

## Increasing availability of certified timber

In December, The Timber Trade Federation published a report detailing the development of timber certification in the UK over past four years.

The objectives of this DFID-funded certification study, conducted in 2009, were to:

quantify certified softwood roundwood, sawn timber and panel products available from recognised schemes within the major sectors of the timber industry in the UK for 2008, and compare these with the results from the previous study in 2005, and to indicate how certification might develop into 2009.

estimate the quantity of certified timber available from recognised certification schemes and provide a comparison of how the leading certification schemes have developed between 2005 and 2008.

The Report found that the level of certification in the UK timber industry has increased significantly between 2005 and 2008. The certified proportion of the 8.18m tonnes of softwood roundwood harvested in the UK in 2008 increased to 83.9% from a level of 80.5% in 2005. The Report also found that the certified proportion in the UK of the 14.40m m3 of timber and panel products produced and imported in 2008 grew to 83.6%, from a level of 66.7% in 2005.

Other key findings of the Report were;

- Imported softwood lumber certification has been the area which has seen the most significant growth, from 58% of imports in 2005 to over 90% in 2008
- The level of certified timber and panel products imports to the UK has risen from 55.8% in 2005 to 81.4% in 2008
- The Programme for the Endorsement of Forest Certification (PEFC) and Forest Stewardship Council (FSC) dominate certification in the UK, with each building upon their strengths in their specialist areas. The PEFC schemes share of UK imports was around 50%, with FSC having a 30% share



Timber Trade Federation

- The PEFC share of timber and panel products produced in the UK and imported rose to 32% in 2008, from a level of 18% in 2005. The share of FSC products increased from 48% in 2005 to 52%
- Around 1 in 3 customers now specifically request certified products; an increase from around 10% of sales in 2005 to over 30% in 2008

The full report can be downloaded from

<http://www.ttf.co.uk/Article/Detail.aspx?ArticleUid=9B635ADE-FB7F-45CB-8C8A-EB186AE06010>

## IPEX 2010

This year PEFC will be exhibiting at IPEX 2010 for the first time. This important trade show, billed as 'the largest English-speaking global technology event for print, publishing and media' is organised by IRR exhibitions and will be held at the NEC Birmingham from 18-25 May 2010.

The show's organisers plan to offer approximately 30 small exhibition pods in the Knowledge Centre area. Trevor Crawford, Event Director for IPEX 2010 commented: "we've decided to launch the Knowledge Centre as it will offer huge benefits to both exhibitors and visitors, during these difficult economic times.



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"There is a wide range of global not-for-profit bodies serving the industry, playing such an important part to printers and the entire print production chain worldwide. We're delighted to be able to offer them a free platform which will be easily accessible to visitors, providing an invaluable information hub."

Visitors to the show are drawn from 159 countries with 40% of visitors coming from outside the UK. The top ten visitor countries in 2006 when the show was last held came from Germany and The Netherlands.

For more information about IPEX 2010 visit [www.ipex.org](http://www.ipex.org) or to register for free admission visit [www.ipex.org/pefc](http://www.ipex.org/pefc)

## NEW CERTIFICATION BODY

We are pleased to announce that a new certification body has recently been accredited by UKAS to conduct audits for PEFC chain of custody in the UK. The Soil Association: Woodmark became accredited in October 2009.



The full list of certification bodies which can undertake chain of custody certifications can be found at [www.pefc.co.uk/article\\_31.shtml](http://www.pefc.co.uk/article_31.shtml)

## PAPERWORLD 2010

Later this month, PEFC UK will be sharing a stand with our counterparts from The Netherlands and Germany at the Paperworld 2010 exhibition which will be held in Frankfurt from 30 January-2 February.

The 2009 show attracted 44,000 visitors from 156 and 2,054 suppliers from 60 countries.

For further details visit: <http://paperworld.messefrankfurt.com/frankfurt/en/home.html>

If you are planning to visit this show, please stop by the PEFC Stand, Hall 4 Stand Number C27.

## appointments

### pefc uk

**National Secretary** This month PEFC UK is delighted to welcome our new National Secretary, **Alun Watkins**.

Alun has worked in the timber and furniture industries for the past 25 years, the last 15 of which has seen him strengthen his involvement with environmental issues.

Before joining PEFC UK, Alun worked for The Furniture Industry Research Association (FIRA) as Health, Safety & Environmental Consultant, where he provided services including offering advice and guidance to the furniture industry on all aspects of environmental compliance including chain of custody, as well as managing the industry specific initiative - Club Green. He was instrumental in the development

and promotion of the Furniture Industry Sustainability Programme (FISP) and chaired the Furniture Industry Environment Committee.

**Director** In October last year, **Julia Griffin** was appointed to the Board of PEFC UK. Julia is Social Responsibility Coordinator and Advisor for Timber at B&Q. Julia provides expertise to the business and the Social Responsibility team on timber policy development and B&Q's buying standard requirements, timber sourcing and annual data reporting. Her role also involves ensuring that B&Q's supply base understands the environmental and social impacts associated with their products and manufacturing, whilst enforcing B&Q's Chain of Custody Certification is monitored and maintained.

### pefc international

**Chairman for PEFC Council** A union official has been elected as Chairman of a global forest certification organisation for the first time. **William Street** accepted the position following a vote at the PEFC General Assembly in November.

