## 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.



43% DESIGNERS 38% ARCHITECTS 11% SPECIFIERS

8% OTHER

64% SOLE SPECIFIER

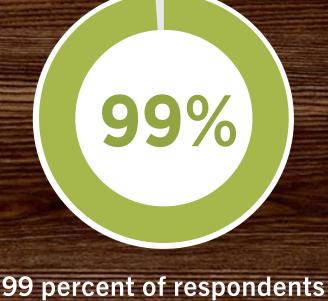


**44%** WOMEN 55% MEN

71%

**AGES** 25-44

## KNOWLEDGE GAPS Most respondents have a limited awareness of endangered wood.





24 percent were very familiar with the Lacey Act, which makes using

24%

and threatened wood.

couldn't identify the

majority of endangered

57%

57 percent of Amazon tree

species

are threatened with

extinction.

responsibly harvested wood not only an ethical choice, but a legal responsibility.

48x

The rate of deforestation is

One-third of tropical timber traded globally comes from illegal deforestation.

equal to 48 football fields

of loss per minute.

**TRUE** 

they are not endangered or threatened:

REGULATION FACTS

2. You can always use bamboo and oak species because

1. Since wood is a renewable species, regulations on

endangered wood are guidelines and not enforceable:

**FALSE** 

FALSE **TRUE** 

MORE THAN HALF OF RESPONDENTS ARE:

Over half of respondents were wrong or unsure.

Almost half

of respondents

were wrong or

unsure.

Willing to pay more for legally sourced wood.

**Concerned about prosecution** 

sourced wood.

**Prioritizing using responsibly** 

**52%** 

67%

70%

YET...

for using illegal wood.

threatened wood.

respondents are still using it. Couldn't recall a single endangered or

Rosewood:

Illegal to use since

2016, but 24% of

**75%** 

24%

41%

Were confident they could discern wood

Rely on sales and manufacturing reps to

sourced from illegal logging.

provide legally sourced wood.

## Architects and designers can take steps to protect themselves and support responsible forestry.

Study up on

guidelines and

programs to help

make educated

compliance

Get educated on endangered, threatened and vulnerable wood

TAKING ACTION

The Lacey Act protects wildlife and plants by regulating 58 percent believe it's their duty trade practices; recent

to know which amendments expand the questions to ask scope to include products of distributors and suppliers.

endangered wood.

threatened wood.

made from illegally logged wood. 46 percent are not familiar with the Lacey Act. Designers and clients can be liable if a project uses

the Lacey Act **Create internal** 

CITES and other sites can help identify whether a species is endangered. Look for FSC®, SFI or PEFC® certifications.

32 percent have no official policy or procedures to help identify endangered or

choices on materials