



**DECORATIVE
HARDWOODS**
Association

DHA UPDATE FOR WHPP 2024

KEITH CHRISTMAN—DHA PRESIDENT



OUTLINE



**DECORATIVE
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- Imports and Trade Policy
- Promoting Decorative Hardwoods
- Advocacy
- Technical and Standards



HARDWOOD PLYWOOD TRADE CASE STATUS



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- **Orders**
 - AD & CVD orders instituted (Jan. '18)
- **Current Margins**
 - AD (0%-114.72%)
 - Individual respondents: 0%-14.95%
 - China-wide (most companies): 114.72%
 - CVD (22.98%-194.90%)
 - Individual respondents: 22.98%
 - Many Chinese companies: 194.90%
 - All others: 22.98%
 - With Section 301 duties, the vast majority of Chinese companies are paying at least 163% duties
 - Combined AD + CVD + 301 duties are at least 48% for all companies



HARDWOOD PLYWOOD TRADE CASE STATUS



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- **Reviews:**

- 2022 AD and CVD reviews: Preliminary determination Aug
 - Review is focused on Vietnamese companies' eligibility to submit certifications
- 2023 AD and CVD reviews: Initial stages

- **Appeals:**

- Original Inv.:Appealed to the CAFC; briefing ongoing
- Circumvention (Vietnam Assembly): Commerce determination that plywood made with Chinese core materials and assembled in Vietnam is covered by the AD/CVD orders
 - 22 separate appeals consolidated; briefing will continue through 2025





U.S. Imports of Hardwood Plywood Goods (excluding hardwood flooring)

Imported Quantity (Square feet)

Item	Calendar Year			Year to Date - June		YTD % Change
	2021	2022	2023	2023	2024	
Indonesia	901,181,818	939,965,724	600,106,451	222,330,602	337,610,422	51.9%
Vietnam	730,697,728	813,836,288	404,380,141	129,391,616	327,418,833	153.0%
Spain	115,858,432	92,414,976	640,528,384	166,443,008	183,235,584	10.1%
Canada	189,170,688	211,709,952	200,580,096	101,449,728	97,319,936	-4.1%
Russia	567,060,480	376,732,672	184,785,920	77,428,736	85,761,024	10.8%
Ecuador	143,239,168	147,544,064	141,802,496	75,932,672	72,119,296	-5.0%
Malaysia	150,689,792	185,022,464	49,060,864	15,915,008	40,923,136	157.1%
Brazil	162,366,464	125,284,352	74,733,568	47,434,752	24,424,448	-48.5%
Uruguay	42,644,480	48,371,712	35,382,272	21,613,568	10,231,808	-52.7%
China	45,803,520	44,496,896	25,905,152	13,534,208	9,616,384	-28.9%
Subtotal	3,048,712,570	2,985,379,100	2,357,265,344	871,473,898	1,188,660,871	36.4%
All Others	187,111,510	213,392,416	129,940,233	60,594,953	81,724,859	34.9%
TOTAL IMPORTS	3,235,824,080	3,198,771,517	2,487,205,577	932,068,851	1,270,385,730	36.3%

OUTREACH AND MARKETING ACTIVITIES

- Truth in marketing—challenging misleading marketing by fake products
- Support Real American Hardwood Campaign
- Marketing our AIA, GBCI approved Continuing Education
- Enews to get our point of view out
- Where to Buy and Standards available for free
- *Surface and Panel Column*





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MAINTAINING THE INTEGRITY OF “WOOD” CLAIMS

- Revwood is laminate flooring—paper on High Density Fiberboard
- Express Claims
 - “Wood Without Compromise”
 - “Experience the beauty of wood without compromising performance”
 - “Authentic Imprint of Harwood [sic]”
 - “The Perfect Wood for Your Home”
 - “Mohawk RevWood is hardwood designed for durability and livability so you don’t have to compromise”



BBB NATIONAL ADVERTISING DIVISION (NAD) DECISION KEY FINDINGS



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- “Wood Without Compromise”
 - NAD found that in the context of Mohawk’s advertising, consumers may take away the misleading message that RevWood is wood flooring from the slogan “Wood Without Compromise...For these reasons, NAD recommended that Mohawk discontinue using the slogan “Wood Without Compromise.”



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BBB NATIONAL ADVERTISING DIVISION DECISION KEY FINDINGS

- “The Perfect Wood for Your Home”
 - NAD determined that one message reasonably conveyed by Mohawk’s use of “The Perfect Wood for Your Home” claim in the challenged advertising is that RevWood is wood. Therefore, NAD recommended Mohawk discontinue the claim to avoid conveying the message that RevWood is wood.



