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Larson-Juhl Celebrates Made in America with Ashland Factory

This month at Larson-Juhl, we're celebrating our roots by shining a spotlight on our American factory, located in Ashland, Wisconsin!

Since the late 1800's, we've been the leading resource for framers across the country and around the world. We're proud of our Ashland facility as it continues to raise the bar for innovation, sustainability and artisanship. Here's a quick profile on Ashland, in case you didn't know!

History

Ashland is a small community on Lake Superior. The facility began operating in 1958 and was opened by Roger Larson, who founded Larson Picture Frame. Larson-Juhl is among a handful of manufacturers in the region and employs 52 people, many of whom have been with the company for most of their career!

Products and Sustainability

Over 70% of the frame mouldings produced in Ashland are made from American hardwoods such as *Ash*, *Cherry*, *Hard Maple*, *Oak* or *Walnut*. The Ashland facility strives to use North American vendors that have excellent harvesting programs that comply with all federal, state and local guidelines. The facility utilizes an advanced high-speed moulder to ensure closer cuts and less waste. Ashland's recycling programs ensure excess lumber has a second life. Wood shavings are distributed to local farmers who use them in bedding for animals. Larger pieces are sent to a local paper mill and power plant to help generate steam energy for electricity and heat.

Uniquely Custom

Ashland also features an in-house finishing department. From simple seals to 21-step patinas, the Ashland team can do it all and turn around custom samples in as little as 3 days! Most recently, our Cumberland collection originated from Ashland and the Product team is excited to continue to bring you collections Handcrafted in Ashland!

Shop our Cumberland collection [here](#) and view all of our Handcrafted in Ashland products [here](#).