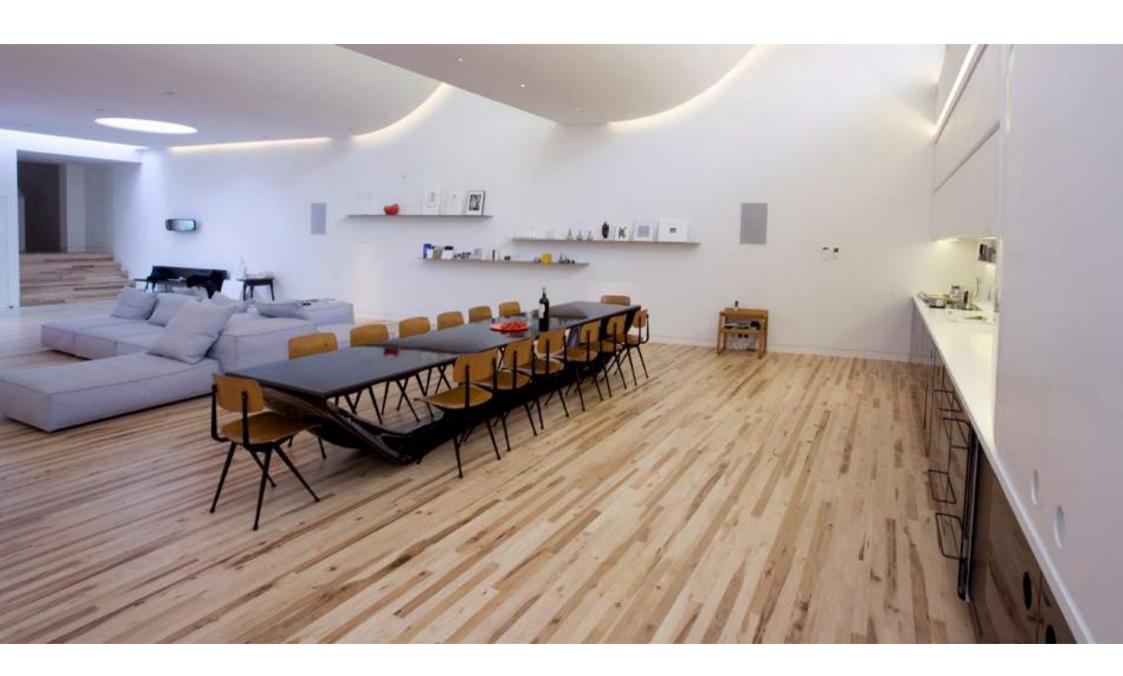


















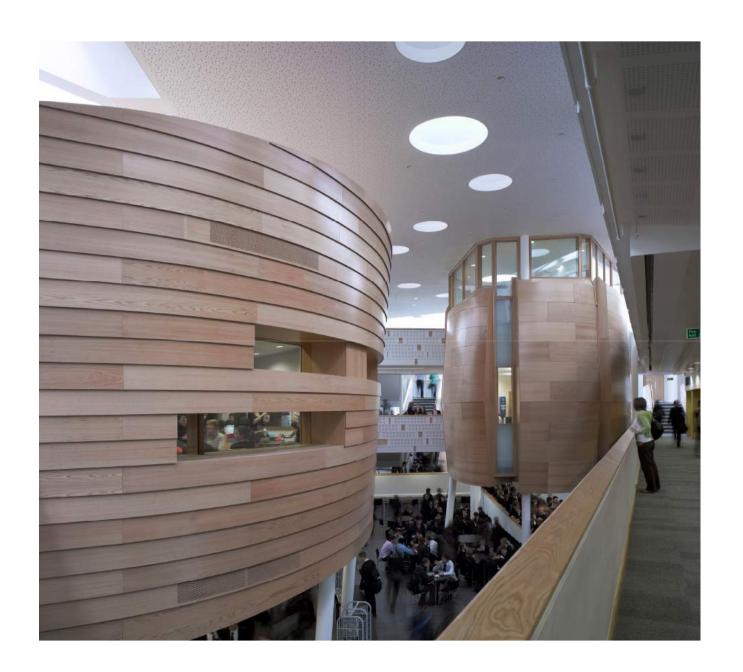




