



**Innovation shaping
the future.**

2023 LOOKBOOK



Introduction

Innovation shaping the future.

Woodworking Manufacturing Month is a celebration of innovation in the woodworking industry. Held in October, the Month features events, product specials and promotions from the industry's most innovative companies. The goal is to showcase product and technology advances for customers and to attract a new generation to industry career opportunities. At its core, the Month is a celebration of woodworking business vitality, product development and thought leadership in all industry sectors.



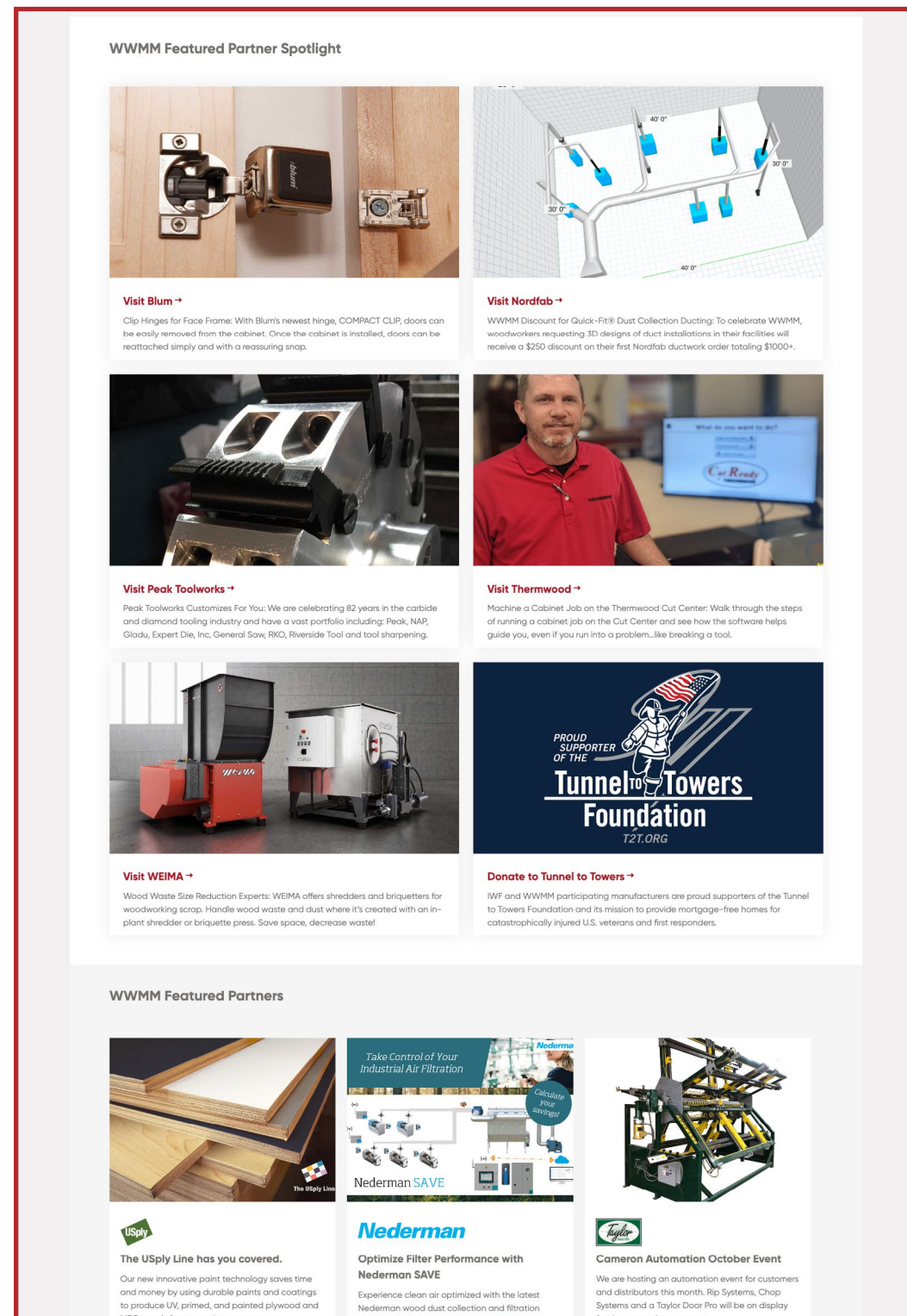
Introduction



Woodworking Manufacturing Month was created by the Woodworking Machinery Industry Association (WMIA) and Wood Machinery Manufacturers of America (WMMA) and is developed and produced by IWF.



