

# WELLBORN CABINET, INC.®

*The Essence of Cabinetry*

GREEN



CHOICE

ENVIRONMENTAL COMMITMENT PROGRAM  
QUARTER IV UPDATE



Falling Water; Frank Lloyd Wright

*“Wood is universally beautiful to man, and the most humanly intimate of all [building] materials.”*

—FRANK LLOYD WRIGHT

## WOOD FACTS

**FACT #1:** Wood has been part of our culture throughout time, and for good reason. It is plentiful in North America, it adds beauty and warmth to our lives, we know to work with it—and it is the only major building material that is truly renewable. (Forest Products Association of Canada, [www.fpac.ca](http://www.fpac.ca))

**FACT #2:** Encouraging the use of wood products can act as a greener alternative to more fossil-fuel intensive materials. Substituting a cubic meter of wood for other construction materials (concrete, blocks or bricks) can result in the significant average savings of 0.75 to 1 tonne of CO<sub>2</sub>. (Forest Products Association of Canada, [www.fpac.ca](http://www.fpac.ca))

**FACT #3:** Wood products sequester more carbon dioxide than is emitted during harvesting, transportation and manufacturing, which means they actually have a negative greenhouse gas footprint. Every thousand square feet of oriented strand board represents a net greenhouse gas removal equal to almost two barrels of oil. (Forest Products Association of Canada, [www.fpac.ca](http://www.fpac.ca))



## TIPS FOR SELLING GREEN

The concepts of selling green are not new, said Gord Cooke, a trainer with Building Knowledge, and it's important to remember that the prime motivators for buying a home are not whether it's green but rather location, community, lifestyle and space.

### DEMONSTRATE YOUR PRODUCT

Transition into talking about what you offer based on the information you've already gained from your customer.

“Nobody likes to be sold, but everybody wants help in buying,” says Cooke. Become their advisor. “It's about listening and then finding what meets their needs. It's about educating so they can make informed decisions.”

Break down each offering in three ways: features (What is it? What are some facts about it?); advantages (What does it do? How does it work?); and benefits (What can it do for the homeowner? What problem does it solve?).

Other tips for making an effective presentation include:

- Use numbers and facts whenever possible. The buyers may not remember the actual number, but they'll remember that you did.

- Describe four to five features, about 45 to 90 seconds for each.
- Plan and practice presentations so they don't sound rehearsed.
- Let customers observe and touch the product. People only retain 15 percent of what they hear, but 90 percent of what they experience.

### ANSWER THEIR QUESTIONS

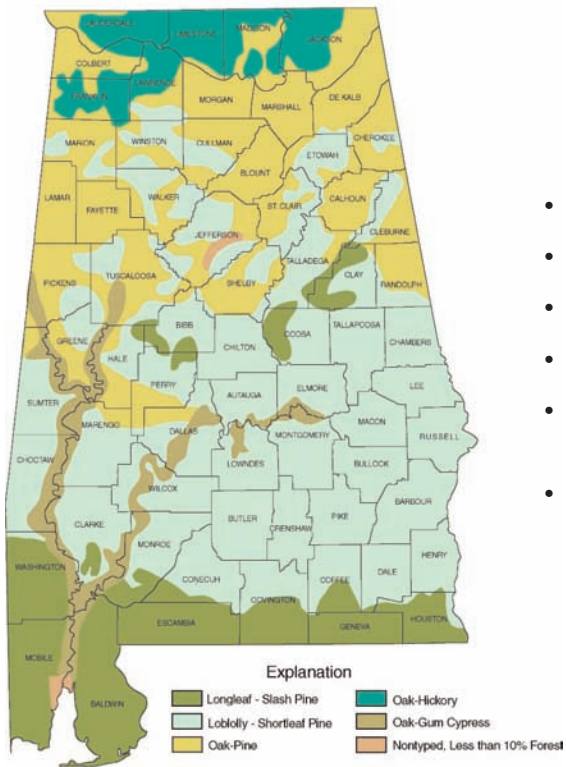
Objections are inevitable. Handle them with the following steps:

- Thank them for their question.
- Relax, including your body language, and ask them to clarify their concern, even if you've heard it a million times before. Sometimes, if they repeat it they may answer their own question.
- Provide an explanation.
- Offer proof.
- Encourage them to make a decision.

