

**Media Release**

**June 2017**

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**The American Hardwood Export Council Collaborate with Adam Goodrum and NAU to  
create Bilgola Limited Edition in American cherry and tulipwood**

*Made in Australia and launched at Denfair on 8<sup>th</sup> June in Melbourne, the range proves the sound environmental credentials of good design combined with American hardwoods.*



*Armchair and screen in American cherry. Credit: Damon Wilder*

The Bilgola range itself is inspired by the modernist architecture found on Sydney's Northern Beaches. Launched at ICFF in New York in May, Adam Goodrum extended the range through the creation of the Limited Edition in two new American hardwood species, cherry and tulipwood.

Goodrum says of the Limited Edition *"I was thrilled to be given the opportunity to have a limited edition version of the Bilgola collection. The collection is primarily about timber, so what better way than to realise the pieces in other beautiful species. The range is constructed of refined elements requiring timber with great strength. Both the cherry and tulipwood have performed beautifully and have added a new look to the standard collection"*.



*Armchairs and coffee table in American tulipwood. Credit: Damon Wilder*

Manufactured in Australia by Evostyle, the range has been subjected to a full environmental life cycle assessment (LCA) to prove its true environmental impact. LCA is a means of analysing and capturing all elements of the timber production process. This shows that the carbon stored in the cherry and tulipwood used in all 5 Bilgola Limited Edition designs exceeds all the carbon emissions associated with extraction, processing and transport. On arrival at the factory door in Sydney's north-west, the timber used was still carbon negative. An extraordinary thought given its long journey to Australian shores. During the manufacturing process, Evostyle painstakingly recorded all energy used by each machine involved and meticulously measured and monitored all waste. This data allowed an independent assessor to establish the carbon footprint of the timber in the finished range to be just over 65kg of CO<sub>2</sub> equivalent. That's about the same as a single 350km journey in an average Australian car.

The timber not only has a minimal carbon footprint but is also truly sustainable. The American hardwood forest, which occupies about 120 million hectares of the United States, has been well managed by successive generations of private landowners. Trees are selectively harvested and replaced through natural regeneration. The timber grows more rapidly than it is extracted and the forest increases by 401 hectares each year – the equivalent of a soccer pitch every minute.

Rod Wiles, Director of AHEC for Oceania says of the collaboration *"It's been fantastic to work with both Adam and Evostyle and of course Cult who have launched Bilgola as part of their new brand NAU. We all have a duty to scrutinise the environmental impact of what we*

*do and Adam's enthusiasm and commitment to using American species and creating designs that have a minimal environmental impact is very exciting."*

Bilgola for NAU is available at Cult showrooms nationwide.

**-ENDS-**

Link to images:

<https://www.dropbox.com/sh/pohd8chx7wofom9/AABJodHNWS6UwgPmPoOC7bYta?dl=0>

***Notes for Editors:***

*American Hardwood Export Council (AHEC)*

AHEC is the leading international trade association for the U.S. hardwood industry, representing the committed exporters among American hardwood companies and all the major U.S. hardwood product trade associations. For over 25 years, AHEC has been at the forefront of international wood promotion, successfully building a distinctive and creative brand for American hardwoods. AHEC's support for creative design projects demonstrates the performance and aesthetic potential of these sustainable materials.

AHEC produces a full range of technical publications which are available by visiting

<http://www.americanhardwood.org>

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*For more information on American tulipwood*

<http://www.americanhardwood.org/american-hardwood/american-tulipwood>

*For more information on American cherry*

<http://www.americanhardwood.org/american-hardwood/american-cherry>

*For more information about Adam Goodrum*

<http://adamgoodrum.com>

*For more information about Evostyle*

<http://evostyle.com.au>

*For more information about Environmental Lifecycle analysis visit*

<http://www.americanhardwood.org/environmental-profile>