Online Presence: IWF Home Page



- **WWMM "takeover" on IWF home page**
 - All WWMM ads appear on the IWF home page for the month of October
- **WWMM Featured Partner Spotlights**
 - Select participant ads are posted at the top of the page for a few days each during October. All participants are spotlighted. They are notified in advance regarding which days they will be spotlighted.
- **WWMM Featured Partners**
 - All participant ads appear below the spotlight ads for the entire month.

[View WWMM 2023 Webpage](#)



Advertising to Promote WWMM

Running August–October; monthly design/content refresh



New products.
New technologies.
New solutions.

INNOVATION SHAPING
THE FUTURE.

LEARN MORE



New products. New technologies.
New solutions.

Innovation shaping the future.
WOODWORKING MANUFACTURING MONTH, OCTOBER 1–31

LEARN MORE



New products. New technologies. New solutions.

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New products. New technologies.
New solutions.

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THE FUTURE.

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Woodworking Manufacturing Month

INNOVATION SHAPING THE FUTURE.



Emails to Promote WWMM

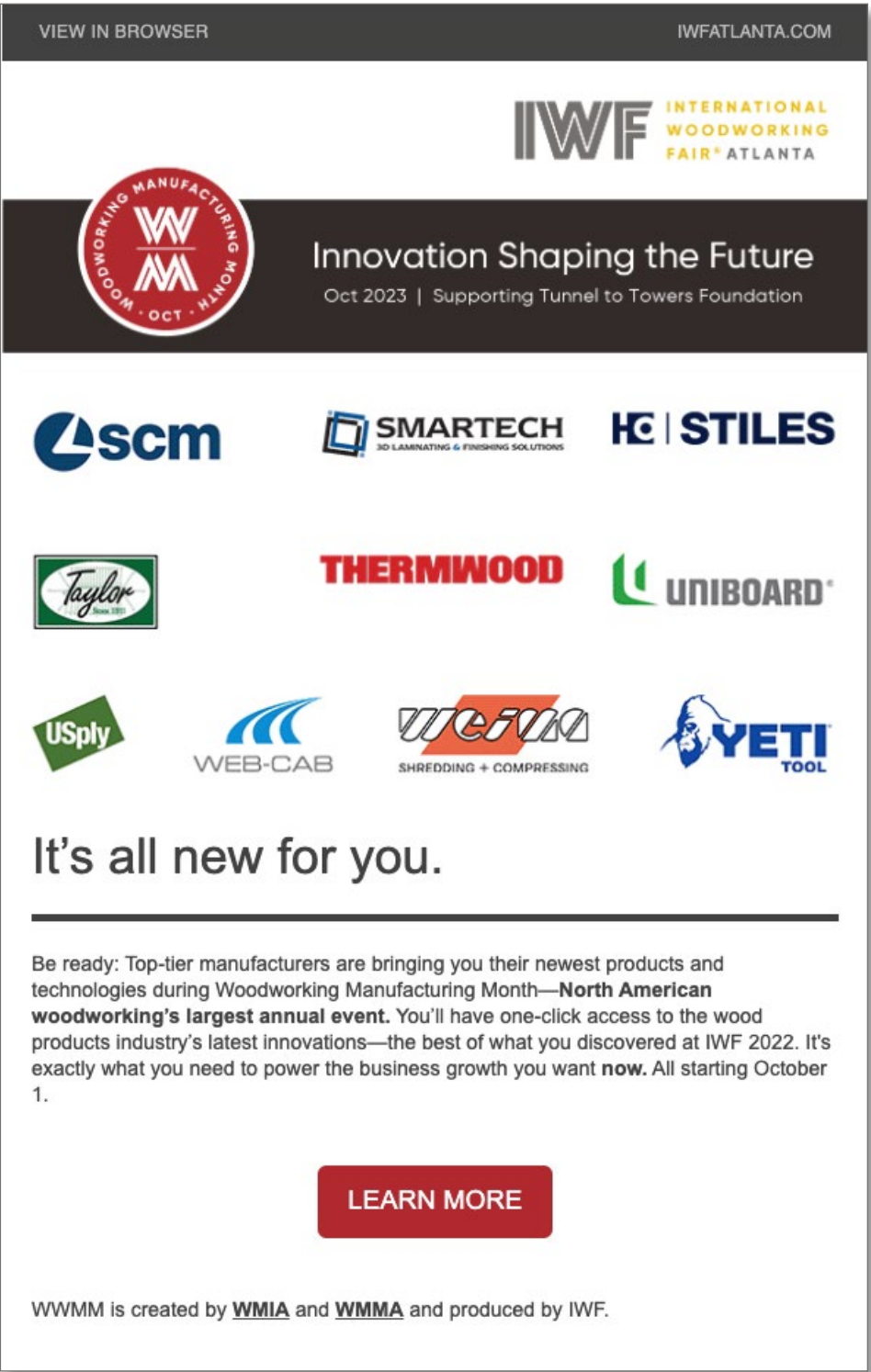


- 6 emails to exhibitors only
- 11 emails to attendees & exhibitors
- 3 emails to industry media
- Articles in 7 editions of IWF Network News, released to all audiences

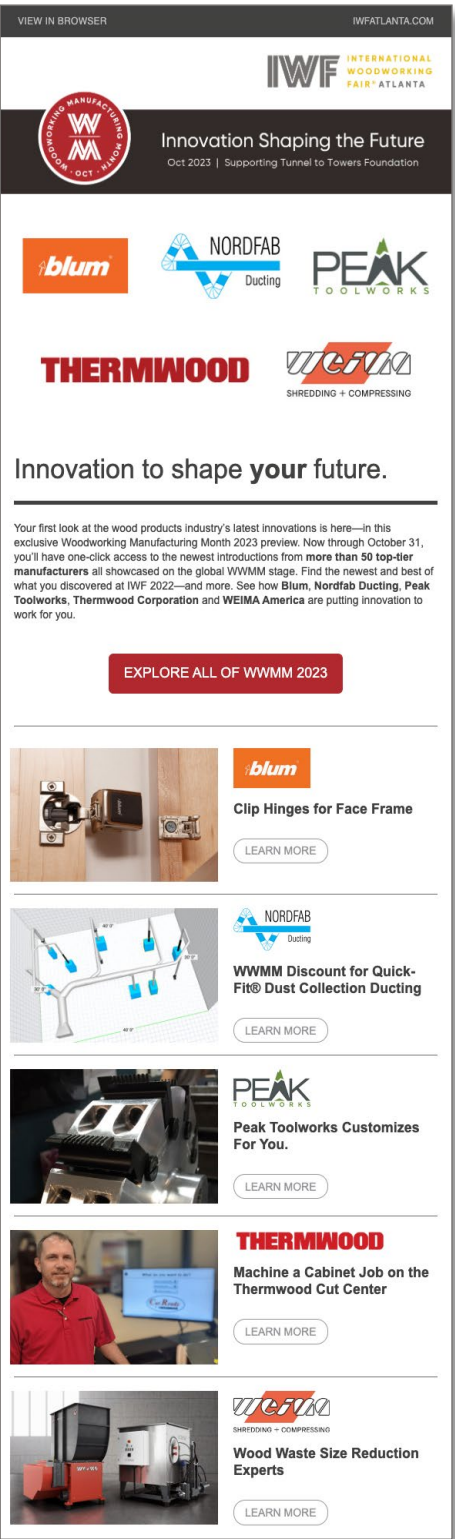
8.29 email to attendees & exhibitors



