



GIBBS & SOELL, INC.
PUBLIC RELATIONS

Tel: 212 697 2600
Fax: 212 697 2646

Chicago
Raleigh
Zurich

60 East 42nd Street
44th Floor
New York, NY 10165

www.gibbs-soell.com

UNIFIED HARDWOOD VISION PROJECT SELECTS GIBBS & SOELL AS COMMUNICATIONS PARTNER

Key Messages:

- Unified Hardwood Vision Project to support North American hardwood selects Gibbs & Soell
- Gibbs & Soell chosen to develop research-based hardwood branding campaign
- Expertise in hardwood-related industries key to selection

Washington, July 13, 2010 - Unified Hardwood Vision Project (UHVP) has selected **Gibbs & Soell (G&S)** as its public relations firm to develop an unprecedented hardwood branding campaign, targeting all elements of the hardwood industry.

The UHVP is an ad hoc coalition of hardwood company leaders from a cross section of hardwood industry sectors. The coalition was formed to evaluate current hardwood messaging and promotion and to develop and oversee a more effective program reflecting current market challenges and evolving consumer preferences. The UHVP is independent of any existing hardwood trade association.

G&S is the eighth largest independent PR agency in the United States and one of the nation's top agencies in the home furnishings category, both according to *O'Dwyer's* 2010 PR Agency Report. The firm specializes in targeting both professional and consumer audiences to raise awareness and promote new buying behaviors in the **building solutions** and **consumer lifestyle** markets.

According to Terry Brennan (Baillie Lumber), chairman of the UHVP, the final selection of G&S came after a several-month review of top level public relations firms. In the end, according to Brennan, "the expertise of G&S and unique understanding of our industry, including deep background in wood-related industries such as flooring and cabinetry," drove the final decision.

"It is a great privilege to partner with UHVP on its new hardwood branding campaign," stated Cos Mallozzi, CEO of Gibbs & Soell. "Our team of talented communications professionals is ready to leverage its extensive media, research and creative resources and expertise for this exciting initiative."

The project will begin immediately and include in-depth research and development of strategic hardwood branding for adoption throughout the industry. G&S, working with UHVP leaders, will employ traditional as well as digital and social media tactics aimed at measurable results in improving hardwood markets. The initial phase of the project, including research, brand identity and strategic planning, will be completed by year-end. The campaign launch is slated for January 1, 2011.

The Unified Hardwood Vision Project leadership includes Chairman Brennan; Nancy Arend (Weyerhaeuser); Victor Barringer (Coastal Lumber), Chuck Bice (Sweeney Hardwoods) ; Don Finkell (Shaw Floors); Orn Gudmundsson Jr. (Northland) ; Pem Jenkins (Turn Bull); Jack Shannon (J.T. Shannon); and Todd Vogelsinger (Columbia Forest Products). Grace Terpstra of Terpstra Associates is Project Manager.

Gibbs & Soell provides **communications expertise** to top-tier corporations, organizations and brands in advanced manufacturing and energy, agribusiness and food, consumer lifestyle and building solutions, greentech and sustainability, professional services, and technology and general science. The firm's **portfolio of services** includes corporate communications, marketing communications, event marketing, digital and social media, leadership positioning, employee communications, communications training, and communications research and evaluation.

About Gibbs & Soell:

Founded in 1971, Gibbs & Soell is the eighth largest **independent public relations agency** in the United States (*O'Dwyer's* 2010 PR Agency Report). **Headquartered in New York City**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

CONTACT: Mary C. Buhay
Gibbs & Soell Public Relations
(212) 697-2600
mbuhay@gibbs-soell.com

###