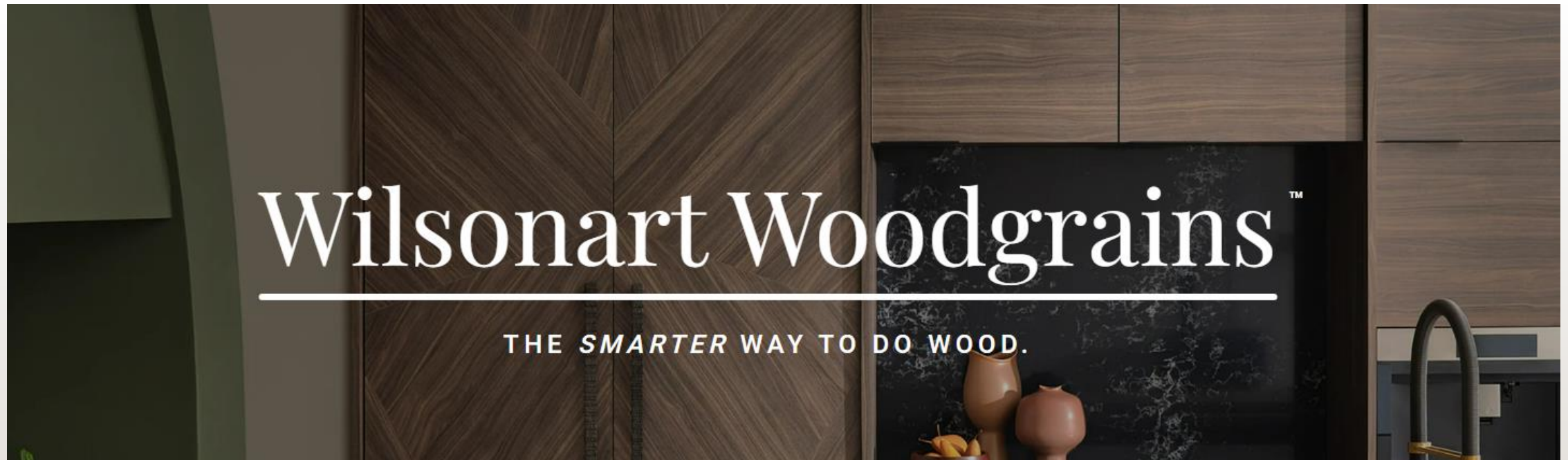
National Advertising Review Board Recommends Mohawk Industries Discontinue “Wood Without Compromise” Slogan for RevWood Laminate Flooring



LETTERS TO WILSONART



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**REAL
AMERICAN
HARDWOOD**

TM

Where does the money come from?

Allegheny Hardwood Utilization Group
American Walnut Manufacturers Association
Appalachian Hardwood Manufacturers, Inc.
Appalachian Lumbermen's Club
Decorative Hardwoods Association
Empire State Forest Products Association
Great Lakes Kiln Drying Association
Hardwood Distributors Association
Hardwood Manufacturers Association
Indiana Hardwood Lumbermen's Association
Kentucky Forest Industries Association
Keystone Wood Products Association
Lake States Lumber Association
Missouri Forest Products Association
National Hardwood Lumber Association
National Wood Flooring Association

New England Kiln Drying Association
North American Forest Foundation
North Carolina Forestry Association
Northern Tier Hardwood Association
Ohio Forestry Association
Ohio Valley Lumber Drying Association
Pacific Coast Wholesale Distributors Association
Penn-York Lumbermen's Club
Pennsylvania Forest Products Association
Pennsylvania Hardwoods Development Council
Southern Cypress Manufacturers Association
Southwestern Hardwood Manufacturers Club
West Virginia Forestry Association
Western Hardwood Association
Wood Components Manufacturers Association
Wood Products Manufacturers Association

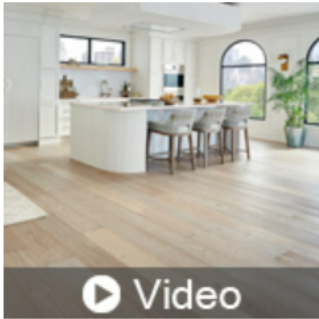


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- LEED Exams
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- Lunch & Learn
- About Us

FREE



Hardwood Plywood, Engineered Wood Floors and Hardwood Veneer: The Basics

The course covers includes sustainability considerations including forest sustainability and greenhouse gas emissions and sequestration.

▶ Video



- 1 AAA Structured Learning Hour
- 1 AIA HSW/LU CE Hour
- 1 AIBD CE Hour
- 1 BOMI CPD Hour
- 1 GBCI General Hour
- 1 OAA Structured Learning Hour
- 1 SAA Core Learning Hour

[VIEW COURSE](#)

FREE

Hardwood Plywood, Engineered Wood Floors and Hardwood Veneer: The Basics



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Natural. Crafted. Responsible.

