



Canadian  
Wood  
Council

Conseil  
canadien  
du bois



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## **Wood products industry releases Reuse Wood website**

Sept. 22, 2015 – The [American Wood Council](#) (AWC) and [Canadian Wood Council](#) (CWC) have partnered with [Building Materials Reuse Association](#) (BMRA) to develop an online North American directory outlining reuse and recycling options for wood and wood products. The website can be found at: [ReuseWood.org](http://ReuseWood.org).

“For wood products, there has historically been a lack of awareness of the opportunities to recycle and reuse wood products, and thereby extend their useful life. We are aiming to change that,” said AWC President & CEO Robert Glowinski. “Our industry wants to do its part when it comes to the full life-cycle impact of our products. It’s our hope that this directory will help educate builders, designers and consumers on the many opportunities to salvage, recycle or reuse wood products, in turn reducing waste.”

“Various construction sector stakeholders are increasingly being called upon to balance functionality and cost objectives with reduced environmental impacts on the built environment.” explained CWC President Michael Giroux. “This online resource is one of the ways the wood industry is taking ownership in the areas of reuse and recycle – affirming the renewable qualities of wood and wood products, and assisting the design/construction communities in reaching their green objectives.”

Features of the website include:

- The **business directory** is accessible via both map and list, with easy sorting capabilities according to target categories (location, services provided, etc).
- **Individual listing pages** show the contact information, location and available services for each business.
- The **sustainable wood guide** includes useful information and articles on the different wood products and the opportunities for wood reuse or recycling.

“The demand for reclaimed wood products has been steadily increasing as consumers recognize and value the look, feel, functionality and cost of reused wood in products such as flooring, furniture, structural timbers and more. The North American Wood Reuse and Recycling

Directory will connect demand and supply to ensure the continued growth of this reclaimed wood market, while simultaneously keeping thousands of tons of wood out of landfills,” said BMRA Executive Director Anne Nicklin.

Relevant businesses and organizations are invited to check or add their listing to the Reuse Wood business directory: [www.ReuseWood.org](http://www.ReuseWood.org).

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#### **About AWC**

The **American Wood Council (AWC)** is the voice of North American wood products manufacturing, representing over 75 percent of an industry that provides approximately 400,000 men and women in the United States with family-wage jobs. AWC members make products that are essential to everyday life from a renewable resource that absorbs and sequesters carbon. Staff experts develop state-of-the-art engineering data, technology, and standards for wood products to assure their safe and efficient design, as well as provide information on wood design, green building, and environmental regulations. AWC also advocates for balanced government policies that affect wood products.

[www.awc.org](http://www.awc.org) | [@woodcouncil](https://twitter.com/woodcouncil)

#### **About CWC**

The **Canadian Wood Council (CWC)** is the national association representing manufacturers of Canadian wood products used in construction. CWC is a strong advocate for the use of life-cycle assessment and communication about the environmental attributes through the use of Environmental Product Declarations. CWC provides technical and knowledge transfer services relating to codes, standards and regulations. The CWC’s vision is a ‘Wood First’ culture in North America where wood products are recognized as the sustainable building material of choice for residential and non-residential construction. For more information please visit [www.cwc.ca](http://www.cwc.ca) | [@CdnWoodFacts](https://twitter.com/CdnWoodFacts)

#### **About BMRA**

The **Building Materials Reuse Association (BMRA)** works to create a vibrant building materials reuse economy as part of a world without waste. We do this by providing educational resources to our members in the reuse industry, and through targeted outreach and advocacy to the existing construction & demolition (C&D) industry as well as to the general public.

Our mission is to advance the recovery, reuse, and recycling of building materials in such a way to:

- Reduce the consumption of new resources
- Reduce landfill waste
- Create a value-added market and increase cost effectiveness
- Expand job opportunities and workforce development skills
- Promote the sustainability of communities and the environment through resource preservation

[www.bmra.org](http://www.bmra.org) | [@thebmra](https://twitter.com/thebmra)