



**Humboldt  
Redwood™**

NATURALLY STRONG, NATURALLY BEAUTIFUL

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## **Meet Humboldt Redwood at Dwell on Design LA**

June 6, 2016 (Scotia, CA) – Humboldt Redwood Company is pleased to announce that, for the first time, the company will exhibit its products at Dwell on Design. The booth display will offer attendees an opportunity to touch, feel, and see the quality of redwood lumber up close.

“America’s largest design event is the perfect home for Humboldt Redwood,” said Jessica Hewitt, Director of Marketing at Humboldt Redwood Company. “Redwood is the kind of design material that can be used by pros and consumers alike, and still deliver the same qualities that give redwood its excellent reputation.”

The three-day exhibition and conference, held June 24-26 this year at the Los Angeles Convention Center, features world-class speakers, product demonstrations, continuing education classes for design professionals, and seminars for design-seeking consumers.

At the Humboldt Redwood booth, located at D1-2 in the Outdoor section, visitors will experience the strength and durability of redwood, as well as its natural beauty and its sustainable qualities.

“Redwood is unique in that it serves as both a building product and a design element,” Hewitt said. “It is the most natural marriage of form and function you can find, which makes it a natural fit for any project that Dwell on Design attendees may be considering.”

One of the lightest, yet structurally strong, natural wood species found in North America, redwood can be used in a wide variety of designs. Redwood also has excellent strength and durability, shrinks and swells less than other woods, and is less likely to warp or split. Each piece of redwood lumber is naturally unique, with its own grain, color and texture.

### **About Humboldt Redwood**

*Humboldt Redwood Company, LLC (HRC) was created in 2008 from lands purchased in Humboldt County, California with the publicly declared mission to be good stewards of the forest and at the same time run a successful business. We have made significant progress in that regard:*

1. *Adopting policies to make HRCs forestlands FSC® certified;*
2. *Adding more than 500 million board feet of redwood and Douglas fir trees by lowering the rate of harvest;*
3. *Defining of old growth down to the level of an individual tree, along with implementation of a policy to protect all individual old growth trees across our property;*
4. *Elimination of traditional clear cutting from our property;*
5. *Long term investments to improve habitat for fish across the property by controlling or holding back over 434,324 cubic yards or 43,432 truckloads of sediment from the coastal streams flowing through our forest;*
6. *Upgrading of over 500 miles of roads including over 1,500 watercourse crossings;*
7. *Operating as an open and transparent business; including an open invitation to take interested individuals anywhere in the forest;*
8. *Completing a substantial rebuild of our Scotia sawmill, assuring that Humboldt County will have infrastructure in the processing of wood products for many years to come; and*
9. *Employing over 250 skilled employees in Humboldt County earning family-level wages and benefits.*

For more information, visit <http://www.getredwood.com/>

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