**News Release**

**Contact:**

INSERT CONTACT NAME  
INSERT CONTACT PHONE NUMBER  
INSERT CONTACT EMAIL

**The wood products consumers don’t think twice about using daily**

*[INSERT ORGANIZATION NAME] and Gutchess Lumber want to raise awareness of just how integral wood products are to our daily lives*

<CITY, STATE>, [DATE] – When you enter a home and you are stunned by the design, or the cozy feel, don’t forget to look down — those hardwood floors you are standing on likely account for much of the beauty and vibe. Solid table and chair sets, classic doors and door frames, and other elements of residential and commercial design have wood to credit for their look, strength, and durability.

[INSERT YOUR SPOKESPERSON’S QUOTE HERE]

These products aren’t all the same. In fact, they might be made of a wide variety of wood, with different designs and finishes. There’s weathered wood and sheathing plywood, sanded plywood and even untreated wood, which allows for designers to finish it how they please.

“Biophilic design is based on human’s need to connect with nature,” Gutchess Lumber Vice President Brain Conklin said. “Consumers interact with wood products daily, but likely don’t think twice about it. If they want to get the true benefits of biophilic design, they must make sure they are using real wood products and not substitutes.”

Why would a consumer care to notice the wood around them? Integrated wood into daily life has the benefit of bringing part of nature into the home or business, with its natural benefits such as carbon storage, and calming vibes through biophilic design.

Next time you are in a space that feels beautiful to you, look around — there’s likely wood decor or building aspects there too.

**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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