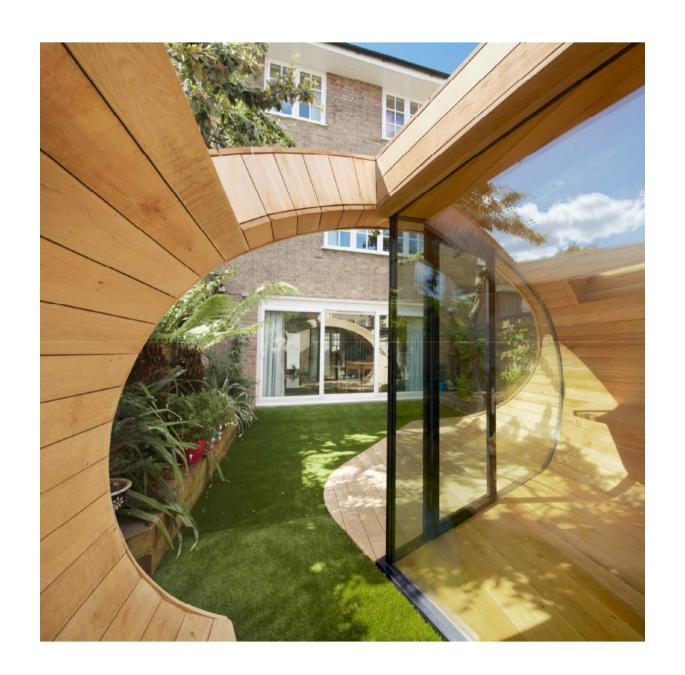
American red oak

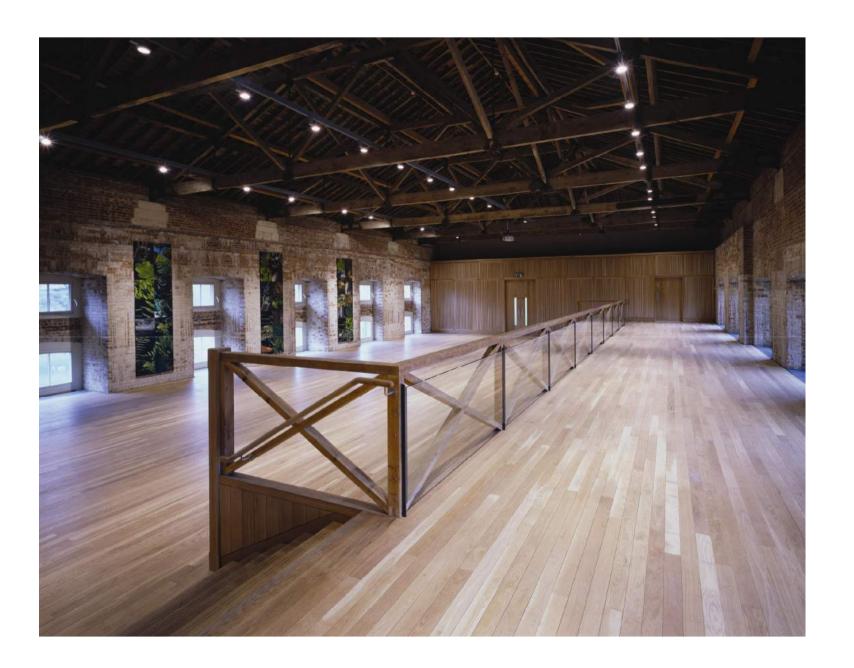






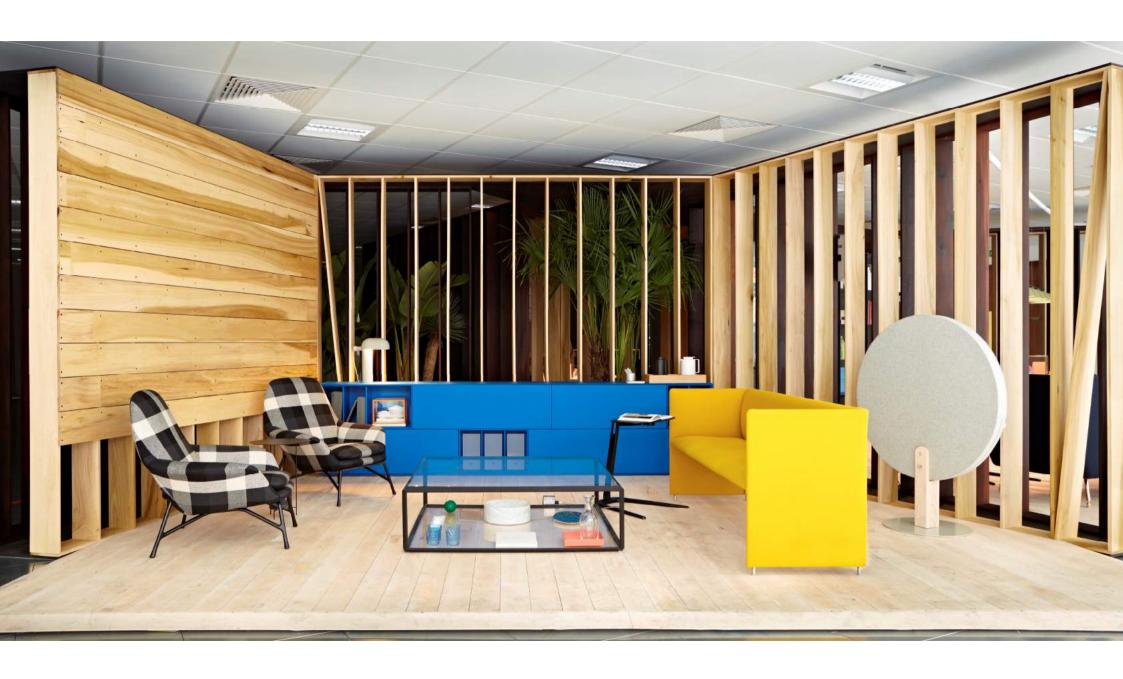