Emails to Promote WWMM



9.19 email to attendees & exhibitors




9.28 email to attendees & exhibitors



Emails to Promote WWMM


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INNOVATION SHAPING THE FUTURE


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INTERNATIONAL WOODWORKING FAIR ATLANTA




ALLMOXY




Fagus GreCon



Nederman



PENNSYLVANIA HARDWOOD STANDS FOR QUALITY




WMIA

WOODWORKING MACHINERY INDUSTRY ASSOCIATION

The new you need now is here.

All the new products, technologies and solutions you need to keep your business strong and growing spring from one source: innovation. Across the wood products industry, innovation harnesses the power of big ideas to help you and tens of thousands of businesses like yours get things done smarter, faster and better. Allmoxy, Fagus GreCon, Nederman, Pennsylvania Hardwoods Development Council and the Woodworking Machinery Industry Association are helping lead the woodworking industry innovation mission. And all that means even more new for you.

EXPLORE ALL OF WWMM 2023




SELL ONLINE
AUTOMATE
YOUR OFFICE

ALLMOXY

Increase sales and streamline workflows!

LEARN MORE




PREVENTION IS ALWAYS THE BETTER OPTION!

Fagus GreCon

Leader in Spark Detection Systems

LEARN MORE




Take Control of Your Industrial Air Filtration

Nederman

Optimize Filter Performance with Nederman SAVE

LEARN MORE




PENNSYLVANIA HARDWOOD STANDS FOR QUALITY

Pennsylvania Hardwood

Standards for Quality!