WWW.DECORATIVEHARDWOODS.ORG

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THE BASICS

Objectives:

- Hardwoods vs. Softwoods
- Hardwood Species
- Where Hardwoods Grow
- Annual Net Growth
- Certification Systems
- Legal Timber Lacey Act
- Who Owns Hardwoods
- Harvesting Methods
- Environmental Attributes
- Carbon Sequestration



THE SPECIFICS

Objectives:

- Utilization
- By-products
- Hardwood Plywood
- Components of HP
- Core Types
- Manufacturing Process
- Veneer
- Slicing Methods
- Manufacturing Process
- Introduction to Grades
- Matching Type & Arrangement
- Hardwood Plywood Uses

REDEVELOPING COURSE #2

- Existing Course #2 focus does not meet AIA Health, Safety, and Welfare
- Adding more climate information, sustainability and biophilia

OUTREACH AND MARKETING ACTIVITIES

- DHA Enews
 - ~6,000 subscribers
 - ~750 leaders and staff of DHA member companies
 - Members of Architectural Woodwork Institute and National Wood Flooring Association, Cabinet manufacturers, State foresters, Allied associations and nonprofits, Press and media
 - In the last nine months, more than 4,350 people opened Enews
 - Drives visitors to website, *Where to Buy* and Standards

OUTREACH AND MARKETING ACTIVITIES

- Website statistics (May 2022-May 2023)
 - More than 44,000 sessions in the past 12 months
 - ***Where to Buy*** downloads: 5,000
 - 3,800 Free Resource downloads (standards etc)

SURFACE AND PANEL COLUMN QUARTERLY



Reintroducing Real Hardwood Surfaces and Panels-Hardwoods:

ENDURING VALUE AND AN ENVIRONMENTALLY RESPONSIBLE CHOICE

BY KEITH CHRISTIAN

Hardwood surfaces are arguably the most standard for luxury or quality built settings since people started building. Real hardwoods have been used for elegant floors, wall panels, kitchen cabinetry, cabinets and furniture for hundreds of years. Hardwood is a natural choice for a wide range of applications.

One compelling reason is that they always provided a strong return on investment and value. In fact, beautiful and unique hardwood products to the National Association of Realtors' Home Building Impact Report return with a 50 percent return on investment for hardwood floor refinishing and 180 percent for hardwood floors.

Other flooring materials and floor wall options are nowhere to be found in the marketplace for return on investment. Their value is temporary and is lost when they can be replaced.

This study also highlights another benefit of real hardwoods—they can be refinished and made beautiful again and again for years to come.

Refinishing floors, cabinets and furniture reduces the amount of materials that are thrown away when they change over the years of use and reuse. This ability to refinish real hardwood products including hardwood plywood panels and veneers can reduce the impact on the building and furniture markets.

Water from products that cannot be refinished or refinished has become an issue for regulators and policymakers are addressing with more vigor. Many states are taking to mandate policies known as consumer rights to repair products.

Nutrient Management and other legislative efforts in July with Minnesota, New York, Colorado and California being passed or currently considering legislation. Much of this legislation applies to electronics in the past, but architects, designers and builders are thinking more about the ability to recycle and refinish building products to reduce waste, increase value and protect the environment.

On that note, the U.S. Environmental Protection Agency recently called for comments on how the U.S. government can increase the reuse of building products to reduce design change.

Forest products like hardwood plywood, veneer and engineered wood floors meet this challenge from the start. These store carbon throughout their growing lives, but the climate benefits don't stop there.

Carbon is further sequestered when the trees are utilized to manufacture finished goods. In fact, wood products are 50 percent carbon by weight, contributing to protection for the finished product.

Demand for American-grown products composed of wood products, healthy forests, reduce wildfire, protect water resources, and supports wildlife diversity while also producing safe and sustainable products that create economic and employment opportunities for rural, underserved communities. This multiple win.

When these sustainably harvested wood products from local operations ensure that forests will remain productive forests for future generations, it's a win-win for the environment.

These benefits are recognized by the Federal Government. According to the U.S. Forest Service, "While trees grow in the forest, they store carbon dioxide from the atmosphere in their leaves, branches, stems, leaves, roots and soil."

So, when trees are sustainably harvested, wood continues to store carbon in the thousands of products we use every day, from paper products to furniture and construction. Trees then regrow, repeating the cycle. When people use wood-based products in place of fossil fuel-based products—like steel, concrete or plastic—there is a significant benefit to our atmosphere's health.

The U.S. contains 67 percent of the world's forests, and there are more forests than there were 100 years ago. According to the United States Forest Service, "Forest growth naturally has exceeded harvest since the 1940s. By 1959, forest growth exceeded harvest by 40 percent, and the amount of forest growth was 300 percent greater than the forest in 1900."

It is estimated that total forest carbon storage in the U.S. is 194 billion metric tons of carbon. The U.S. produces 1.5 billion metric tons of carbon each year. The U.S. produces 1.5 billion metric tons of carbon each year. The U.S. produces 1.5 billion metric tons of carbon each year.

EPH) operations, utilizing roughly 10 percent of U.S. annual GDP emissions.

