



CASE STUDY: WURTH WOOD GROUP

WURTH WOOD GROUP TO REACH ARCHITECTS AND PROJECT MANAGERS THROUGH GREEN WIZARD

Wurth Wood Group Adopts GreenWizard® to Display Lumber, Surfacing Products, and Specialty Finishes to LEED-Focused Customers

From lumber and plywood, to surfacing products, tools, finishes, and specialty hardware, Wurth Wood Group is widely recognized as a leader in offering a full line of products to the custom-cabinet sector. They have an equally strong reputation for serving manufacturers of furniture, store fixture, and millwork.

“We serve both commercial and residential cabinet makers and woodworkers from Baltimore to Florida” explained Scott Armstrong, Wurth Wood Group’s Green Products Manager. “No matter what we are marketing or providing, we are a company that is supremely focused on our customers’ needs. We have a well-earned reputation for fulfilling their requirements, whether it is for LEED-compliant products, FSC wood, or wood and specialty products of any kind. At Wurth Wood, we see our role as a consulting supplier in partnership with our professional customers.”

Recently, Wurth Wood Group took steps to list their products within GreenWizard, which is the largest collection of green building product data for intelligent material selection. Thousands of members of the AEC community access GreenWizard’s database and workflow tools to spec their projects and even procure materials. Today, with GreenWizard’s WORKflow Pro software, the Company has quickly established itself in the elite ranks of online green-product search and specification tools. Users of GreenWizard in the design and construction communities can search, compare, purchase, and obtain LEED documentation capabilities, all through GreenWizard’s Software as a Service model. (Additionally, GreenWizard’s MARKET Pro software is the only data-driven direct marketing solution that brings green building products face to face with decision makers when they actively engage in projects.)



ABOUT WURTH WOOD GROUP

It all started in 1983 in Charlotte, North Carolina as a clear vision for serving custom cabinet builders, commercial fixture and millwork companies. With well-defined goals, hard work and honest, dependable service, Charlotte Hardwood Center began to grow. Adding 12 more locations in 7 states over the next 25 years, the company, under the umbrella name The Hardwood Group, became the premier lumber and woodworking distributor in the Southeast.

In 1999, The Würth Group of Künzelsau, Germany purchased The Hardwood Group, giving their customers access to an even wider variety of services, cost efficiencies and new products such as the Würth line of products that are recognized throughout the world as innovative and of the highest quality.

In the summer of 2006, The Hardwood Group formally changed the name of all its branches to Wurth Wood Group. Known by their customers as the distributor who “works hard for us,” Wurth Wood Group is passionate about their customers and focused on making them more successful. Not only do Wurth Wood Group customers get to take advantage of a well-trained, knowledgeable sales team, efficient operations, and the broadest product range in the industry, additional support comes from Finishing Specialists, Würth Product Specialists, Architectural Products Specialists, “Green” Building Products Specialists, and other highly trained personnel that are readily available for on-site training and consultation.

From lumber and plywood, to surfacing products, tools, finishes, and specialty hardware, Wurth Wood Group continues to lead the way in offering custom cabinet shops, furniture, store fixture, millwork, and casework manufacturers the highest quality materials, brands and product range available.

Learn more: www.wurthwoodgroup.com/Company.aspx

"With GreenWizard, we see an opportunity to directly reach the architects and project managers who are specifying green and LEED projects. With entrance into this green AEC community, we know we are getting in front of active projects, and Wurth Wood Group is in a unique position to fulfill those jobs," explained Scott Armstrong.

"In terms of marketing our products, we work so closely with our customers that they are well-aware of the latest green products we carry. In fact, we have quite a few documents that call out the LEED credit eligibility for the lines we carry," said Armstrong. "But now, with GreenWizard, we see a chance to expand awareness of our company with the greenest practitioners out there today."

"As the world of green building has gotten more regulated and 'points-driven,'" Armstrong explained, "we are seeing more architects, designers, and even some GCs who are dependent on our expertise as a distributor. We are happy to offer that expertise, and GreenWizard is another way for us to reach a customer base where we can be of service. This reliance on outside expertise has really been evident with the lean staffing we've seen with the economy recently. Now, when architects, designers, or general contractors spec our products, or tap into GreenWizard's platform to procure our items for their jobs, everyone wins, and we can further bolster our reputation for service."

With nearly 1,000 manufacturers and hundreds of AEC firms actively accessing the GreenWizard database – either to list products or to research product attributes and their LEED point contributions – GreenWizard is currently being accessed by green professionals responsible for hundreds of millions of dollars in deal value. Today, GreenWizard is already the standard tool for online LEED and green-product research, a reputation that will only grow as its database expands. A spot-check in mid-October 2010 showed that there are currently more than 23,000 products in the GreenWizard database, all searchable by a variety of product attributes and third-party certifications.

About GreenWizard

GreenWizard, Inc, is a technology company dedicated to empowering architects, engineers, and contractors to build greener structures for less money in less time. The Company offers the only web-based software platform that allows users to analyze and select green building materials based on a wide array of preferences and inputs, ultimately reducing the time and money spent in the procurement process. The Company employs a Service Oriented Architecture (SOA) software model delivered over the Internet for its process automation tool, communication center, business analytics, and interactive marketplace. The platform allows project participants to efficiently navigate the most comprehensive and up-to-date database of green building products, utilizing the most advanced analytical tools and information available in the market. The Charleston, SC-based company was founded in 2008. More info: www.GreenWizard.com.