

Understanding Wood: Sourcing Against the Grain

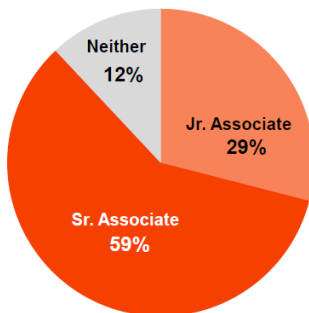
Wilsonart conducted a national survey of architects and designers and learned that these professionals need more information about the materials they specify, particularly when it comes to natural resources. To bridge a deep gap in awareness, Wilsonart launched [Understanding Wood: Sourcing Against the Grain](#), a program designed to educate architects and designers about endangered and threatened woods, protected forests and alternate materials that meet their aesthetic and functional needs.

About the Respondents

Role

- 43% designers
 - 38% architects
 - 11% specifier
 - 8% other
- Most were between the ages of 25-44
 - 44% female, 55% male

Position Level



Demographics

Projects

Relatively evenly spread between:

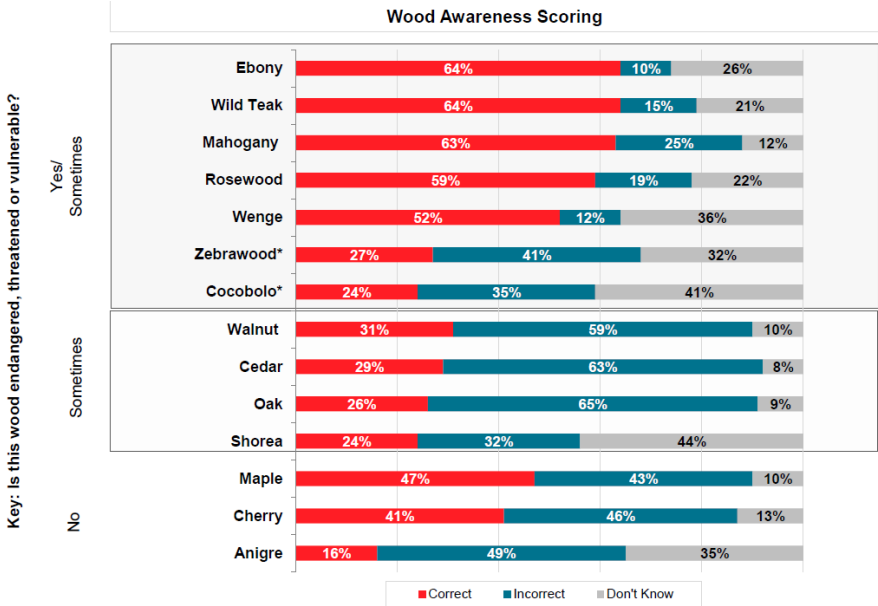
- Office (18%)
- Single residential (16%)
- Education (15%)
- Healthcare (12%)
- Multi-residential (11%)
- Retail (11%)
- Hospitality (11%)

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Respondents Knowledge of Endangered Woods and Protected Forests

ENDANGERED WOOD

- Respondents are not confident in their own knowledge; 75% rely on sales/manufacturing reps to provide legally sourced wood
 - o 0% of respondents correctly identified all the woods as endangered or not endangered
 - o 24% could not correctly recall even one endangered wood
 - o 42% of respondents are unsure what makes a forest protected
 - o Yet 36% claimed they knew which woods were endangered or threatened
- All endangered woods are currently being used in respondents' projects and nearly half of endangered wood users were aware the wood was endangered/threatened
 - o 40% said they would specify an illegal wood if their client requested it
- *Yet 70% said that using wood that is properly sourced is a priority and 67% said they were willing to pay more for properly sourced wood*

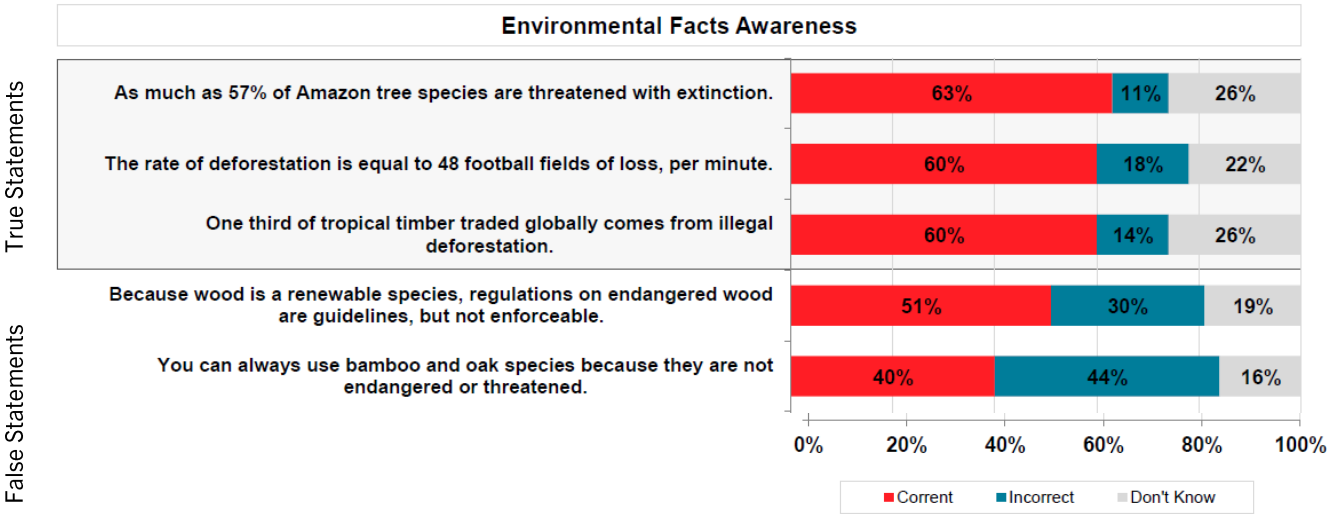


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ENVIRONMENTAL IMPACT

- Respondents were generally aware of environmental impact facts, but accuracy decreases when it comes to regulation-based facts



Respondents Knowledge of Environmental Regulations

- For liable parties, respondents believed the consequences to be civil fines (63%) and/or criminal fines (58%)
- 19% were not concerned *they* could face legal prosecution for using illegally sourced wood
- 32% of respondents have no official policy or procedures to help identify endangered or threatened wood in place at their company
- Overall only half are “very” (24%) to “somewhat” (30%) familiar with the Lacey Act
 - o Those who were familiar with the Lacey Act were more likely to
 - Believe designers and clients could also be liable for using illegally sourced wood
 - Work for a company that uses internal policy, compliance programs and/or audits to prevent using illegal wood
 - o After learning of the Lacey Act, 99% viewed it as important
- In order to be compliant with the Lacey Act respondents believe they should ask questions to those supplying the wood (58%), rely on [FSC®](#), [SFI](#) or [PEFC®](#) certifications (54%), and/or use man-made wood alternatives (45%).