



20 Years Later

Reflecting on the Future of Wood
Markets

SFI Annual Conference

Olympic Valley, CA, October 7, 2015

Opportunities

Segment		Annual Volume
Non-Res & MF	Medium Term	1.6 bbf
	Long Term	4.7 bbf
Tall Wood	Long Term	2.6 bbf
Decks	Short – Medium Term	.9 bbf
Industrial	Medium Term	1.2 bbf
	Total Volume	11.0 bbf

Programs - Overview

Unique but Complementary Programs

Non-Residential



AMERICAN WOOD COUNCIL



Residential



AMERICAN WOOD COUNCIL



Innovation - Tall Wood



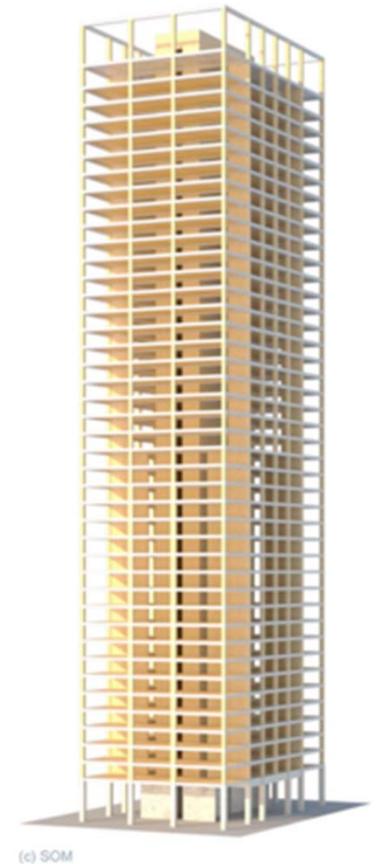
London, UK
8 stories CLT
(+ 1 Concrete)



Melbourne, AU
10 stories CLT



Bergen, NO
14 stories
hybrid/modular



(c) SOM

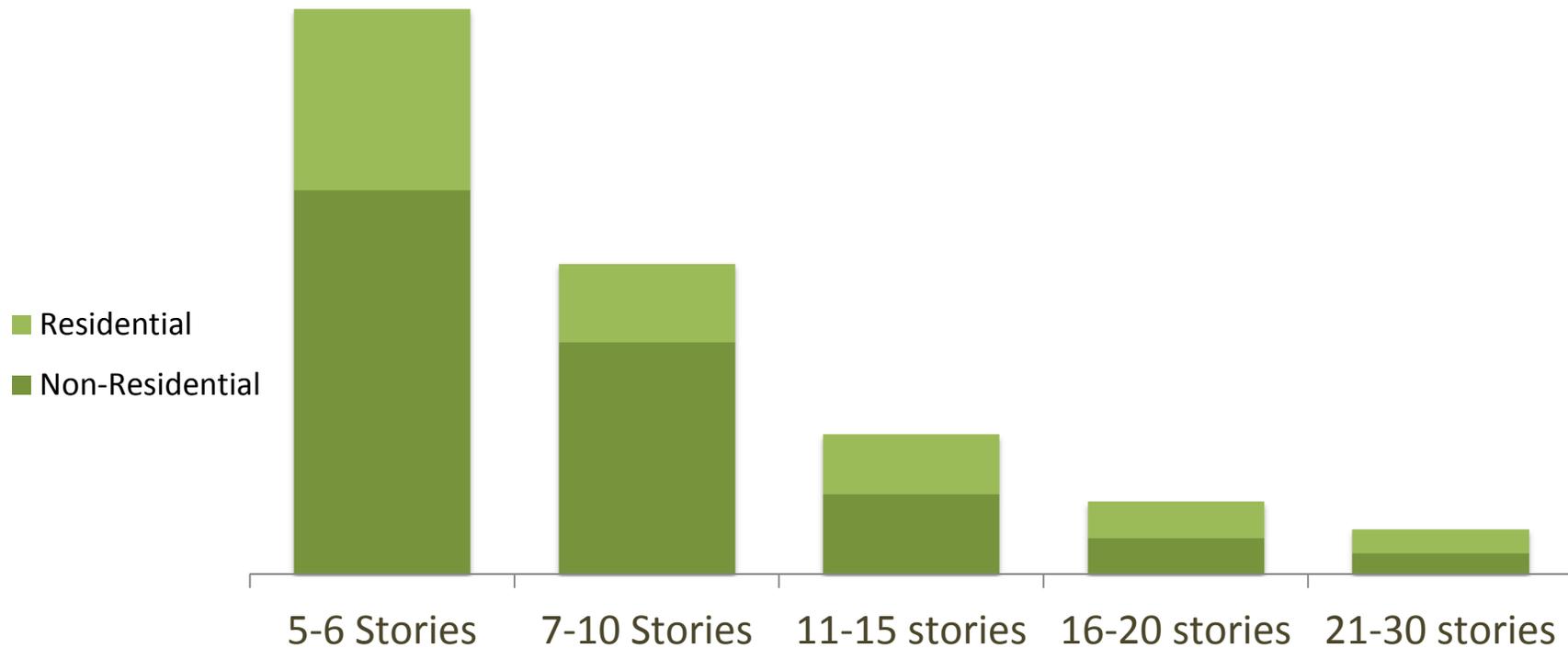
Chicago, US
42 stories hybrid
Proof of concept