Wood products make up 47 percent of all industrial materials in the U.S. but consume only 4 percent of the total energy to manufacture those materials. In contrast, manufacturing materials from aluminum, glass, plastic, cement or brick consumes as much as 50 times more energy than making them from wood.

All of this stacks up to strong environmental performance for decorative real wood products. For example, A recent Life Cycle Assessment and Environmental Product Declaration for wood flooring clearly demonstrates the climate benefits of wood products compared to alternatives. These studies and those for wood products clearly demonstrate the climate benefits of wood products compared to alternatives. These studies and those for wood products clearly demonstrate the climate benefits of wood products compared to alternatives.

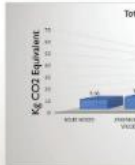
And that's something we all can get behind. [Click here](#)

KEITH CHRISTIAN

is President of the American Hardwood Association, Executive Director of the American Hardwood Association, Executive Director of the American Hardwood Association, Executive Director of the American Hardwood Association.



ENGINEERED WOOD FLOORS—LIFE CYCLE ASSESSMENT AND ENVIRONMENTAL PRODUCT DECLARATION



Real Natural Decorative Hardwood

BY KEITH CHRISTIAN

Beautiful is a word heard often around the industry these days, but what exactly is it and what are the benefits of using hardwood plywood, engineered wood floors and hardwood veneer in a home or office?

Biophilia is the innate human attraction to nature and being things. It has been well-documented that humans have a biological need to connect with nature for their physical and mental health. Biophilia can have positive effects on our mood, stress levels, cognitive performance, creativity and well-being.

However, in today's world, many people spend most of their time indoors, away from natural elements. This can lead to a disconnection from nature and a loss of biophilia benefits. Therefore, it is essential to incorporate nature into our indoor environments, especially in our homes and workplaces, where

we spend a lot of our time. In addition, more designers, architects and consumers are looking to reconnect with the natural world in their spaces.

How can real natural decorative hardwood products enhance biophilia?

One of the ways to bring nature indoors is to use real natural decorative hardwood products, such as hardwood plywood, engineered wood floors and hardwood veneer. These products are made from real wood, which is a natural and renewable material that has a unique beauty and warmth.

Real natural decorative hardwood products can create a sense of connection to nature by pairing up with natural patterns, textures, colors, and shapes from nature. This connection is most effective when using natural products including real hardwoods.



Sustainable Harvests Ensure Our Future

BY KEITH CHRISTIAN

And while U.S. hardwood forests are giving the good news, it's not more trees are being allowed to grow to size before being harvested. The volume of hardwood trees with diameters 40 centimeters or greater increased nearly four fold from 2016 to 2021, but in 2021, 10 billion cubic meters (BCM) of the potential of hardwood trees in the management class increased from 15 percent in 2010 to 24 percent in 2021.

The total area of hardwood and mixed hardwood and softwood forests in the U.S. increased from 98 million hectares in 1992 to 117 million (29,000 hectares) in 2021. That's equivalent to 100 football fields per second throughout the

A SOLAR OFFICE AND SOLAR LIVING ROOM. Harvesting is a natural part of the process. It is a key element of the U.S. hardwood industry's commitment to sustainable management. The commitment to harvest is a key element of the U.S. hardwood industry's commitment to sustainable management. The commitment to harvest is a key element of the U.S. hardwood industry's commitment to sustainable management.

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Using wood products and harvesting trees is a natural part of the process. It is a key element of the U.S. hardwood industry's commitment to sustainable management. The commitment to harvest is a key element of the U.S. hardwood industry's commitment to sustainable management.

A recent study by the Department of Energy and U.S. University scientists found that "harvesting strategies led to higher climate benefits when occurring for certain U.S. wood products and 'overlaid emissions' compared to leaving forests unharvested."

With sustainable forests preserved in the United States, using decorative hardwood products including engineered wood flooring, wall panels, cabinets, furniture and other products made with hardwood plywood and veneer is a sustainable choice that provides climate benefits and making homes in our built environment. [Click here](#)

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Real natural decorative hardwood products can create a sense of connection to nature by pairing us with natural patterns, textures, colors, and shapes from nature.

Real natural decorative hardwood products can also minimize our carbon and methane and make positive associations with nature. For example, hardwood plywood can create a cozy and inviting atmosphere. Engineered wood floors can add elegance and durability and hardwood veneer can offer versatility and customization. These products can also reflect our personal values and preferences and represent our identity and style.

What are some examples of real natural decorative hardwood products and their biophilia benefits?

Hardwood plywood. This is a product that consists of thin layers of wood glued together, with the grain of each layer running in a right angle to the next. Hardwood plywood is strong, stable and resistant to warping and cracking. It can be used for kitchen cabinets, wall panels, and other applications. Hardwood plywood can enhance biophilia by providing a natural and organic look, a variety of wood species and finishes, and a smooth and tactile surface.

