**News Release**

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**The secret manufacturing process from forest to store — how that beautiful table for hardwood floor came to be**

*[INSERT ORGANIZATION NAME] and Gutchess Lumber share the process most people don’t know about in manufacturing wood for consumer use.*

<CITY, STATE>, [DATE] – When consumers walk into their favorite home goods store from West Elm to Pottery Barn, they might notice a beautiful table or chair that grabs their attention, or the headboard to a bed made from a stunning piece of real wood. But few know the process of how it got from the forest to that store.

“Before working with Gutchess Lumber, I had no idea how wood products were made,” Co-founder of BEGOOD Agency and Gutchess Lumber public relations representative Mikayla Catoe said. “I was shocked to learn the process and how using real wood products can have a positive impact on the environment.”

The manufacturing process, celebrated in October’s “Manufacturing Month,” sheds light on the behind-the-scenes jobs, and the detailed work involved in bringing these products to market. By increasing awareness for consumers that these products don’t just appear, manufacturers gain respect and consumers can also potentially work further to protect both humans and resources integral to the process.

[INSERT YOUR SPOKESPERSON’S QUOTE HERE]

Here are the steps in the manufacturing process:

* Harvesting and logging
* Log grading and sorting
* Sawing and milling
* Drying
* Planing and surfacing
* Joinery and shaping
* Assembly
* Finishing
* Quality Control
* Package and Distribution

The next time you see a classic hardwood floor that makes a house feel so welcoming, think back on these steps to remember its origin.

**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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