US Tall Wood Competition

- Support early adopters
- Foster innovation
- Generate broad awareness and understanding of wood's value proposition.
- **2015 Budget: \$3 million**
(includes \$1 million from USDA)

Opportunity - Tall Wood



Non-Res	2.035 bbf	1.229 bbf	.425 bbf	.195 bbf	.113 bbf
Residential	.958 bbf	.420 bbf	.318 bbf	.192 bbf	.129 bbf
Total	2.003 bbf	1.649 bbf	.743 bbf	.387 bbf	.242 bbf

Programs Update - Tall Wood



FrameWork

Portland, OR

- Pearl district
- 12 stories – 130'
- Mixed use (retail/residential)
- Expected start: Jan '16
- CLT plus glulam using NZ technology to address seismic issues.
- \$1.5 million Prize



Programs Update - Tall Wood



West Chelsea

New York, NY

- Adjacent to Highline
- 11 stories – 120'
- Mixed use (retail/residential)
- Expected start: Dec '16
- Team includes SHOP architecture: “most innovative firm in the world”
- \$1.5 million Prize



Programs Update - Tall Wood



T3 - Hines

Minneapolis, MN

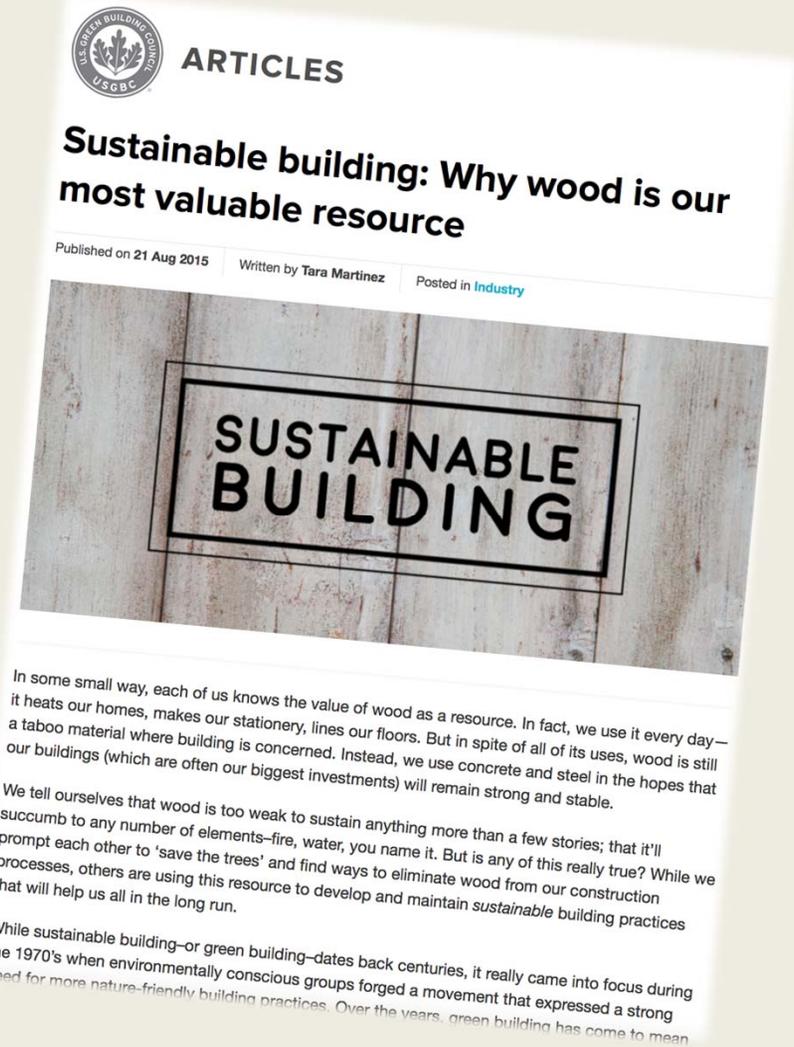
- 7 stories – 85'
- High end office space
- 220,000 square feet
- Post & beam with NLT
- Under Construction
- **\$0 funding**
- Next project planned for Atlanta, GA



