



BINGAMAN & AUTHENTICITY *April 28th, 2021*

Driven and heavily promoted by the United Nations, a host of countries have recently announced major commitments to significantly cut their carbon emissions, promising to reach “net zero” in the coming years. While “net zero” has quickly become a global rallying cry to reduce the world’s reliance on fossil fuels, it has also led to a movement among consumers nearly everywhere to actively seek out, support, and use products that are both natural and sustainable. This shift in demand for more sustainable products is materializing, particularly as it relates to the American Hardwoods industry, as a desire for authenticity in the homes we live in and the properties we develop.

The use of hardwood in homes, commercial properties, and building products gives consumers the authenticity they are seeking, without even having to try. Hardwood is by far the most beautiful building product out there, the one that other imitation products strive to be. It is also sustainable and natural, so it’s no wonder with all of these attributes that homeowners, renovators, builders, designers, and architects are looking to companies like Bingaman & Son Lumber to provide truly authentic experiences and products in their homes and designs.



But authenticity is found in more than just the real American hardwood lumber products that Bingaman manufactures. It is embedded in something far more lasting and precious than the beautiful stratification and wood grains of oak, cherry, hickory, etc. Authenticity is experienced every day in the trust customers have in Bingaman’s products and services. It’s not cliché to suggest that customers truly value the quality of the Bingaman products they order, because they trust those products to be delivered consistently on-spec and to the exact customizations they have requested. Bingaman customers have come to know and trust that expert advice is merely a phone call, email, or even text away, and that they can expect a fast turn-around with decisive, actionable information. Finally, authenticity can be found in the many relationships enjoyed between Bingaman and its customers, most having been formed over years of mutual respect and loyalty, and yet with every new customer, Bingaman sees an opportunity to foster and develop another valued friendship.