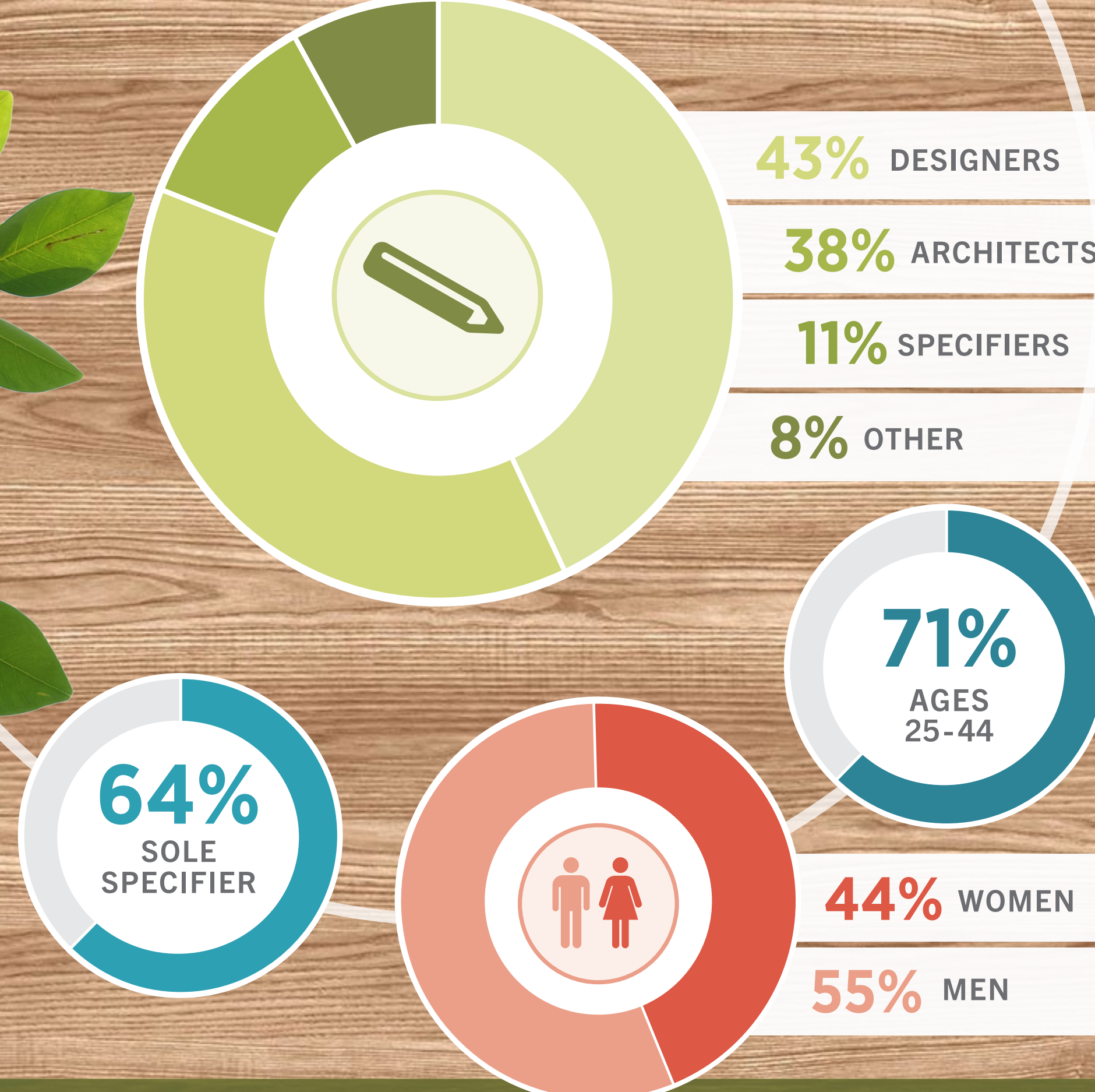


# Understanding Wood: Sourcing Against the Grain

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

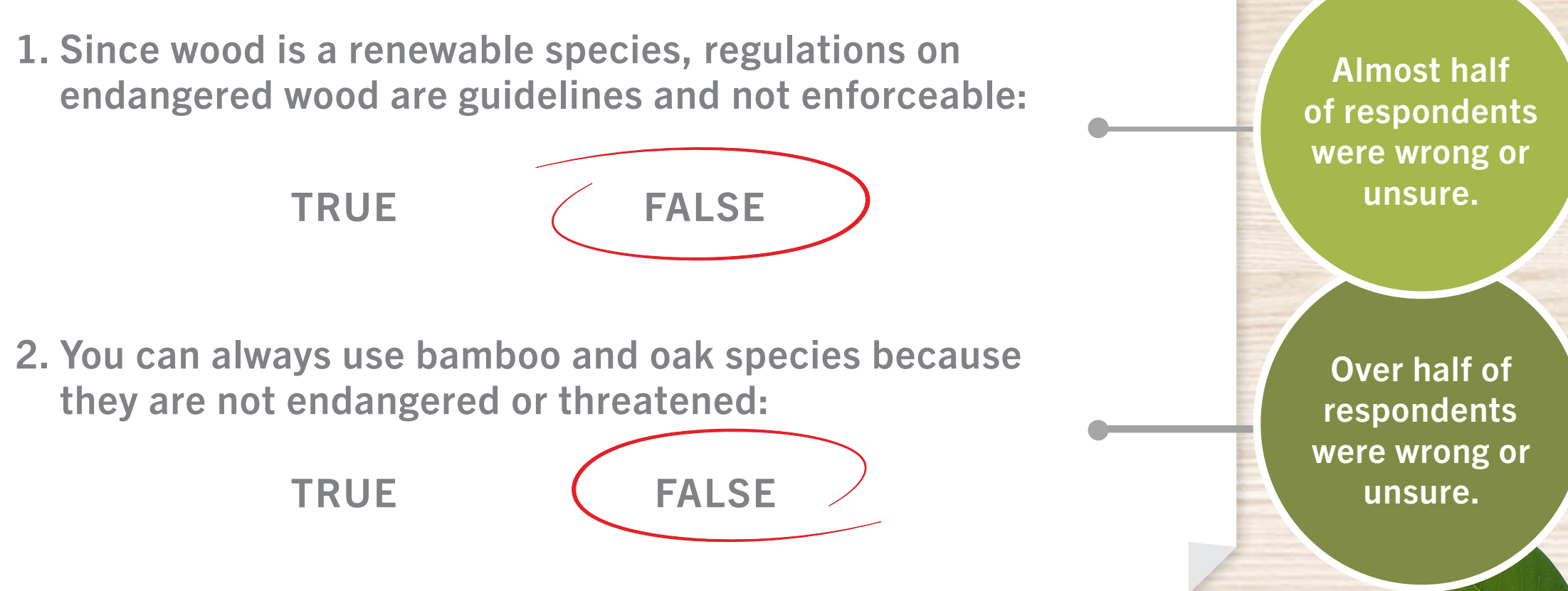


## KNOWLEDGE GAPS

Most respondents have a limited awareness of endangered wood.



## REGULATION FACTS



## MORE THAN HALF OF RESPONDENTS ARE:



## YET...



## TAKING ACTION

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