Engineered wood floors. This is a product that consists of a top layer of hardwood on top of a base of high-quality plywood or high-density fiberboard. Engineered wood floors are more stable and resistant to moisture and temperature changes than solid wood floors. They can be used for flooring, stairs, and other applications. Engineered wood floors can enhance biophilia by providing a warm and comfortable feel, a modern and natural appearance, and a long-lasting and easy-maintenance performance.

Hardwood veneer. This is a product that consists of a thin slice of wood that is applied to a substrate, such as plywood, particleboard, or medium-density fiberboard. Hardwood veneer is beautiful, warm, and can enhance the look of furniture, doors, wall panels, and other applications. Hardwood veneer can enhance biophilia by providing a natural and customizable option, a wide range of wood species and colors, and a refined and sophisticated finish.

No matter what type of hardwoods you choose to install in your built environment, the natural beauty they bring to the project will make a strong, unmeasurable connection from the beginning. And that begins your journey to a more compelling biophilia. [Click here](#)

KEITH CHRISTIAN

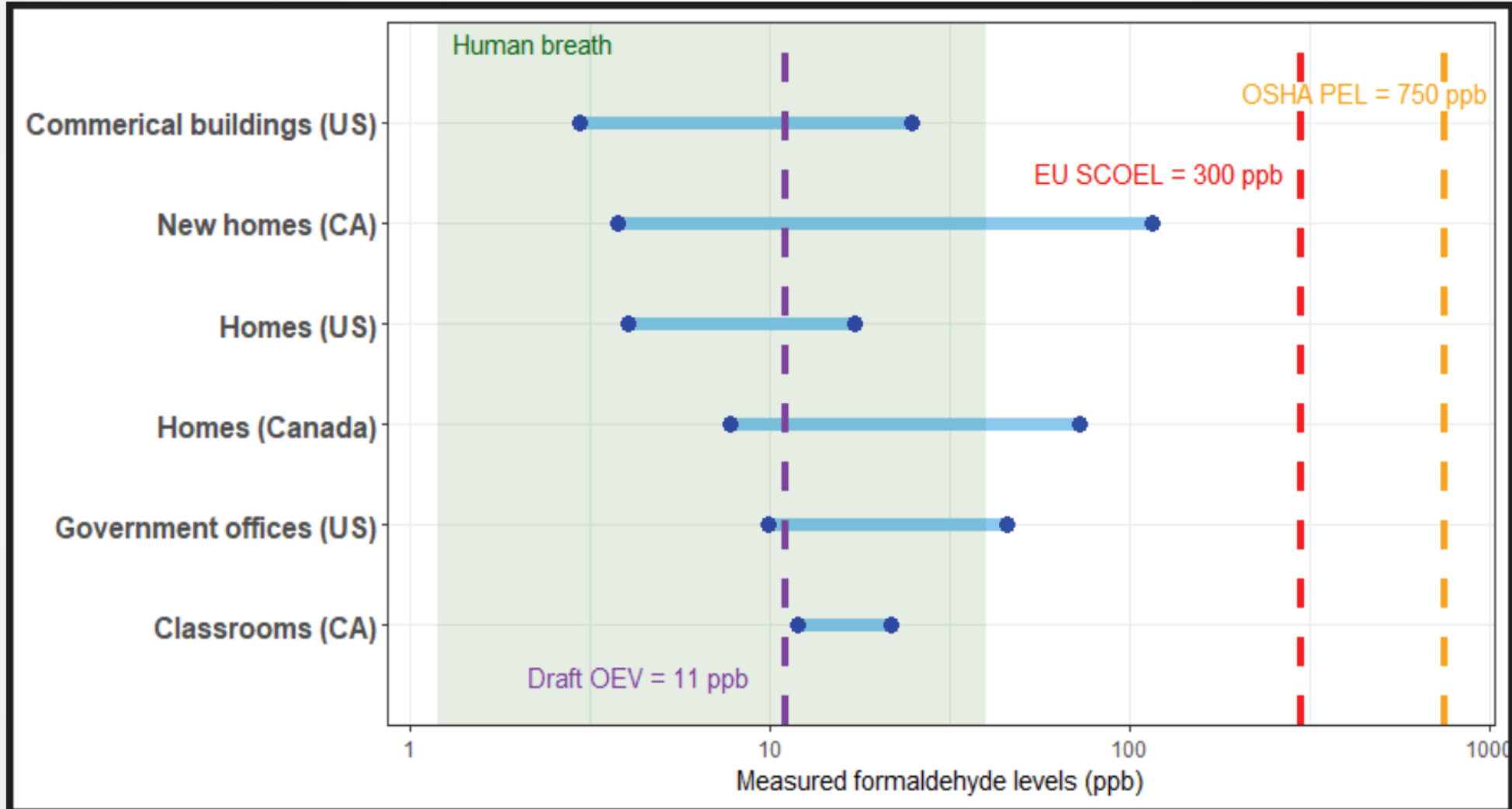
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ADVOCACY—FORMALDEHYDE

