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**Contact:** Jeff Donaldson, BLD Marketing

**Email:** jeff.donaldson@bld-marketing.com

**Phone:** (412) 347-8039

**Photos:** <http://www.bldpressroom.com/bld/84-Lumber>

**84 Lumber Taps BLD Marketing to Create, Launch
Nationwide Recruitment Marketing Program**

*Nation’s Largest Privately Held Building Materials Supplier Primed to Fill Hiring Needs*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), a results-based, full-service strategic marketing agency serving building materials manufacturers exclusively throughout North America and abroad, has forged a partnership with 84 Lumber to help the company meet its escalating recruitment and hiring needs across the country.

The largest privately held building materials supplier in the nation, 84 Lumber operates nearly 250 stores, component manufacturing plants, custom door shops, custom millwork shops, and engineered wood product centers in more than 30 states. The company is experiencing growth across its footprint, driven by the steady rise in residential construction. This has led to an increased demand for qualified candidates for jobs that include management trainees, lumber yard and door shop associates, sales coordinators, and drivers.

“This summer, it became clear that we needed to fuel our growth by developing an aggressive program to hire people who want to build a career in the construction industry,” said Amy Smiley, vice president of marketing for 84 Lumber. “As we embarked upon this effort, we realized we needed a marketing partner with the expertise and industry knowledge to support our efforts. BLD Marketing has already helped us to produce great results.”

Starting in September, BLD Marketing developed and implemented a comprehensive program to raise awareness of the many opportunities at 84 Lumber by harnessing the company’s compelling story – a family-owned, American company looking to put America back to work during a global pandemic that has cost many people their jobs.

“People of all kinds are looking for a fresh start during these unprecedented times, and the construction industry offers plenty of opportunities, particularly because it is so expansive,” said David Sladack, president of BLD Marketing. “84 Lumber offers that new pathway to people who are ready to roll up their sleeves, work hard, and open a new chapter for themselves. Our integrated program is tailored to finding those people.”

The campaign developed by BLD Marketing includes a strategic mix of paid and earned media efforts. BLD has also created a promotional toolbox for the company’s Hiring Events, hosted in high-demand markets across the country. At the Hiring Events, interested candidates can apply for and be interviewed for openings in their region.

84 Lumber has already held Hiring Events in Orlando, FL, and Houston, TX. In each instance, the event has attracted hundreds of eager job seekers.

For more information on 84 Lumber, visit [www.84lumber.com](http://www.84lumber.com).

**About BLD Marketing:**

BLD Marketing is a results-based, full-service strategic marketing agency exclusively serving the commercial and residential building materials market throughout North America and abroad. The company offers a comprehensive portfolio of strategic marketing services and implementation capabilities.

Visit: [www.bld-marketing.com](http://www.bld-marketing.com)

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