

## True North Woods®

### Mission

To promote our branded members' products composed of native Minnesota wood species and bearing the True North Woods® certification brand.

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### Vision

The True North Woods® certification brand will be recognized and appreciated by discriminating and demanding customers worldwide. This vision is supported by our commitment to sustainable forestry, the unique traits of our northern wood species, the high quality of our wood and forest products, our skilled production capabilities, and our tradition of craftsmanship.

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### Goals

- Add value to our branded members' forest-based products
  - Expand our branded members' high-value customer base
  - Increase our branded members' sales and profits
  - Retain Minnesota forest-based businesses and jobs
  - To assist buyers and specifiers locate and purchase our branded member's products
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### Organization

True North Woods (TNW) is a joint marketing and branding venture that was organized in 2003 by forest-based Minnesota producers/manufacturers to add value to their products. One of the outcomes was the launching of the True North Woods® certification brand.

## The Value of the TNW Brand

### TNW Brand Users Enjoy

- ▶ True North Woods® Certification Branding
  - *Use of the brand on your sales materials*
  - *Use of the brand on your products composed of native Minnesota wood species*
  - *Promotion of your branded products*
- ▶ Cooperative Marketing Opportunities
  - *Premium listing on the True North Woods website for your business with contact information, business profile, photo gallery, searchable listing of the products and wood species you offer, and a link to your website*
  - *Online advertising with 400 to 500 daily visits to the True North Woods website*
  - *Matched sales leads with inquiries from individual buyers and consumers*
  - *Participation in shows and events*
  - *Publicity and public relation activities*
  - *Premium listing on the True North Local/Sustainable Supplier Consortium website*
- ▶ Support
  - *Workshops and on-line Webinars*
  - *Free membership in the Minnesota Wood Campaign Association*
  - *Marketing assistance*
  - *Update communications*

### Sign Up

- ▶ Use of the TNW Certification Brand Is Open To
  - *Forest-based primary and secondary producers/manufacturers, artisans and craftsmen, home-based businesses and artists, and wholesalers and retailers that support the missions of True North Woods and utilize Minnesota forest materials*
- ▶ Use the Attached Brand Use Application or
  - Visit [www.TrueNorthWoods.com](http://www.TrueNorthWoods.com) and download the TNW Brand Use Application
  - Call 1-651-223-5629 or email [Info@TrueNorthWoods.com](mailto:Info@TrueNorthWoods.com)

## The Value of Brand Marketing

### Target Markets for Promotions

- Twin Cities & Minnesota, Wisconsin, Illinois, Iowa, North Dakota, South Dakota, Montana, Wyoming, Colorado, California
  - Consumers, Architects, Interior Designers, Builders, Remodelers, Specifiers, Buyers
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### TNW Brand Promise

The True North Woods certification brand assures that the product you purchase is composed of materials harvested from the world-class forests of Minnesota and reflects the unique traits of our diverse and sustainably managed natural forests and our shared traditions of craftsmanship.

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### TNW Key Promotional Messages

- **Certified.** A product that meets the True North Woods certification requirements and qualifies as local material for LEED and other green credits
  - **Quality.** Made from unique, cold-forged woods by highly skilled artisans and craftsmen
  - **Green / Sustainable.** Produced from materials originating in sustainably managed and harvested natural forests
  - **Authentic Local Minnesota.** A product produced from authentic local Minnesota forest materials
  - **Best Fit.** For building, remodeling and construction projects; custom home furnishings and cabinetry; unique home décor and gift items; traditional products; and commercial and industrial products
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### Delivering Customers Through

- TNW. [www.TrueNorthWoods.com](http://www.TrueNorthWoods.com)
- True North Local/Sustainable Supplier Consortium. [www.TrueNorthLSSC.com](http://www.TrueNorthLSSC.com)
- True North FSC Certification Network. [www.TrueNorthCertified.com](http://www.TrueNorthCertified.com)
- Minnesota Wood Campaign [www.MinnesotaWoodCampaign.com](http://www.MinnesotaWoodCampaign.com)
- Publicity & Public Relations
- Online advertising, Shows & Events
- Sales Leads Matched to Your Products



## TNW Brand Use Application

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

County \_\_\_\_\_ MN Leg Dist \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Web \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Date \_\_\_\_\_

I support the TNW mission, want to participate as a TNW Branded Member, and request to use the TNW certification brand on sales materials and approved Minnesota forest-based products.

Sign up after June 30 at half the fee. Includes free basic membership in the Minnesota Wood Campaign Association.

### Projected TNW Branded Annual Sales ..... Fee

- <\$50,000 ..... \$100  
 \$50,000 to <\$100,000 ..... \$200  
 \$100,000 to <\$500,000 ..... \$300  
 \$500,000 to <\$1,000,000 ..... \$400  
 \$1,000,000 or more ..... \$500

### Payment Method:

- Check Enclosed to True North Woods  
 Send Invoice for 30 days, 60 days, 90 days

Please complete "Product Information" and return to:  
True North Woods  
26 E. Exchange, Suite 405  
St. Paul, MN 5510  
Fax 1-651-223-5629.

## Product Information

Final Products to be TNW Certified?

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Products Composed of >50% MN Forest Material?

- Yes  No

Practice/Support Sustainable Forestry?

- Yes  No If yes, how will you assure that forest materials are from sustainably managed forests?

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Primary Wood Species Used?

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Distribution Area

Local/MN \_\_\_\_\_% Midwest \_\_\_\_\_%  
National \_\_\_\_\_% International \_\_\_\_\_%

Certifications (FSC, etc.)

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Capabilities (equipment, experience, etc.)

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History / Background (founded, employees, etc.)

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Please send information on:

- FSC certification.  
 Local/Sustainable Supplier Consortium



True North Woods<sup>®</sup>  
Certification  
Brand

*Brand Use  
Application*



Tel 651-223-5629  
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