- Commented on EPA Risk Evaluation with Allies
- EPA preliminarily finds “that formaldehyde presents an unreasonable risk of injury to human health.”
- Supported conclusion that wood products do not contribute to unreasonable risk in homes, offices etc.
- Opposing occupational limits of 11 ppb

Workplace Limits Reality Check

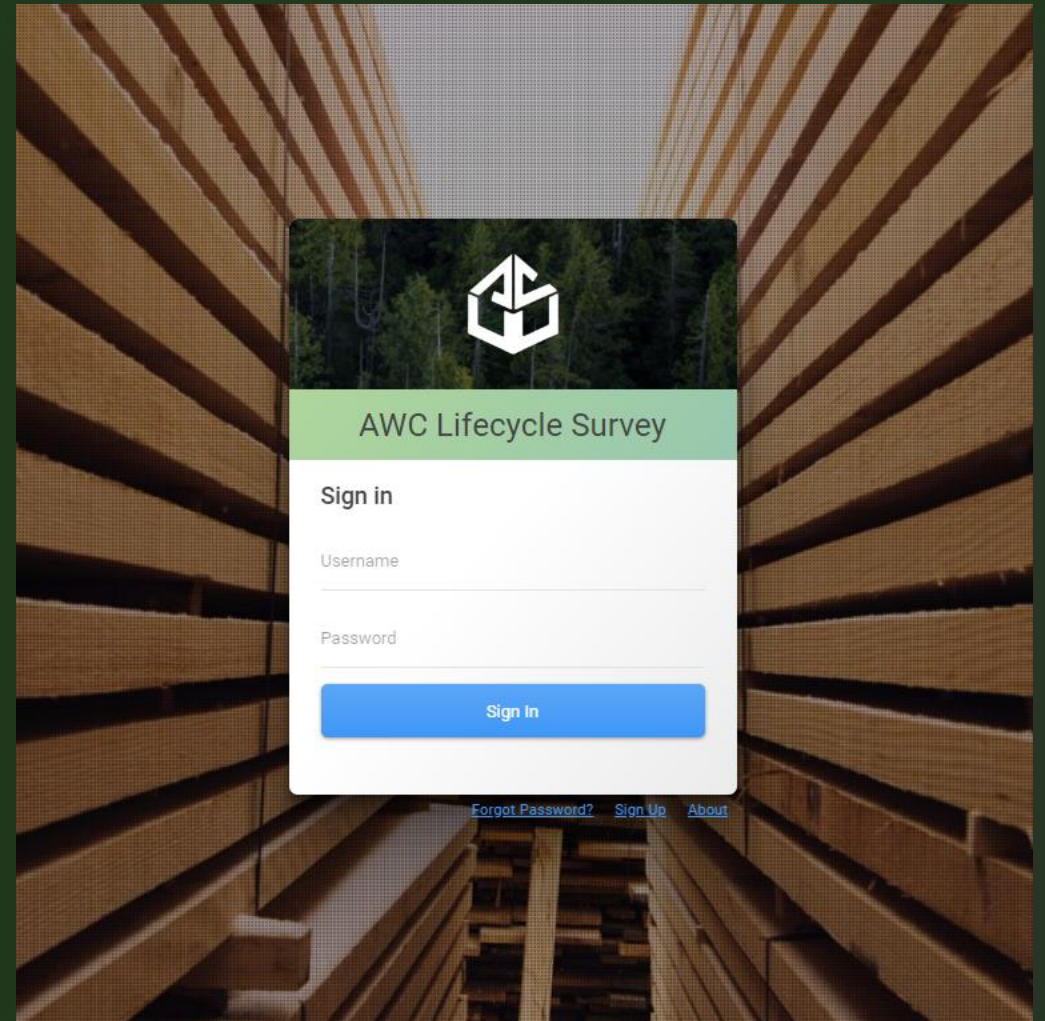


ADVOCACY—OTHER ACTIVITIES

- Opposed unreasonable EPA particulate restrictions
- Advocating delay in EU Deforestation Regulations
- Filed Comments on Climate Benefits of Wood Products
- Successfully supported funding for wood industry climate database
- Advocated listing decorative hardwoods as “Manufactured product” under Buy America
- Supported end of the death tax, continuation of TCJA provisions

