

WholeTrees



MADISON

WI

IMPACT

100% INCREASE
IN REVENUE FROM 2017 TO 2018

WHOLETREES

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Respecting nature and creating a sustainable work environment. Until recently, companies could really only talk the talk. When WholeTrees came on the map, businesses could finally practice what they preach. With an entire product suite of pre-engineered beams, columns and trusses using renewable round timber, as well as branched tree structures and custom engineered assemblies, WholeTrees has single-handedly created a novel and innovative way to construct buildings.

Google, always wanting to be at the forefront of innovation, recently purchased over 50 decorative birch tree columns from WholeTrees to create a biophilic work environment in its new office building in Boulder, Colorado. Dozens of other businesses have followed, with the goal of turning their philosophies of sustainability and renewable materials into a tangible representation of their brand.

It all started with the help of the USDA SBIR program, which awarded the company its first grant in 2011. Fast forward to today, and WholeTrees is serving clients all over the country, from tribal institutions to large corporations, and has key partnerships with foresters, architects and engineers. The company is proud to have recently launched its 3D Trees for BIM - WholeTrees Inventory Platform. Funded by the U.S. Forest Service Wood Innovations Grant Program, this customer-facing inventory marketplace allows designers, architects and engineers to search, select and download trees for use in their building design software.

WholeTrees is continuing to expand its manufacturing capabilities across the country. The company will soon unveil a massive institutional project in Michigan using a newly designed small diameter red pine truss, that will continue to show the benefits of using sustainable products in place of steel and concrete.

WholeTrees Structural Products are carbon-negative, renewable and non-toxic pre-engineered wood components made from unmilled round timbers – an abundant by-product of sustainable forest management.

Fifty percent stronger than their milled lumber counterparts, WholeTrees creates cost-competitive columns, beams, and truss assemblies as sustainable and aesthetic alternatives to steel, concrete or milled lumber.

The newest industry to utilize WholeTrees' products – Car charging stations. Renewable energy meets renewable materials.

Total USDA SBIR Investment:
\$1.6M

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