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WOODWORKING MACHINERY INDUSTRY ASSOCIATION

WMIA


Fostering Connections throughout the Industry

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10.2 email to attendees & exhibitors


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INNOVATION SHAPING THE FUTURE

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INTERNATIONAL WOODWORKING FAIR ATLANTA

How to own your future.


For wood products businesses everywhere, innovation shapes the future. For your business, the hundreds of new products and technologies produced by the woodworking industry's top manufacturers and service providers are ready to discover—and primed to help you grow now and into the future. Benz, Cefla North America, Freud America, Itaipresse USA, Smartech International and the Wood Machinery Manufacturers of America are putting the power of Innovation to work for you.

EXPLORE ALL OF WWMM 2023



Take Your CNC to New Heights

LEARN MORE




Cefla

Making Your Life Better.

Cefla Investing in the Next Generation


LEARN MORE



freud.

Precisely the Best.


LEARN MORE



ITALPRESSE

Technologies and Solutions for Woodworking

LEARN MORE




SMARTTECH

3D LAMINATING & FINISHING SOLUTIONS

Expertise You Can Depend On!

LEARN MORE



WMMA

WOOD MACHINERY MANUFACTURERS OF AMERICA


The Gateway to American Technology

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10.5 email to attendees & exhibitors


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INNOVATION SHAPING THE FUTURE

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INTERNATIONAL WOODWORKING FAIR ATLANTA

Innovation at work for your business.

Top-tier manufacturers producing woodworking's newest products and technologies all understand one thing: Innovation powers the future. GEW, Mereen-Johnson and Safety Speed Manufacturing are leveraging the power of innovation to help keep your business strong today—and ready for the future.

EXPLORE ALL OF WWMM 2023




GEW

...engineering UV

UV Systems for Coating Lines


LEARN MORE



MEREEN-JOHNSON

Leading Technology – Lasting Performance

LEARN MORE



SAFETY SPEED

Heavy Duty Pocket Hole Machine

LEARN MORE


10.9 email to attendees & exhibitors



Emails to Promote WWMM

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IWF

INTERNATIONAL WOODWORKING FAIR ATLANTA


Innovation Shaping the Future

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What's next comes now.


The best way to plan business growth is to create it. How? By harnessing the power of woodworking's newest products, technologies and business solutions from the industry's top manufacturers. AikenControls, Castaly Machine, Ferwood, Panel Processing and Stiles Machinery are prime sources for everything new and next in woodworking.

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AikenControls Woodworking Manufacturing Month 2023

LEARN MORE




Long-standing Woodworking Excellence: Castaly Machine

LEARN MORE




Ferwood: Experts In Used Machinery

LEARN MORE



New Matte Texture for TFL from Panel Processing

LEARN MORE




Maximize Your CNC Capabilities with Stiles

LEARN MORE

10.12 email to attendees & exhibitors

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INTERNATIONAL WOODWORKING FAIR ATLANTA


Innovation Shaping the Future

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All the new starts right here.


Woodworking's newest products, technologies and business solutions all start with innovation—shaped by the vision of top-tier manufacturers in constant pursuit of what's next. To discover what's next for your business, see how Arkopa, Cyncly, Diversified Equipment and Supply, FGV, Krautberger and PantoRouter are working hard to help invent your future.

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View life from a different Profile!

LEARN MORE




Cyncly makes every step amazing.

LEARN MORE




Short Staffed? Automate with CNC!

LEARN MORE




New Single Wall Steel Drawer

LEARN MORE



New Innovative Air-Assisted Airless Spraygun

LEARN MORE




Precision Joinery & Woodworking Made Easy

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10.16 email to attendees & exhibitors

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INTERNATIONAL WOODWORKING FAIR ATLANTA


Innovation Shaping the Future

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Here's what your business needs now.


The newest technologies, products, services and solutions from 50+ top wood products manufacturers are ready to see and source. Kraft Group, NuTek Machinery and Taylor / Cameron / JLT are all about innovation—all to help grow your sales and build your business future—starting now.

EXPLORE ALL OF WWMM 2023




More than just machines!

LEARN MORE



Elevate Your Efficiency And Quality

LEARN MORE



Automate your Solid Wood Processing

LEARN MORE


10.19 email to attendees & exhibitors



Emails to Promote WWMM

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Innovation Shaping the Future

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Know what's next for your business.