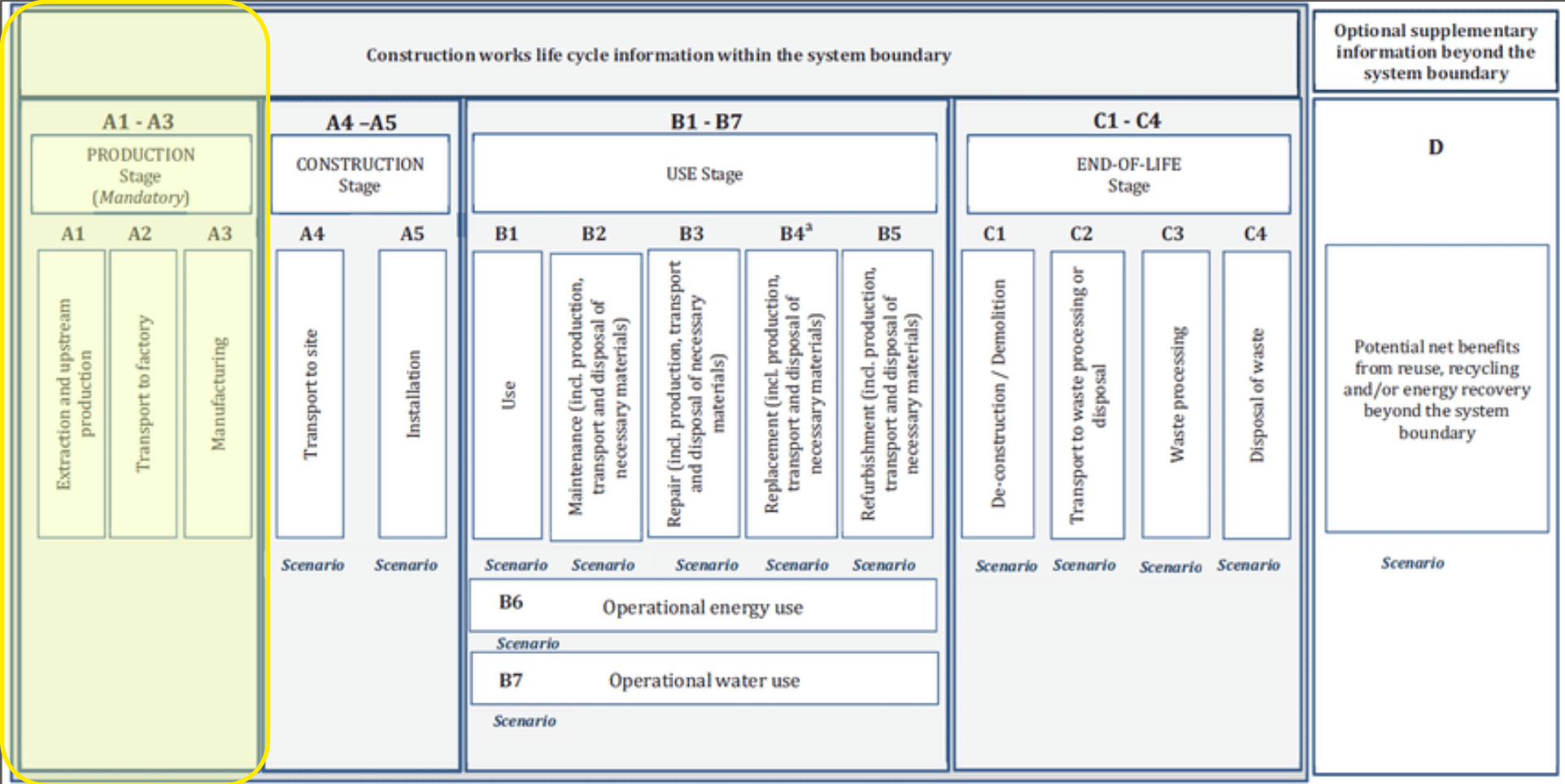
AWC Life Cycle Survey

- Online data collection effort gathering mill-level manufacturing data for U.S. wood products
- Data used in LCAs and EPDs
- **Vision:** survey is a central data collection point for US wood products industry to increase efficiency, automate, allow for future on-demand EPDs

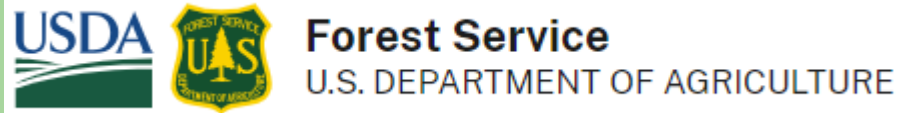


Project Scope

ISO 21930 Life Cycle Stages



2023 Wood Innovation Grant: Expanding Coverage



WIG Expansion Partners:

- Softwood Lumber Board
- WoodWorks
- APA – The Engineered Wood Association
- Composite Panel Association
- Decorative Hardwoods Association
- Hardwood Federation
- Northeastern Lumber Mfr Association
- National Hardwood Lumber Association
- Southern Forest Products Association
- Southeastern Lumber Mfr Association
- National Wooden Pallet and Container Assoc.
- Western Wood Products Association
- Hardwood Manufacturers Association
- National Wood Flooring Association



AWC LIFECYCLE SURVEY

DATA COLLECTED:

- Material inputs
- Transportation
- Energy inputs
- Product outputs
- Processes/equipment used
- Water inputs & outputs
- Waste outputs
- Fiber Sourcing