American white oak

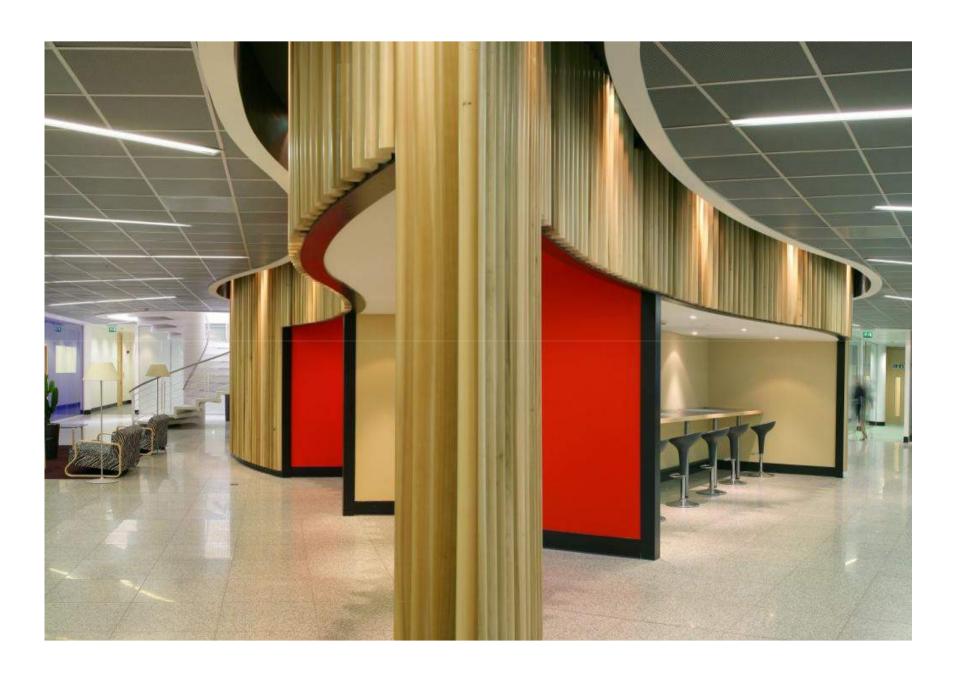






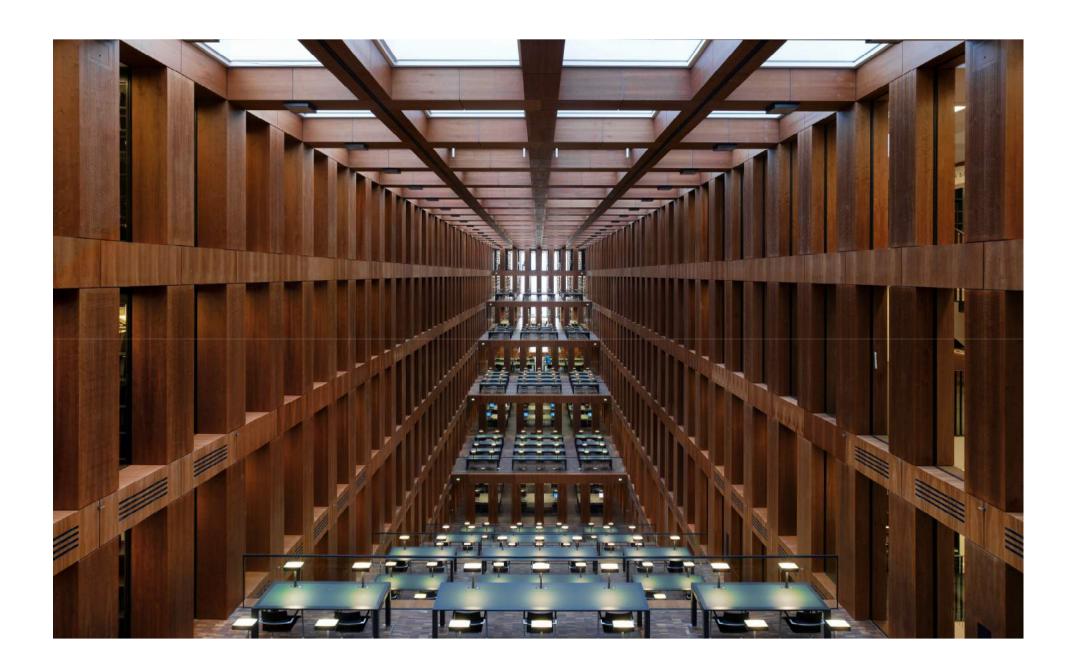








