



## **Forever Barnwood Announces Marketing Partnership with Eastmans?**

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Forever Barnwood has entered into a marketing partnership with Eastmans?, a media company focused on western big game hunting. This collaboration aims to introduce barnwood products to audiences interested in outdoor lifestyles and rustic designs.

The partnership connects Forever Barnwood's offerings with Eastmans? established platforms, including hunting journals, television shows, and digital resources. Eastmans? provides content on elk and deer hunting through magazines, podcasts, and online tools for hunters. By aligning with this entity, Forever Barnwood seeks to highlight how its barnwood materials can enhance spaces like hunting lodges, cabins, and homes inspired by nature.

As a barnwood supplier specializing in alternatives to reclaimed wood, Forever Barnwood produces items from fresh-cut Wisconsin white pine. The wood undergoes kiln-drying and hand-processing to achieve textures and colors that mimic aged barnwood. Products include rustic barn doors, box beams, flooring, wall coverings, mantles, corbels, beams, posts, and stair parts. These items come in various dimensions and can be customized with color treatments such as deep brown, vivid reds, auburns, muted whites, grays, and

special options like Burnt Black.

The company's patent-pending process allows for consistent quality and availability, addressing limitations often found with traditional reclaimed materials. Unlike reclaimed barnwood, which may involve higher costs and cleanup challenges due to nails or contaminants, Forever Barnwood's products offer a renewable option without those drawbacks. Sourced from Wisconsin white pine, the materials support sustainable practices by utilizing managed forest resources.

This partnership reflects shared values between the two companies, both rooted in appreciation for outdoor culture and natural environments. Eastman's, a three-generation family business, promotes the pursuit of western big game through educational and entertaining content. Its offerings include Eastman's Hunting Journal, Eastman's Bowhunting Journal, Eastman's Hunting TV, and digital platforms like TagHub for hunt research and application tools.

Forever Barnwood's team brings expertise in wood species, design, and construction to ensure products meet specific project needs. Customers have utilized these materials in residential and commercial settings, creating features like accent walls, staircases, ceilings, and furniture. Testimonials highlight the ease of installation and the natural aesthetic achieved, often noting how the products transform spaces into warm, inviting areas.

Chad Bleeker, co-owner of Forever Barnwood, stated that the partnership opens new avenues for showcasing the versatility of barnwood in outdoor-themed interiors. "Collaborating with Eastman's allows us to reach individuals who value the rustic charm that complements their passion for hunting and nature," Bleeker said. "Our products provide durable, customizable solutions that bring the essence of the outdoors inside without the complications of sourcing aged wood."

Jason Bast, co-owner of Forever Barnwood, added that the alliance supports the company's goal of making high-quality barnwood accessible. "Eastman's has built a trusted community in the hunting world, and this partnership enables us to demonstrate how our barnwood can elevate cabins, lodges, and homes," Bast said. "The renewable nature of our materials aligns with responsible outdoor stewardship, ensuring longevity for future generations."

The collaboration includes joint marketing efforts, such as featuring Forever Barnwood products in Eastman's content and promotions. This approach targets hunters and outdoor enthusiasts seeking to incorporate authentic rustic elements into their living spaces. Projects might involve using barnwood for wall paneling in trophy rooms or custom beams in great rooms, enhancing the connection to natural surroundings.

Forever Barnwood originated from years of experience in wood processing and design. The company

focuses on creating barnwood that captures the beauty of weathered wood through innovative techniques. By handcrafting each piece, the team ensures attention to detail, from texture to color variation. This method results in products that are not only visually appealing but also practical for various applications.

Commercial clients have integrated Forever Barnwood materials into retail spaces and offices, achieving a distinctive look that stands out. For instance, one project involved outfitting a stitchery shop with barnwood elements to create a cozy atmosphere. Residential uses range from full interior makeovers to specific accents, like mantles or stair components, all contributing to a cohesive rustic theme.

The emphasis on sustainability sets Forever Barnwood apart in the industry. Using white pine from Wisconsin forests promotes regeneration and reduces environmental impact compared to harvesting old structures. The kiln-drying process minimizes moisture issues, providing stable materials ready for immediate use.

As the partnership unfolds, Forever Barnwood anticipates increased awareness of its product line among Eastmans' audience. This development marks a step toward broadening the application of barnwood beyond traditional settings, appealing to those who live and breathe the outdoors.

Forever Barnwood operates as a supplier of barnwood alternatives, committed to quality and customer satisfaction. The company provides complete solutions from floor to ceiling, with options for custom orders to fit unique visions. Its products have been praised for their affordability and reliability, making rustic design attainable for a wider range of projects.

With this marketing partnership, Forever Barnwood positions itself to grow within the outdoor industry segment. The alignment with Eastmans underscores a mutual dedication to preserving and celebrating natural heritage through innovative products and media.

Forever Barnwood is a Wisconsin-based company that specializes in producing barnwood products from renewable resources. Founded by individuals with deep roots in wood craftsmanship, it offers an array of items designed to replicate the appeal of reclaimed barnwood while providing modern advantages. The company's focus remains on delivering sustainable, high-quality materials for interior design and construction needs.

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For more information about Forever Barnwood, contact the company here: Forever Barnwood Chad Bleeker or Jason Bast 715-293-9739 [info@foreverbarnwood.com](mailto:info@foreverbarnwood.com) W1099 280th Ave, Plum City, WI 54761

## Forever Barnwood

*After many years of experience and a patent-pending application, we created Forever Barnwood. We're a premier supplier of barnwood in Wisconsin.*

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