

Join the search for the next Weston Lumbersexual!



For many years, our industry suffered from a huge image problem. We were perceived as a "low tech" business that destroyed the environment, did not offer opportunities for young people, and was simply "not cool."

Even as we tried to educate the public that our sector is the most renewable, recyclable, and sustainable industry on the planet, we were still perceived as old school. Today

we are using drones to survey timber, scanners to grade lumber, and iPads to run our business processes, yet changing our image has still been an uphill battle.

Well, if you surf the internet, you will see those days are over. Today, the coolest look out there is the Lumbersexual!

"Yesterday's urban male wore a slim-cut pair of pants, perhaps a button-down shirt with a narrow tie. He kept a clean shave, and generally looked tidy. His look was coined "metrosexual"

Today, the metrosexual is a disappearing breed being quickly replaced by men more concerned with existing in the outdoors, or the pseudo-outdoors, than meticulous grooming habits. The inner city look is no longer square-toed shoes, but rugged beards and plaid shirts!

Lumber guys are once again cool! Weston Forest is looking for our 2015 Lumbersexual of the year!

Send us pictures of your nominees to lumbersexual@westonforest.com

Customers, suppliers, and friends are all welcome to submit photos of your favourite lumber dude, and we will publish the winning pictures. The contest will last for 60 days.

The 2015 Weston Lumbersexual will receive an Apple iPad, and the person who nominates them will receive an iPad mini.

Join the fun, be proud to be a Lumbersexual, and send us your pics today!