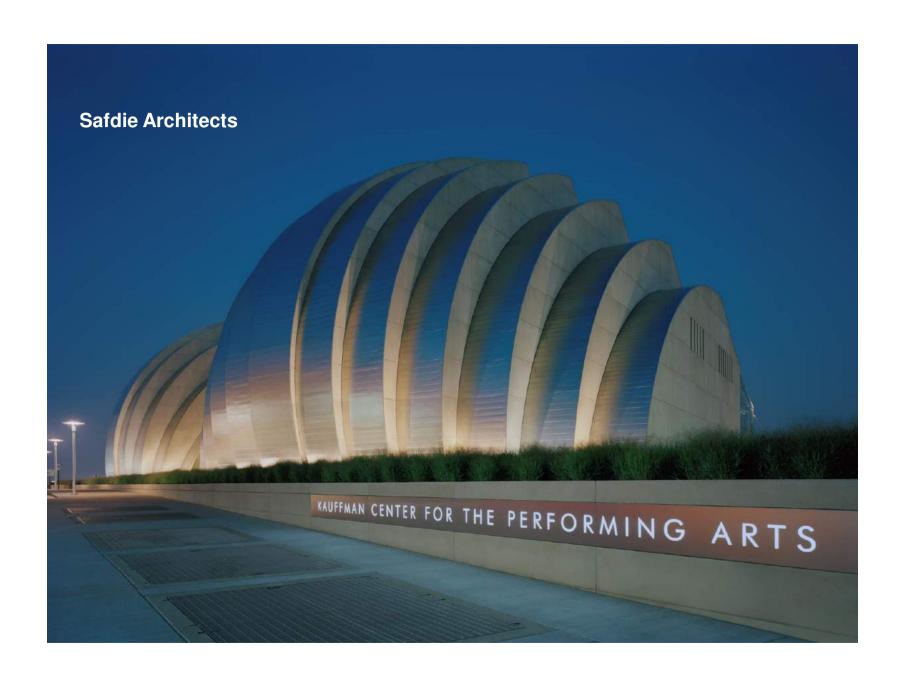




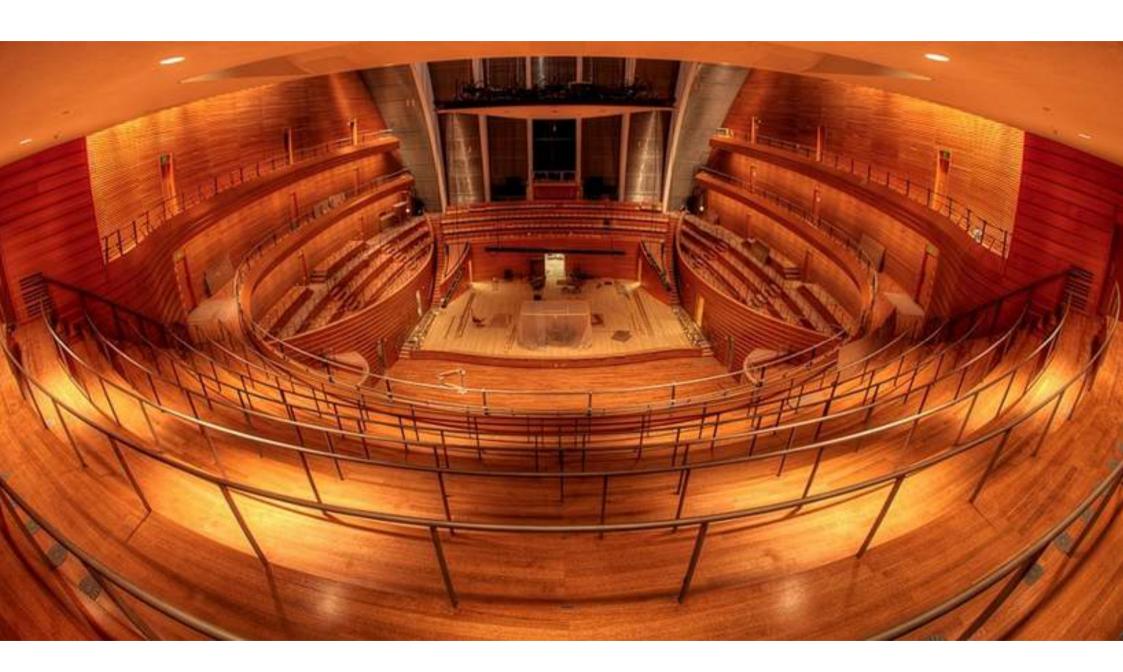
American hardwoods in application

