School of Environment and Natural Resources

Sustainability Intern With Storybook Floors
Summer 2023: Lauren Wolfkiel, Environmental, Economics, Development, and Sustainability Major

Background
- Storybook Floors in Titusville, PA
- Their mission statement: “Write The Story Of Your Home”
- Providing custom distressed hardwood flooring across the U.S.
- Found the position through personal relations and networking!

Where Does Sustainability Begin at Storybook?
Upon working with John and Susan, they already had a successful company working with hardwood flooring and hand made wood products but they wanted to be more sustainable.

One of the first things was John’s eagerness to approach the idea of cutting his own lumber.
- Storybook buys sustainable lumber locally, but we could be better.
- NWPA has an abundance of trees
- Cutting old dead trees allows for new growth!
- Reduced emissions from transportation and shipping!

From Start To “Finish”
- Fiddes Hard Wax: safer and better for the environment than polyurethane finishes
- Emit fewer or no VOC’s at all
- Improves indoor air quality and reduces the risk of health problems
- Bona and Loba finishes are also just as safe and environmentally friendly

Professional Partnerships
- Work with other sustainable companies to provide carbon friendly products
- Work with local companies to recycle their packaging/cardboard materials into our shipping material
- We work alongside a local trucking company that helps us reduce nonessential miles on the road

No Material Left Behind….
- Everything within the shop now has a home. Sawdust to local farms, scrap wood for building/firewood, or given away locally.

Sustainable Social Media
- Getting our name out there and education consumers, clients, and more!
- Instagram- 90 days- over 21,000 accounts reached
- Facebook- 90 days- 300+ new followers
- Google Ads- 90 days- 90,000 reached
- Connected with new clients and established firm professional relations.

Other Engaging Work:
- Learned about professional social media posting/content creation
- Cost Benefit-Analysis comparisons
- Professional online presence and meetings
- Website design and creation!

Acknowledgements
A HUGE thank you to John, Susan, and the SB Staff for the amazing learning experience. Can’t wait to see what this upcoming year brings!