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Real Outdoor Living Program Offers Three Free Collateral Pieces to Lumber Dealers, Deck Builders

(Tyrone, GA) – Real Outdoor Living, a wood education program managed by the Southeastern Lumber Manufacturers Association (SLMA), recently introduced three collateral pieces designed to educate and inform lumber dealers and deck builders as to the benefits of choosing real pressure-treated wood for outdoor building projects. All three pieces are available in any quantity free of charge and may be ordered at www.realoutdoorliving.com under the “Lumber Retailers/Dealers” heading.

The three pieces feature a warm, natural graphic look with integrated information, facts and statistics. A smart tag/QR code on the back allows for easy reordering from a smart phone. The three pieces are:

Pocket Guide – Aimed at sales employees and deck builders, this pocket-sized piece with a hard cover fits easily into your pocket and unfolds into a larger, colorful, information source jam-packed with up-to-date information on pressure-treated wood. Sections include fact-or-fiction, installation tips from a well-known deck builder, an informative piece entitled “The Maintenance Myth,” environmental impact data and usage tips.

Rack Card – Designed for independent lumber dealers/deck builders and their consumer customers, the rack card is a traditionally sized piece designed to spark usage ideas for real wood.

Poster – This beautiful wall decoration reminds sales employees and customers alike that real wood is beautiful, durable, strong and the real environmental choice for outdoor building.

Real Outdoor Living, an education program managed by the Southeastern Lumber Manufacturers Association (SLMA), is dedicated to educating homeowners, deck builders and lumber dealers/retailers as to the benefits of choosing real, authentic wood for outdoor building projects. For more information, please visit us at www.realoutdoorliving.com, on Facebook at “Wood,” on YouTube at www.youtube.com/WoodItsReal and on twitter at @woodaholics.

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