

# Poplar Markets in the Pacific Northwest.

*Looking for Non-Commodity, Green Niches*

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Principal

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# Good Company

- Sustainability research and consulting firm
- Mission-driven, for-profit
- Industries: water, waste management, renewable energy and fuels, civil infrastructure, transportation, food

# Where we looked in 2009

- Wood products manufacturers
- Building supply retailers
- Contractors and developers

# Wood Products Manufacturers

- Sheet goods
  - Plywood core sheets – Jasper Wood Products
  - (Low \$, enduring product)
- Millwork
  - Paint grade usually – Collins, Greenwood, Zea Chem?
  - (High \$, enduring product)
- Wine boxes, craft boxes
  - Smaller companies and niche channels
- Shelter Works – FasWall system
  - Insulated concrete forms – displace broken pallets

# Building Supply Retailers

- Re-Use Centers
  - Price driven DIYers
  - Landlords
  - Can only keep small batches onsite
- Green Building Supply Centers
  - “Premium” products

# Contractors and Developers

- LEED Points for:
  - Regional materials
  - Rapidly renewable materials
  - Certified wood
- Affordable Housing Developers
  - Green ethic
  - Price driven
  - Want the story and the price
- Residential Green Building
  - Stair treads and base molding
  - Require wholesaler

# Key Findings

Products	Applications	Competing Materials	Potential Customers	Potential Distribution Pathways	Mission Compatibility	Market Interest	Economic Value
Sheet Goods	<ul style="list-style-type: none"> <li>• Sheathing</li> <li>• Underlayment</li> <li>• Cabinet boxes</li> <li>• Light furniture</li> </ul>	<ul style="list-style-type: none"> <li>• Softwoods</li> </ul>	<ul style="list-style-type: none"> <li>• Green building contractors</li> <li>• Affordable housing developers</li> <li>• Custom cabinet makers</li> </ul>	<ul style="list-style-type: none"> <li>• Building materials re-use centers</li> <li>• Green building supply retail stores</li> </ul>	Low	High*	Low
Millwork	<ul style="list-style-type: none"> <li>• Molding</li> <li>• Door/window casings</li> <li>• Stair treads</li> </ul>	<ul style="list-style-type: none"> <li>• MDF</li> <li>• Softwoods</li> <li>• Hemlock</li> </ul>	<ul style="list-style-type: none"> <li>• Green Building Contractors</li> <li>• Affordable housing developers</li> <li>• Do-it-yourselfers</li> </ul>	<ul style="list-style-type: none"> <li>• Building materials re-use centers</li> </ul>	High	Medium	High
Residuals & Wood Chips	<ul style="list-style-type: none"> <li>• Insulated concrete forms</li> <li>• Pulp</li> <li>• Mulch</li> <li>• Bioenergy</li> </ul>	<ul style="list-style-type: none"> <li>• Waste pallets</li> <li>• Commodity wood chips</li> </ul>	<ul style="list-style-type: none"> <li>• Building materials re-use centers</li> </ul>	<ul style="list-style-type: none"> <li>• Direct sale</li> </ul>	High	High	Low
Lumber	<ul style="list-style-type: none"> <li>• Light furniture</li> <li>• Custom boxes</li> </ul>	<ul style="list-style-type: none"> <li>• Softwoods</li> </ul>	<ul style="list-style-type: none"> <li>• Specialty foods &amp; wine producers</li> </ul>	<ul style="list-style-type: none"> <li>• Building materials re-use centers</li> </ul>	High	Low	High

# Thank you



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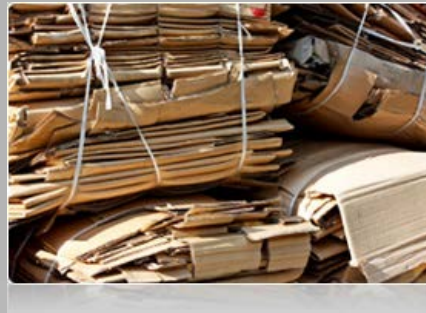


# Scope of Services



## MEASURE

- Product and Service Assessments
- Life-Cycle Assessment
- Enterprise Performance Assessment
- Greenhouse Gas Inventory
- Feasibility Studies and Financial Modeling
- Tool Development



## MANAGE

- Decision Support
- Climate Adaptation and Mitigation
- Business Plans
- Sustainability Plans and Management Systems
- Education and Training
- Venture Capital



## MARKET

- Market Research and Positioning
- Sustainability Reporting and Carbon Disclosure
- Business and Market Development
- Public Engagement and Education