Changed Attitudes

“With a carbon footprint that’s 75% less than that of concrete or steel, is it any wonder that wood has become a top contending material for green builders?”

US Green Building Council



- **“Increasing Wood Usage: An Environmental Win-Win”**

Yale University

- **“Use wood wherever possible as a structural substitute for steel and concrete”**

US National Climate Assessment

- **“Wood is inherently one of the best building products ever”**

Scott Horst, LEED

Changed Relationships

SLB
SOFTWOOD
LUMBER BOARD



Changed Markets

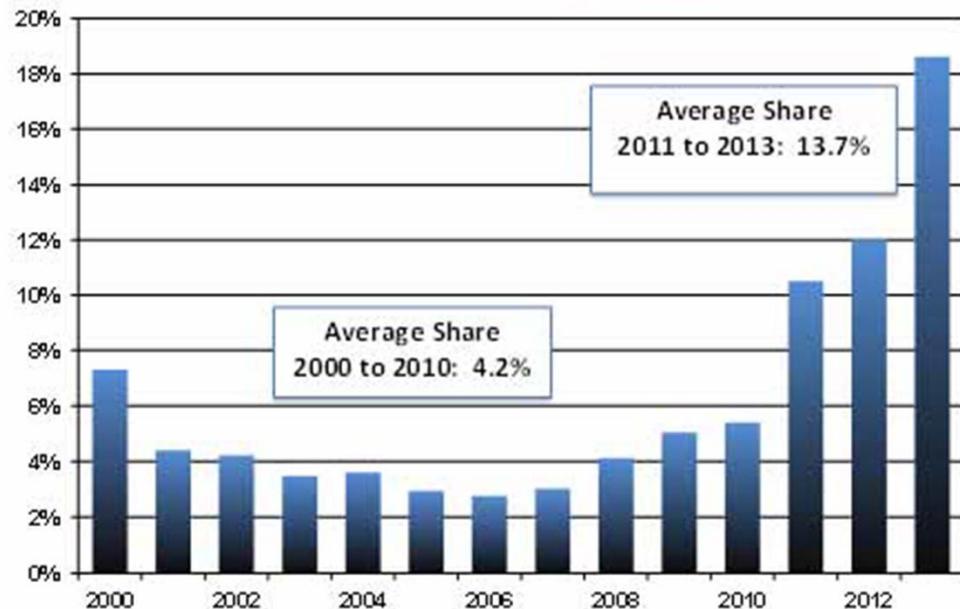


America's Cement Manufacturers™

Cement's share in
“mid-rise
remains at
substantial risk.”

