



PRESS RELEASE

TO: Editor in Charge

CONTACT: Sarah Ribeiro, Mana Means Advertising & Public Relations, (808) 5211160

DATE: April 12, 2006

CLIENT: Hawaii Lumber Products Association

FOR IMMEDIATE RELEASE

Building with wood, *The environmentally friendly choice*

Many consumers of wood products hold the false belief that building with wood will lead to the depletion of forests. This erroneous information actually encourages builders to seek out “other building products” instead of wood, in hopes of “saving a tree”. The fact is that there are environmental and regulatory controls that facilitate the restoration of forests. It is important to encourage the cycle of wood use as it perpetuates this important man made cycle, and supports the growth of natural forests. Forests are vulnerable land, if not protected and utilized in this manner, they are subject to misuse. Fortunately, wood is the builders’ material of choice, which has placed demand on the forest industry to expand forest production. In fact, forest growth has continually exceeded harvest since the 1940’s. Today the United States has about the same area of forestland as it did in 1920’s, even though there has been a 143 percent increase in population.

-continue-

The forest products industry and American landowners plant more than two billion trees every year, and many more seed naturally. Forests are healthy for the environment. They provide habitat for wildlife, oxygen for the atmosphere, and combat the negative effects of greenhouse damage, and other environmental benefits. Another clear advantage of wood is that it is the most energy efficient building material available. Wood building products require relatively little energy to manufacture compared with other materials, and relatively little CO₂ is released in the manufacturing process. The manufacturing of other products generates almost 14 times as much CO₂ as wood. Wood is the only building material that is recyclable and biodegradable. These unique qualities make it a plus for the environment, as it will never contribute to the already burdened landfills. Throughout its life cycle wood provides a building material that is ecologically friendly, and is the only material that can be transformed and recycled. It can be used to make mulch for gardens, animal bedding, playground covering, fiberboard, and wooden pallets. At the end of its use, it will de-compose and return to the earth's cycle wood. The Hawaii Lumber and Products Association (HLP A) will work to bring this positive message about lumber products to the public and industry professionals on a consistent basis through education and promotion supported by widespread industry stakeholders. To find out more about the HLP A please visit them online at www.hawaiilumber.com

#

MANA MEANS ADVERTISING & PUBLIC RELATIONS 1088 BISHOP ST. STE. 1209

HONOLULU, HAWAII 96813 PH 808.521.1160 FAX 808.521-1104