A New Chapter for RESAWN

RESAWN unveils a refreshed brand and website, reinforcing its commitment to craftsmanship, technical collaboration, and solid wood architecture.

TELFORD, PA, UNITED STATES, October 26, 2026 /EINPresswire.com/ -- This fall, RESAWN is introducing a refreshed brand identity and website, expanded Design Assist Services, and a new Class A fire-performance modified wood offering—reflecting the growth of our company, capabilities, and the way we support our clients' projects.

Eighteen years ago, a small group of craftspeople founded RESAWN with a deep respect for natural wood—its history, its character, and the way it records the passage of time. From the beginning, we understood that thoughtful product design starts with knowing the material: recognizing its possibilities, respecting its limitations, and allowing its natural variation and imperfections to become part of the design. Although RESAWN has evolved, this understanding—and the values behind it—has remained the same: real, honest, design-driven, and quality.

> Our refreshed visual identity reflects who RESAWN has become and where we're headed."
>
> *Bill Stevens*

Today, that foundation extends beyond the products. It defines how we support every project. We stand alongside our clients as a trusted partner, bringing deep expertise in solid wood façades to every stage of a project. Our expanded services reflect an enduring commitment to exploring what is possible with solid wood and helping transform high-end residential and ambitious commercial architectural visions into built reality.

Complex wood cladding façades come together beautifully when critical decisions are resolved early. In addition to our standard project consultation services, we're formally introducing our Design Assist Services to employ deeper, more comprehensive support for complex projects.

From early concept through procurement, mock-up, and installation, we give architects,

contractors, and installers the expertise to balance design intent, material behavior, manufacturability, attachment, constructability, code compliance, appearance, and cost in one confident solution. Every phase brings its own challenges, and our services flex to meet each project’s needs and complexity.

Our refreshed visual identity reflects who RESAWN has become and where we’re headed. Paired with our expanded services and new Class A modified wood cladding, this marks the start of a new chapter. More solutions are on the way.

We're excited to begin this next chapter with you, and deeply grateful for the part you've played in bringing us this far.

With gratitude,
Bill Stevens, Co-Founder & CEO
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