D. Zwicke
Director of Market Intelligence
Sr. Regional Economist

Lumber Framing Shares: Mid-Rise Lodging
(6-10 Stories)



CONCRETE CONSTRUCTION

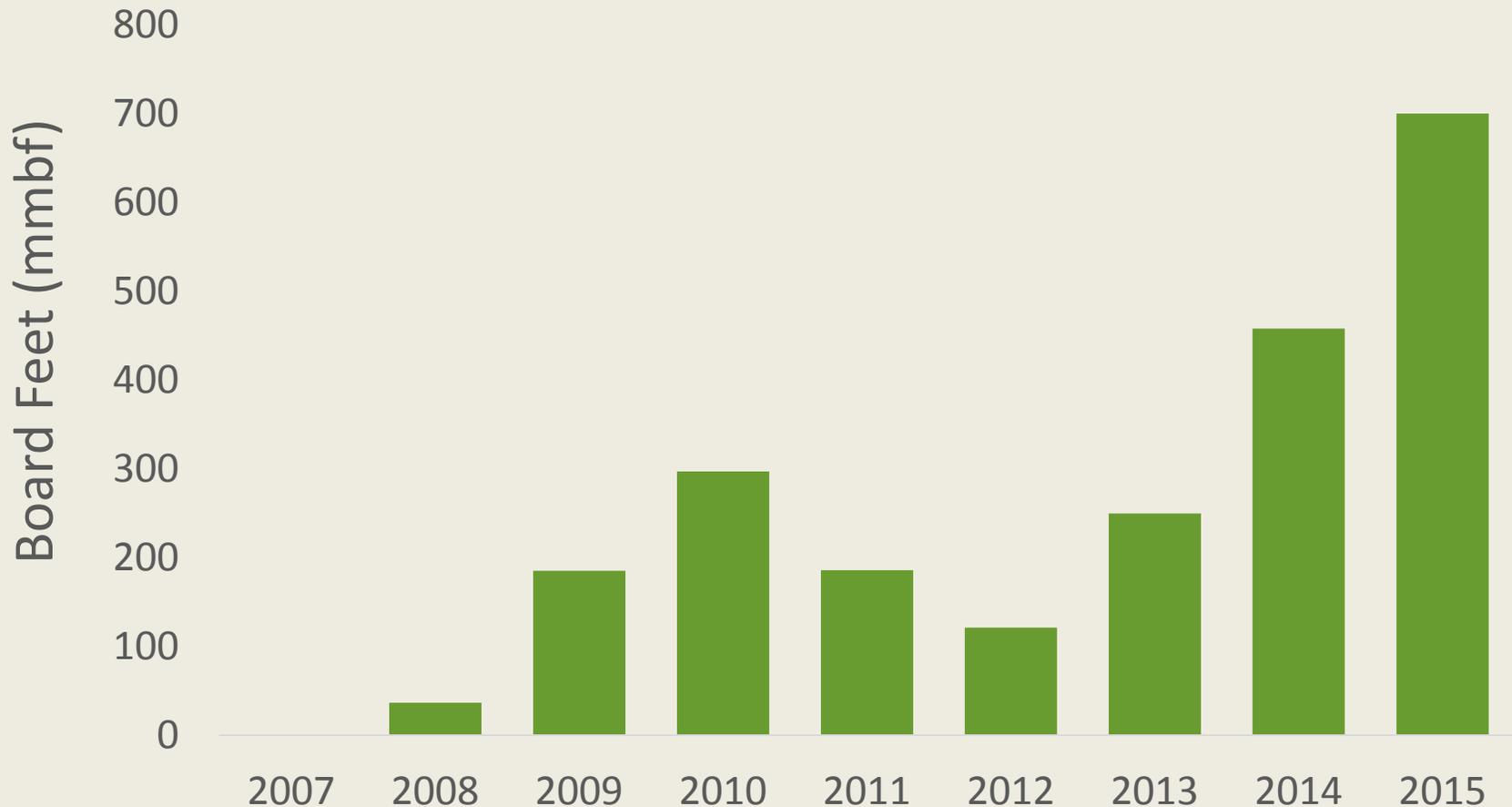
“The wood industry is taking a very aggressive approach that could take some of concrete’s market share... organizations (such as reThink Wood and WoodWorks) are... redefining for architects where wood is an appropriate building material.”

Wood or Concrete – B. Palmer

Increased Consumption



> 1.3 billion bf since SLB investment



Every 1% increase in demand, creates a ½% increase in price above normal market cycles.

A billion board foot (2%) demand increase in a 50 BBF market results in a \$4 price increase.

Incremental revenue:

- **\$200 million/year for the industry;**

Summary

Softwood Lumber Board

- A new paradigm
- Innovation & pragmatism
- Bottom line focused
- Industry Driven
- Measurable results

