**News Release**

**Contact:**

INSERT CONTACT NAME
INSERT CONTACT PHONE NUMBER
INSERT CONTACT EMAIL

**Wood is back — trending lumber projects to watch in 2024**

*[INSERT ORGANIZATION NAME] and Gutchess Lumber share the latest wood trends consumers are searching for, to help them optimize real wood for home projects on their to-do lists.*

[INSERT CITY]: [INSERT DATE] – If the new year has you imagining a fresh look for your home, you aren’t alone. According to the [Joint Center for Housing Centers of Harvard University (JCHS)](https://www.jchs.harvard.edu/press-releases/weakening-residential-remodeling-activity-anticipated-2024), consumers will spend over $450 billion on home improvement projects in 2024. Now that’s a lot of wood. But which type will they buy?

[INSERT YOUR SPOKESPERSON’S QUOTE HERE]

Wood-based home projects offer stability, longevity, sustainability, and a unique look. If your projects involve lumber, here are the trends to watch for in 2024, according to Gutchess Lumber.

***Sustainability***

With increasing awareness of climate concerns, sustainable production of wood products is important for the continued growth and health of timberlands. While importing illegally sourced timber was banned in 2008 in the U.S., prioritizing the actual sustainable production of timber is something that consumers can watch for when they purchase lumber. Companies that produce lumber that has been responsibly forested means that the timber has been harvested with the species and area water quality in mind.

“Our goal is to create a greener future by practicing responsible forestry management programs on our company land as well as for individual forest landowners,” Gutchess Lumber President and Chairman Matthew Gutchess said. “This practice enables natural forest regeneration and creates climate change-resilient forests.”

***Unique finishes (think pops of color or light wash)***

2024 is the year of natural beauty and bold pops of dark color. If you like the natural appearance of wood, look for wood finishes that can bring warmth to your space, such as warm oak, maple or walnut. If you enjoy a more contemporary look, deep stains like charcoal, forest green, and dark blues can add a “pop” to your home. Chevron and herringbone patterns are also a must this year, to add unique touches to your wood projects. [Pinterest Business Trends](https://business.pinterest.com/pinterest-predicts/2024/kitschens/) reports that eclectic kitchen decor, for example, is up 50% in searches, and green kitchen paint is up 55%, and nothing pairs better with that than unique wood.

***Organic shapes and curves, especially in tables and doorways***

If 2024 has you craving peace and fluidity in your home, then you’re right on trend. Furniture that features graceful curves and organic shapes is in this year. But those same lines aren’t limited to furniture. Hallways and doorways are also experiencing this trend, so look for archways in windows and doors in your home design. In late 2023, [Future Marketing Insights](https://finance.yahoo.com/news/growing-consumers-interest-unique-personalized-003000689.html) reported on the booming home decor market, pointing to increased interest in custom upholstery, artful decor, and modular furniture, all with the potential to integrate beautiful wood.

**About Gutchess Lumber**

Gutchess Lumber is a 5th generation family and employee-owned organization that is committed to producing the finest quality of northern hardwood lumber across New York and Pennsylvania. Founded in 1904, the company has over 500 employee-owners and maintains high-quality lumber being a fully integrated producer of hardwood, from timberlands to sawmills to dry kilns. To learn more about Gutchess Lumber and their products, visit their website [here](https://www.gutchess.com/).

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