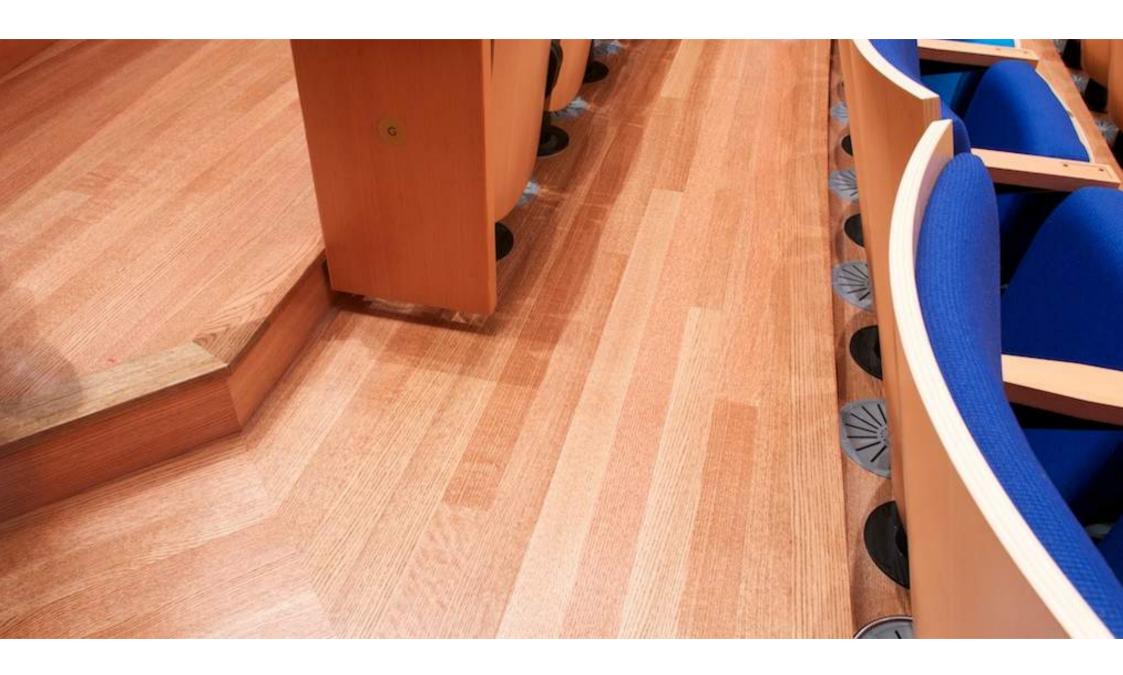
The Challenge of Design:

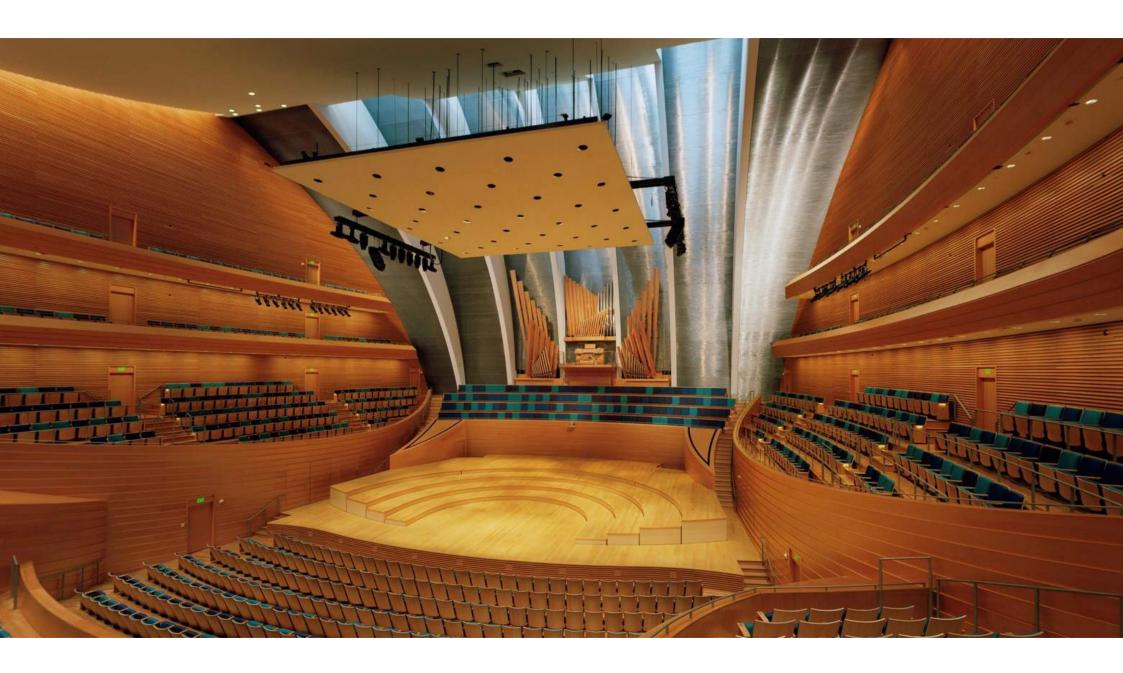
- 1. Create a vision
- 2. Convey a vision
- 3. Deliver a vision











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