

An Industry United

The RAHC unites the collective efforts and resources of the industry to advance American hardwood as the Naturally Authentic® choice.

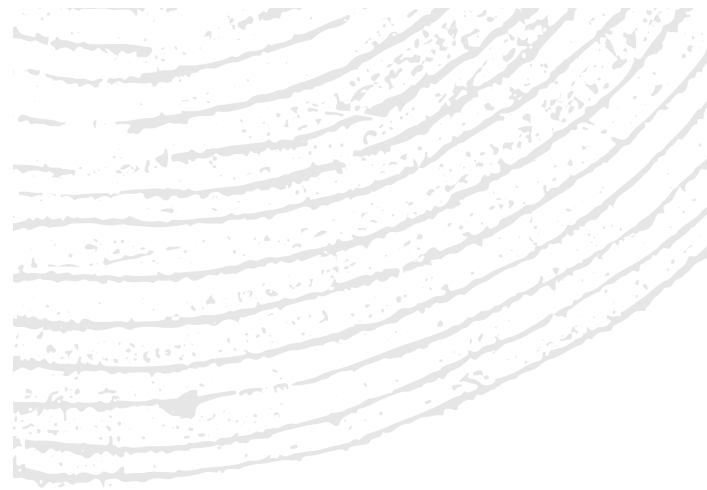
Representing companies from every sector of the industry and every hardwood producing state in the country, the RAHC maximizes its impact when every member of the industry participates—from lumber mills, to secondary manufacturers, to industrial product producers, to associations.

How we've grown in 2023

- 126 Companies
- 26 Associations
- 4,350+ Followers
- 1 Coalition



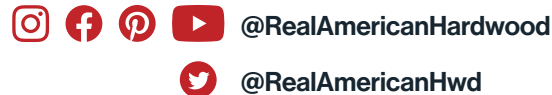
Contributing to the RAHC is completely voluntary. Your support will enable the RAHC to maintain a comprehensive promotion campaign. As an RAHC contributor and industry stakeholder, you're encouraged to use the Real American Hardwood logo in your business communications and marketing collateral. A number of other helpful resources also are available for download at RealAmericanHardwood.com/industry/marketing-toolkit



Stay Connected

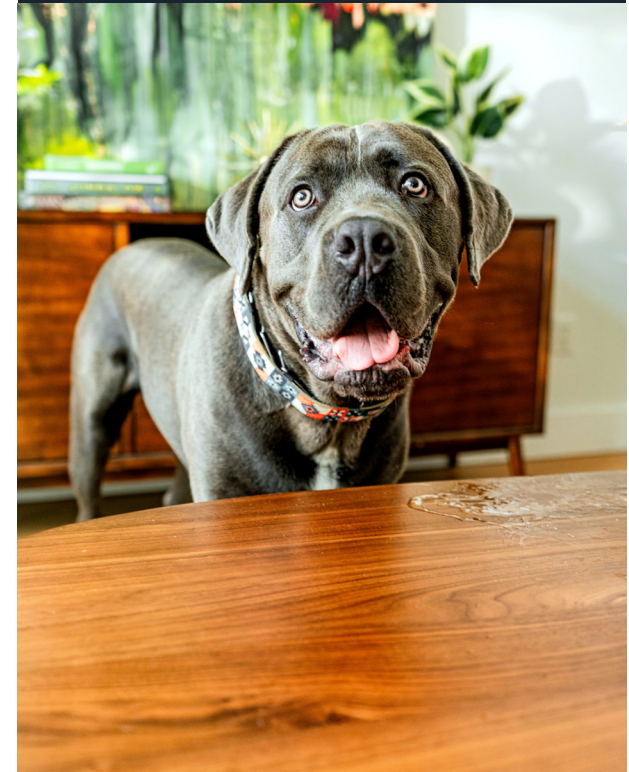
Visit our industry's promotion website at RealAmericanHardwood.com to experience how we're inspiring a stylish and healthy environment by educating consumers on the many benefits of Real American Hardwood cabinetry, flooring, furniture, and millwork.

To ask questions or get in touch with the RAHC, email info@realamericanhardwood.com.



Real American Hardwood and Naturally Authentic are registered trademarks, and Build Your World is a trademark of the Real American Hardwood Coalition.

Our industry has
a story to tell.



We're telling it.



Build Your World

The Real American Hardwood Coalition (RAHC) is connecting the world to the benefits, beauty, and enduring value of American hardwoods for a sustainable future. This year, the RAHC launched its new Build Your World™ advertising campaign in partnership with Magnolia Network.

The national campaign shows how products created with Real American Hardwood® can fit the style of every individual in a unique, sustainable way. The campaign features five vignettes that capture the spirit of individuality in real-life settings, encouraging consumers to build their world with hardwood.



The six-month campaign is expected to reach 100 million consumers. Ads can be seen on the Magnolia Network channel, as well as on the Magnolia and discovery+ streaming platforms.

Magnolia Network is available through cable and satellite providers; Hulu + Live TV and YouTube TV services; and the Magnolia, HGTV, discovery+, and Max streaming apps.

Visit RealAmericanHardwood.com/Build-Your-World to learn more.

Contribute Now

The RAHC seeks to inspire and educate consumers and professionals on the uses and benefits of real hardwood products. In order to do this, we need your support.

Help us Build Your World.

Learn more about the RAHC, see a list of supporters, and make a voluntary, tax-deductible contribution online at RealAmericanHardwood.com/industry.

Contributions also can be made by scanning the QR code, or completing a contribution card.



See the chart below for suggested voluntary contribution levels.

Business Type	Contribution Range	Contribution Basis
Hardwood Industry Association	\$1,000-\$50,000	Based on annual budget
Primary Producer/ Distribution Yard	\$600-\$6,000	Based on annual production
Secondary Manufacturer	\$1,000-\$3,000	Based on annual sales
Hardwood Veneer Manufacturer	\$3,000-\$5,000	Based on annual sales
Logging/Forestry/ Forestland Owner	\$250-\$3,000	Based on class/ acres
Trade Media/Industry Supplier/Individual	\$500-\$5,000	Voluntary