



CLIENT:

## Zena Forest Products

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Zena engaged A.wordsmith to implement a strategic communications campaign that included brand messaging development, website redesign and earned media engagement.

### Client Description

Founded in 1987, Zena Forest Products is an Oregon-based multigenerational family business that restores and stewards resilient locally sourced hardwood products for large-scale residential and material-conscious commercial spaces. Through regenerative and restorative forestry, Zena Forest Products carefully manages an ecologically sustainable and economically viable operation – from the beginning stages of native seedling plantation to producing beautiful hardwood flooring.

### Project Description

In preparation for Zena Forest Products' new high-performance hardwood flooring launch at the Portland International Airport, the company engaged A.wordsmith to implement a strategic communications campaign. This included brand messaging development, website redesign and earned media engagement. The program was designed to elevate awareness of Zena's locally grown and sustainably led operation; clearly articulate the company's purpose, differentiation and impact; and promote sales of its new edge-grain flooring product to residential and commercial audiences.

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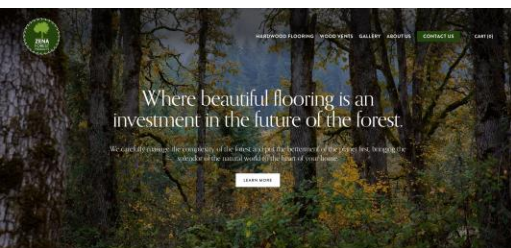
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Key Results:

A.wordsmith designed and launched a beautiful new website for Zena Forest Products. The new site does a compelling job of showing and telling Zena’s incredible story through the use of imagery and language gleaned through the brand messaging work. Feature coverage showcasing Zena’s story and impact in the Portland International Airport project was secured in local and trade publications.

- [Portland Tribune](#): Portland International Airport Terminal is Transforming Zena Forest Products Fortunes and Maybe Much More
- [Wood Floor Business](#): Zena Forest Products Launches Edge Grain Flooring
- [KOIN TV](#): Kohr Explores: Locally Sourced Floor Comes to PDX
- [Oregon Business](#): On Solid Ground



Locally grown, sustainably led and future-focused stewards of high-performance flooring

At Zena Forest Products, we're fueled by a deep commitment to ensure Pacific Northwest forests and bring the exquisite beauty of the forest to your floor. We put our hearts in native hardwood products by harvesting wood that elevates your home and protects the environment. We're nurturing legacy trees and planting new seedlings today to pave the way for a stronger, more resilient tomorrow.



A multigenerational family legacy rooted in sustainable forestry



In an effort to utilize more of the tree, we created a new look based on traditional European styles of flooring. The dynamic floor consists of 7 1/2" wide hardwood strips that are composed of 10" wide individual strips and feature a distinctive overhang - housing a total 10" wide strip. For the most comfortable and light as the floorboard can be made easily - this enables optimal stability and prevents gapping issues.

Made from 100% locally sourced and milled materials, this product is perfect for your next LEED project. While the flooring itself has an expected lifespan of over 100 years ago, we strive to protect the EdgeGrain™ in the U.S. as our own "family" hardwood option that takes the waste left behind when manufacturing other styles of hardwood flooring.

Details and Specifications

Property Owner's Question

Contact us today to bring the beauty of the forest to your floor.

[CONTACT US](#)

The Deumling Family

From left to right: Rhonda, Claire, Isabel, Erik, Ben, Emily, Alex, Sarah, Ella, Brian, Katherine



The Zena Team



Smith  
Vice President and Director of the Forest

Ben  
President, Owner and Founder of Big Bear

Maratin  
Member of the Board

