



Forever Barnwood Expands Custom Color Offerings for Barnwood Products

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Forever Barnwood has expanded its custom color offerings for barnwood products, adding more than 30 finishes beyond its established traditional options. The Wisconsin-based manufacturer developed the expanded range to support greater design flexibility in residential and commercial projects that require specific color matching.

The company produces its materials from fresh-cut Wisconsin white pine sourced from managed local forests. The wood is kiln-dried and processed with a patent-pending treatment that creates the textures and appearance associated with aged barnwood. The new finishes use a durable hardwax oil formulation that contains approximately zero volatile organic compounds and carries USDA BioPreferred status. This finish resists water spotting, withstands common household cleaners, and maintains a natural wood feel while providing performance characteristics closer to film-forming coatings.

The expanded color selection builds on the company's existing palette, which includes 100-Year-Old Traditional and 50-Year-Old Traditional finishes available in circle-sawn or weathered textures. Additional options now allow clients to specify shades that align with particular architectural plans, interior schemes, or

brand standards. The process supports reversible planks and coordinated elements across product categories.

Chad Bleeker, co-owner of Forever Barnwood, addressed the development. "The expansion of custom color options responds to project requirements that call for precise matching while preserving the character of barnwood materials."

Jason Bast, co-owner of Forever Barnwood, noted operational aspects. "The hardwax oil finish and controlled production process enable consistent results across orders of varying scale."

These capabilities apply to a range of installations, including wall coverings, dimensional lumber, beams, posts, stair components, mantles, and related millwork. Projects have incorporated the materials in settings that require cohesive appearance across multiple surfaces. The manufacturing approach delivers dimensional stability and ready-to-install condition, supporting construction schedules that depend on reliable material availability.

The company maintains production at its facility in Plum City, Wisconsin. In-house control over milling, texturing, and finishing allows adjustments for custom specifications. The team draws on experience in wood species, design, and construction to assist with project planning from initial selection through delivery.

Renewable sourcing forms a core element of the production method. By utilizing managed forest resources rather than deconstructed structures, the process addresses supply consistency while providing materials free of the contaminants and preparation steps often associated with traditional reclaimed wood. Unlimited quantities support both single-feature applications and larger coordinated interiors.

Recent project activity has included installations in homes and commercial spaces where color coordination contributed to the overall design. Materials have been used for accent walls, ceiling treatments, and architectural details that required matching finishes across different components. The expanded options facilitate these requirements without altering the underlying manufacturing standards for quality and stability.

Forever Barnwood continues to refine its finishing capabilities based on project needs and material performance. The addition of the hardwax oil system and broader color range represents an ongoing effort to meet demand for barnwood alternatives that combine authentic appearance with practical characteristics suited to modern construction.

The company supplies a comprehensive selection of barnwood elements designed for residential and commercial applications. Its focus remains on consistent production methods that support builders, designers, and property owners seeking materials that integrate effectively into varied interior environments.

Forever Barnwood is a Wisconsin-based producer of barnwood products from renewable resources. The company manufactures a range of interior elements through kiln-drying and hand-processing techniques that replicate the appearance of aged barnwood while maintaining dimensional consistency and availability.

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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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