

**FOR IMMEDIATE RELEASE**

August 26, 2003

**Contacts:**

Kenan Block  
206-792-0418

Brad Kahn  
206-792-0407

**Major Retailer To Support Green Certification of Washington State Lands**

*Good environmental performance makes good business sense*

**Redmond, WA** – The business case for green certification of Washington state forests got a huge boost today with the announcement by the Pinchot Institute for Conservation that Lanoga Corporation, the 3<sup>rd</sup> largest supplier of lumber and building products to the professional residential builder in the US, will provide funding to assess 1.2 million acres of state forests. The forests will be assessed under two certification standards, the Forest Stewardship Council and the Sustainable Forestry Initiative.

“The bottom line for us is our belief that certification of Washington State forests will increase the marketability of wood produced here, in addition to achieving conservation goals,” said Paul Hylbert, CEO of Lanoga. “If they grow it, we can sell it to our customers around the United States who are also concerned about responsible forest management,” added Hylbert.

Certification of Washington’s state forests – a third-party assessment of how forests are managed in terms of environmental, social and economic criteria – would represent a major increase in the supply of certified wood in Washington state. Yet to date, an argument against certification has been that market demand does not warrant the extra effort. “This clearly shows that retailers want to offer certified wood products from well-managed forests to their customers,” noted Catherine Mater, Senior Fellow at the Pinchot Institute and lead for the Washington State Certification project. “Lanoga’s actions should end the debate about whether there is retailer demand for certified wood, demonstrating that good environmental performance can be good business,” she added.

“Now Washington State can take the lead by certifying its forests and doing what’s best for the environment and the economy,” said Becky Kelley, Director of Washington Environmental Council’s Sustainable State Forests Campaign, adding that, “we applaud Lanoga for its support.”

In 2002, Washington State sold 400 million board-feet of wood from the forests being assessed for certification. As demand for certified wood increases, due to actions like Lanoga's, as well as growth in the "Green Building" movement, the need for certified forests also grows.

Lanoga, based in Redmond, WA, has five divisions – United Building Centers, Spenard Builders Supply, Lumbermens, Home Lumber and Dixieline – with over 250 lumberyards and component manufacturing facilities operating across the Western and Midwestern United States. It expects to do almost \$2 billion in sales in 2003. Lumbermens, with headquarters in Olympia, WA and operations throughout the Pacific Northwest and Arizona, is a leader in supplying "green building materials" to contractors.

The Pinchot Institute for Conservation, a nonprofit forest policy organization based in Washington, DC, has secured private funding, which includes support from Lanoga and several private foundations, for the assessment of state forests. No state funds were used for the project. Pinchot will study how certification works on state trust lands and compare the two major certification programs in the U.S. and then provide their findings to forestland managers and others around the country.