

JODI WOOD ARTISANS NEWSLETTER

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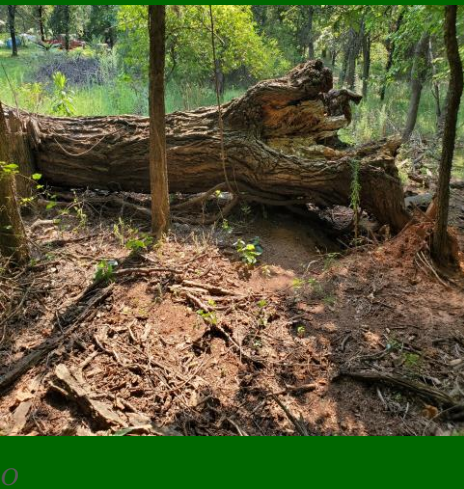
WE UPDATED OUR WEBSITE!

If you want to see updated products and information about our company, you can visit our website at:

jodiwoodartisans.com. The products and gallery sections have been updated! We have the best webmaster!!

We also have some of our unique products on etsy at:

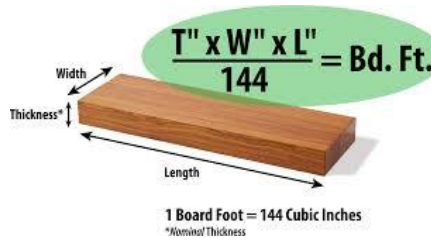
www.etsy.com/shop/jodiwoodartisans. Feel free to check out our reels on Instagram and Facebook and don't forget to follow us!



HOW MUCH DOES THAT COST?!?!?!?

Running a small, 2-person, business requires us to wear many hats; marketer, social media promoter, photographer, designer, lumberjack, carpenter, salesperson. Of all of those positions and what they entail, the pricing of items is the hardest!! So many factors go into pricing a product; from the species of wood, to rarity of the products detail, to area of the country the sale is made, and last – labor costs!

Sawmills base their lumber prices on “price per board foot,” as shown in the diagram. A 2”x4”x8’ would equal 5.3 board feet. There is also a difference in price between “green” lumber (fresh cut) and dried lumber (naturally or kiln dried). We calculate our prices based on current board foot prices in our area.



Wood species vary greatly in price. Comparing the locally harvested wood we mainly use; Eastern red cedar is on the lower price end; black walnut on the higher. We have some exotic woods in our cutting boards with purpleheart and padauk costing the most, so we use them sparingly.



Finishes can increase the price due to labor. We like to use every part of the tree, including the branches. We make and sell quite a few “loose coasters” that are rounds cut and surface sanded, no finish. The more refined hardwood, laminated coasters with exotic woods can be pricier. These



detailed hardwood coasters have many steps to create; including rip cutting the lumber to all the same size, gluing all pieces together and then a lot of finish sanding, which increases labor costs.



Nature will give you beautiful one-of-a-kind pieces that enhance a unique look in a home. These natural creations can bring more return than an ordinary piece, but once they're sold, there is no exact replacement.

Some price differences are based on size, weight, and uniqueness of the same wood species. These Eastern red cedar "stump" tables vary in weight; 26, 54, 82 to 130 pounds; and size; 15", 26" 29", 42"; so, their prices varied; \$150, \$180, \$275, \$1100.



With all that being said, since we co-own the business, most prices are negotiable.

Joel and Diane

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Our products are currently available at:
 Wunderhaus Design and Consign
 Royal Pipes and Tobacco
 Norman Firehouse Art Center

Upcoming shows:
 2nd Friday Night Art Walk, Norman 09/13/24
 Fall Marketplace at The Station, Moore 09/28/24
 The Santa Market, OKC 11/22-11/23/24

Tree fact! "Woodn't" you know? The cottonwood tree was sacred to many Native American tribes, who considered it a symbol of the sun, the birthplace of the stars, or the bridge between earth and sky. They're famous (or maybe infamous) for producing seeds attached to a cottony mass that floats on the breeze, coats window screens and clogs pool and AC filters.