

At Larson-Juhl's manufacturing facility in Ashland, Wisconsin, our commitment to environmental responsibility is always top of mind. We know that every decision we make today, from purchasing lumber to exploring new technology, is important to having a healthy planet for tomorrow.



Responsible Lumber Management

The Ashland facility manufactures and distributes a broad range of picture frame mouldings for Larson-Juhl. We purchase raw lumber from several sources in order to meet a variety of design and production needs. As a facility, we strive to use North American vendors, each of whom comply with all federal, state and local harvesting guidelines. Over 70% of the frame mouldings produced in Ashland are made from woods such as Ash, Cherry, Hard Maple, Oak, or Walnut. Not only do these woods create beautiful mouldings, they are also very sustainable.



Reuse, Recycle

We are dedicated to researching the best technology for our processes and strive to optimize our efficiencies in using the lumber. For the excess wood we do have, we work within our community to reuse and recycle it after production. Our wood shavings are collected and picked up by a distributor who takes them to local farms to be used as bedding for animals. Larger pieces are sent to a local paper mill and power plant to be used in generating steam energy for electricity and heat. We are proud to say that we do not send any processed wood waste to landfills.



Clean Air

Our facility successfully maintains air quality that meets state and federal guidelines, both within the facility and in external emissions. We strive to research new technologies in coatings that create beautiful, rich finishes while not causing harm to our environment. Our team is pleased to have won the "Prevention, Environment and Prosperity Award" presented by the Wisconsin Department of Natural Resources for our accomplishments in waste reduction related to our finishing operations. In addition, we have invested in state-of-the-art equipment, including a thermal oxidizer, to further show our commitment to environmental responsibility related to emissions.



It's a Team Effort

The team members at the Ashland facility take our environmental responsibility beyond production. We continually look for ways to reuse, and recycle – all cardboard waste is taken to a local recycling company, and we also look for ways to reuse matboard remnants. Whether it's production or packaging, the Ashland team is committed to keeping our air, land and water clean for future generations.

Planting Trees

Larson-Juhl is proud to have partnered with American Forests to establish the Larson-Juhl Global ReLeaf Forest Foundation. This foundation assists with forest restoration and establishment in the United States and around the world. Over a half million trees have been planted through the foundation.