Process Flow

January February March April May June July August Sept. Oct. Nov. December

American Wood Council

AWC:
 • Integrates new mills into survey
 • Assigns associations to appropriate mills

Comms materials developed & distributed

AWC conducts gap analyses of existing association LCI Surveys

AWC deploys consultant to develop Train-the-Trainer materials

Survey tabs/questions updated to reflect unique needs

Survey Tests

Survey launch

AWC, Consultant, and Assoc. Designated Staff provide technical assistance to mills completing survey

Survey close

Assoc. Partners

Associations Designate Staff Leads

Train the Trainer Events

Comms to members re upcoming survey

Associations Provide AWC w/existing LCI surveys



DHA STANDARDS UPDATE



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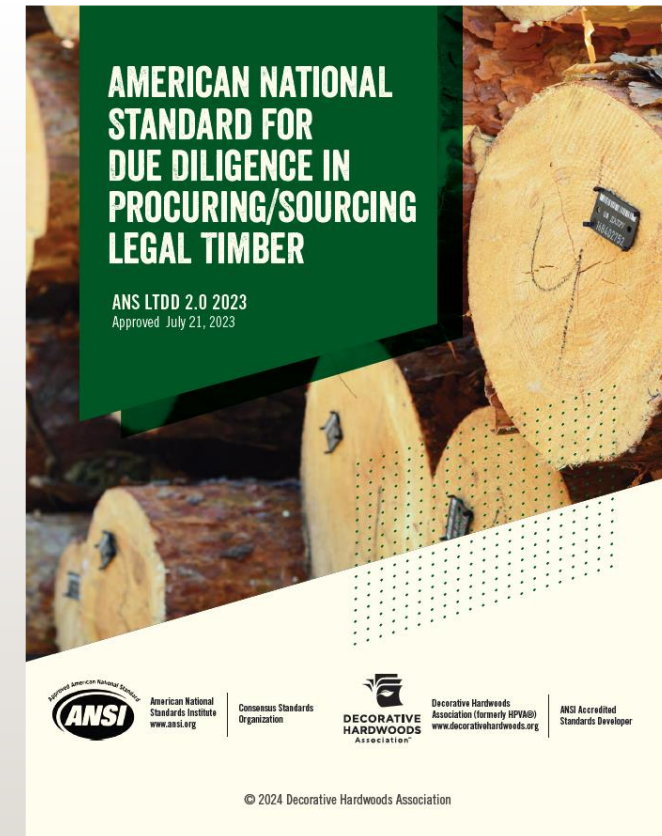
DHA STANDARDS UPDATE

Legal Timber Due Diligence (ANS LTDD 2.0 2023)

- Latest version published January 19, 2024
 - Clarified and added definitions
 - Added “misconduct awareness and reporting” section
 - Revamped Due Diligence Risk Evaluation figure for clarity
 - Revised Table I “Due Diligence Matrix” : “suggested” risk mitigation factors (not requirements)
 - Revised and added appendices. NEW:A.10 Legal Timber Verification Technologies
- “Redline” version available



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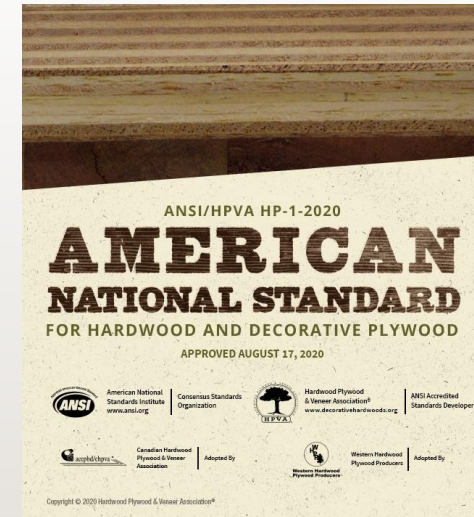
DHA STANDARDS UPDATE (CONT'D)



**DECORATIVE
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Hardwood Plywood (HP-1)

- Underwent full revision in 2023-2024
- Revision has been approved
- Formatting for publication
- Revision highlights:
 - Several revisions to grading tables
 - Red and White Oak
 - Increased allowed number of inconspicuous burls and pin knots for A and B grade
 - increased/clarified mineral streak allowance in A and B grade Red and White Oak
 - Pecan and Hickory
 - Removed D grade, changed E grade to “I (Back)”
 - Western Red Alder
 - Increased allowed number of repaired knot holes from 10 to 16
 - Softwoods
 - Revised Douglas-fir and Redwood A grade specifications
 - Back Grades
 - Increased number of allowable knotholes in “I Back” veneers from 0 to 6 (max 3.2mm diameter repaired)
 - New section: Reconstituted Veneer
 - Replaced Figure 2 with amended Appendix D (product constructions); added OSB core HWPW-CC
 - Much more; “Redline” version available



QUESTIONS & COMMENTS

