



STRIVING FOR SUSTAINABLE OUTCOMES THROUGH THE 5 C'S

We drive continuous improvement by focusing on 5 key areas of environmental stewardship:

CONSERVE
Healthy Ecosystems

CONTRIBUTE
Sustainable Products

CHALLENGE
Resource Use

CONTROL
Emissions

CONNECT
People

Mass Timber From Georgia-Grown Working Forests

Georgia-Pacific Lumber partnered with Jamestown, SmartLam North America and the Georgia Forestry Foundation to support construction of a new 4-story mixed-use building in Atlanta's famous Ponce City Market.

619 Ponce will be the first mass timber project to use southern yellow pine sourced from Georgia-grown working forests. Georgia-Pacific was the first company to begin using southern yellow pine in plywood panels back in the 1960s.

The building will include 85,000 square feet of office space and 25,000 square feet of ground-level retail space, targeting LEED certification and net-zero carbon operations.

Mass timber buildings are typically constructed with large wood panels resulting in solid timber floors and walls ranging from 5 to 12 inches thick. They use renewable and sustainable engineered wood products.

The wood for the Ponce project was shipped from a forest south of Columbus, Georgia, that's managed by Jamestown, to Georgia-Pacific's lumber mill in Albany, Georgia. There, the lumber was cut before being shipped to SmartLam North America, to be manufactured into cross-laminated timber panels.

How it contributes to sustainability

Mass timber is a sustainable building material, relative to traditional materials like concrete and steel. U.S. forests naturally sequester carbon, and the mass timber we source continues to store it for decades.

The use of prefabricated wood panels also makes for efficient construction and renovation, enabling end-of-life disassembly and material repurposing. This contributes to waste reduction and helps extend the lifetime of carbon stored in wood products.

Ponce City Market opened in 2015 and is credited as a catalyst in the revitalization of Atlanta's Old Fourth Ward neighborhood. It's become a major employment hub for creative and technology companies.

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