Woodworking industry manufacturers are always in the hunt for what's next—which guarantees a steady stream of the newest products and technologies for your business. With all that innovation, you get what's next now. The newest innovations from **Blind Stapler**, **Blue Advanced Machinery**, **Hunter Precision Tool**, **Messersmith Biomass Boiler Systems** and **USply** are right here.


EXPLORE ALL OF WWMM 2023



BLIND STAPLER

The fastest way to attach face frames.

LEARN MORE




BLUE

ADVANCED MACHINERY

Discover what you can build.

LEARN MORE




HUNTER

PRECISION TOOL

Experience Fuels Excellence


LEARN MORE



MESSERSMITH

Messersmith Biomass Boiler Systems

LEARN MORE



USply


The USply Line has you covered.

LEARN MORE

10.23 email to attendees & exhibitors

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INTERNATIONAL
WOODWORKING
FAIR® ATLANTA


Innovation Shaping the Future

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You know it when you see it.

In the woodworking industry, innovation is easy to spot. Just check out the hundreds of new products, technologies and business solutions built to help you work smarter—and grow your business faster. **Cresswood**, **SCM**, **Taylor / Cameron / JLT**, **PantoRouter** and **Diversified Equipment and Supply** are here to help turn innovation into sales for your business.

EXPLORE ALL OF WWMM 2023




CRESSWOOD

SHREDDING MACHINERY

World-Class Grinders and Shredders

LEARN MORE



REGISTER AT SCMWOOD.COM


OFFSITE BUILDING COMPONENT DEMO DAYS
OCT 12 & 13
CARSON, GA

BUILDING A BETTER FUTURE
WITH SCMWOOD.COM

scm

The Industry's First-Ever Building Demonstrations


LEARN MORE



Taylor

Automate your Solid Wood Processing


LEARN MORE



PantoRouter

Precision Joinery & Woodworking Made Easy

LEARN MORE



DES DIVERSIFIED

EQUIPMENT AND SUPPLY


Short Staffed? Automate with CNC!

LEARN MORE

10.26 email to attendees & exhibitors




Participant Resources on the IWF Website



Toolkit for Woodworking Manufacturing Month 2023

Woodworking Manufacturing Month celebrates that unstoppable force driving woodworking industry growth from its beginning: **Innovation shaping the future.**

Thank you for supporting Woodworking Manufacturing Month 2023. You'll find everything you need to participate in the WWMM celebration in the Participation Setup Checklist and information links below.



Get Started – Participation Set-up

Woodworking Manufacturing Month provides many opportunities, tools, and resources to help promote your business as a wood products industry innovator. Use the following Participation Set-up steps as a guide to ensure success in your participation in Woodworking Manufacturing Month 2023.

- **IMPORTANT: SEND IN YOUR ASSETS BY SEPTEMBER 15:**
Email the following assets to exhibitorservices@iwfatlanta.com, for us to promote you on the WWMM section of our website:
 - An image representing your promotion or company: 1200x800 @ 72 dpi; .jpg or .png; avoid putting text on image
 - Logo: .eps / vector file, to display on white background
 - Brief description of the promotion, event, or your company: 30 words max
 - Headline for your description: 5 words max
 - URL that you would like for us to link to
- Select the participation level that best suits your needs. Details are listed below in the Get Organized section.
- Use the WWMM Toolkit to see the tools and resources made available by IWF to help promote your business.
- Prepare an area on your website where you will share the details of your promotion and your participation.

Get Organized

To help you get started, we have organized the program into three suggested levels of participation. You have committed to WWMM – now just decide which participation level is right for you and start promoting. Find the resources listed in each level in the WWMM Toolkit below.

WWMM Basic	–
WWMM Accelerated	+
WWMM Advanced	+

Get the WWMM Toolkit

The WWMM Toolkit consists of tools and resources to assist you in promoting your participation in the event including digital assets, content, and suggested Participation Ideas, all of which can be found below.

Participation Ideas	+
Logos	+
Tagline	+
Banners for Website and Email	+
Email Signature Addition	+
Countdown Clock	+
Images for Social Media	+
Copy about Woodworking Manufacturing Month	+

- **Get Started – Participation Set-up**
 - Assets needed for ad on IWF website
 - Steps to participate
- **Get Organized**
 - 3 participation levels
- **Get the WWMM Toolkit**
 - Participation ideas
 - WWMM logos
 - Tagline and usage
 - Banners for website & email
 - Email signature addition
 - Social media images

View Current WWMM Toolkit

Thank You