In order to move smoothly into the closing stage, salespeople must be well-versed in the product's green features. Role playing and on-site training are effective ways to familiarize staff with the ins and outs of each element. Manufacturers and trades can be helpful sources.

And remember, as Cooke said, overall, it's about “helping people make good decisions.”

(Tips for Selling Green, [www.ecohomemagazine.com](http://www.ecohomemagazine.com))



## ALABAMA FOREST FACTS

- Alabama's forests cover more than 22 million acres, or 67% of the total land
- Alabama currently has about 23 billion cubic feet of timber "in the bank"
- There are twice as many trees in Alabama today as there were 50 years ago
- For every tree harvested in Alabama, 5 are planted
- Alabama's forest are: 35% pine, 45% hardwood and 20% mixed pine and hardwood
- There are over 700 species of birds living in Alabama's forests

(Alabama Forestry Association, [www.AlabamaForests.org](http://www.AlabamaForests.org))

## WELLBORN EDUCATES LOCAL STUDENTS ABOUT TREES

The Hardwood Forest Foundation started its *Truth About Trees* program to teach children across North America that harvesting trees is not always harmful to the environment and explores the many items that have tree products in their makeup.

Wellborn's Environmental Manager Rusty Camp visited three local schools to present this program. Some facts he shared with the third grade classes in Clay County, Alabama, were:

- There is about twice as much saw timber now than there was in 1950.
- Every 7 seconds, 6 trees are planted
- How trees absorb carbon and give off oxygen
- How to count the rings on a tree to determine its age (Students get to use a sample to count.)
- The difference between hardwoods and softwoods (evergreens are soft vs. hardwoods which lose their leaves)
- Trees are renewable. Hardwoods naturally come back on their own.
- The reason it is okay to use the old, larger trees to build things—they can't take in any more carbon
- Students saw examples of:

Cedar  
Pine  
Oak  
Hickory  
Dogwood  
Sycamore  
Bass  
Cherry  
Sweet-gum

- Things that are made of trees: Paper, gum, glue, chocolate chips in cookies!



# WELLBORN'S ENVIRONMENTAL BELIEF STATEMENT

It is Wellborn Cabinet, Inc.'s corporate-wide goal to fully incorporate leading environmental practices, policies and standards throughout our enterprise — from our suppliers through final delivery to our customers. Our environmental responsibility has extended to include selecting, educating and embracing suppliers based on their commitment to similar environmental practices including sustainable or recycled raw materials as well as low emission products where applicable.

Wellborn endorses the industry-wide efforts and commitment of the KCMA organization and their development of their Environmental Stewardship Program Certification (ESP). The ESP program provides the only standards for manufacturers in the Kitchen & Bath cabinet industry that truly defines and measures the holistic environmental performance of a manufacturing enterprise — not just its end products.

The ESP program establishes a standard, measurable benchmark for environmental performance. This certification validates our performance to adhere to high standards for air quality, product resource management, process resource management, environmental stewardship and community relations. Wellborn, along with our affiliate operations, are fully certified under this program. In looking to the future, Wellborn has committed to recertify annually as the program adopts new industry standards and practices.

In addition to the ESP program, Wellborn will continually search for new technologies and processes to improve our high standards of environmental conformance for our products and operations. We will also continue to partner with our suppliers and industry associations in a joint effort to embrace the changes necessary to ensure that we all have a more healthy environmental future for our generation, as well as for our children and grandchildren.

Wellborn's demonstrated commitment to environmental stewardship offers our consumers the assurance that the cabinets they buy are the Green Choice for their family and the environment.