William is Director of the Woodworkers Department for the International Association of Machinists and Aerospace Workers, one of the largest industrial unions in North America. Now resident in Oregon, William was born in Perkasio, Pennsylvania, USA and holds degrees in political science from Mansfield State University and the University of Oregon.

### Director (PEFC Council)™

**Sheam Satkuru-Granzella** was elected to the main Board of PEFC International at the general Assembly in Paris held in November. Sheam, currently Director of the Malaysian Timber Council, is a specialist in international trade with strong experience in legal and policy analysis relating to the timber and forest industries, communications and public relations. She is an experienced international trade negotiator, with responsibility for the co-ordination and implementation of the Malaysian Timber Council's policy/PR/ Communications strategies and activities across Europe.



Alun Watkins, and Julia Griffin join PEFC UK

William Street and Sheam Satkuru Granzella join PEFC international



## PEFC takes the high road

Ely-based AC Timber Solutions has become the first UK Company to demonstrate its commitment to sustainable timber sourcing by including the PEFC logo on the livery of its delivery fleet.

The East Anglia-based company, which was established in August '09, provides a wide range of timber and joinery products including beams, posts, cladding and flooring as well as sawn timber. The company's passion for hardwood, quality and customer care has seen the business go from strength to strength in a very short time. It aims to provide a personal and knowledgeable solution to all its customer's timber requirements, no matter how large or small.

Commenting on the new livery Gail Marriott said, "AC Timber takes its commitment to responsible timber sourcing very seriously and has dual PEFC and Forest Stewardship Council (FSC) chain of custody certification to provide assurances to our customers. We are proud to demonstrate our support for responsible forest management by including the PEFC logo on our corporate livery."

Marriott said that the company's accreditation to the PEFC chain of custody was valuable to both the business and its customers, and demonstrates its commitment to sustainable timber sourcing. "We currently hold stocks of PEFC beech but with our fast expansion our stock of PEFC species will increase in the very near future," she stated.

Welcoming AC Timber's decision, PEFC UK Chairman, Peter Latham said, "We are delighted that AC Timber Solutions has chosen this highly visible means of demonstrating their participation in the PEFC programme. With over 900 companies now having a licence to use the PEFC logo, it is beginning to appear on a wide range of timber products and more and more consumer-facing print publications. However, this is the first time a company has incorporated it on its vehicle livery. This presents an excellent opportunity to increase public awareness of the PEFC brand".

## PEFC at MediaPro 09

**In November, a team from PEFC exhibited at a new trade show in London, targeting those, involved in the creation, production, procurement and distribution of media and marketing communications - MediaPro 09.**

Participating in this event marked the launch of an outreach programme which aims to engage with the creative sector and corporate print buyers to promote certified paper for their publications in order to provide customers with assurances on responsible paper sourcing.

With most of the UK's leading paper merchants now able to offer a range of PEFC-certified papers to their customers and more than 500 printers having achieved PEFC chain of custody certification, more and more publishers and brand owners are now choosing to use the PEFC logo on their consumer-facing publications to demonstrate responsible paper sourcing. These companies include Argos, Boden, British Airways, First Choice, Matalan,



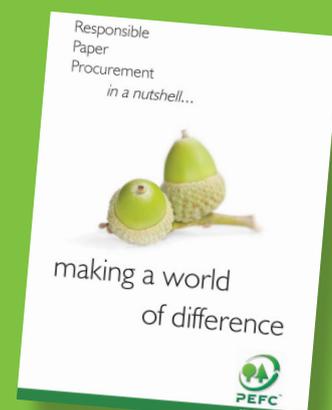
National Westminster, John Lewis, Lands' End, Debenhams, Nectar, Airmiles, Lakeland and most recently The Economist and the Jamie Oliver magazine.

PEFC Director Ross Bradshaw presented the PEFC programme at a seminar session entitled Responsible paper Procurement; Good for Business, Great for the Environment. The seminar covered factors driving demand for responsibly sourced paper, responsible paper choices (recycled and certified virgin fibre) and global sustainable forest management.

PEFC also co-hosted a champagne reception with chain of custody certified paper merchant – PaperCo which was very well attended. The reception also doubled as an awards ceremony for PaperCo's Brief Encounters competition for second year graphic design students, working closely with UK universities and art colleges.

## NEW PUBLICATION

A new publication is now available 'Responsible Paper Procurement in a Nutshell'. To obtain a copy of this free booklet email [hilary.khawam@pefc.co.uk](mailto:hilary.khawam@pefc.co.uk).



An updated Directory of Certified Printers is also available.



## Royal Mail recognition for PEFC

As a key part of its environmental policy, Royal Mail has developed a standard for responsible mailing. Sustainable Mail is one of a range of products designed to make direct mail more sustainable.

Royal Mail, ISBA (the trade association for the advertising industry), Acxiom and the Direct Marketing Association (DMA), worked with the British Standards Institute (BSI) to develop a new environmental standard for direct marketing - PAS 2020 which was launched in 2009. It establishes a set of environmental objectives, performance levels and indicators for environmental impacts of a direct marketing campaign. The Sustainable Mail standard has been closely aligned to PAS 2020.

Meeting the new standard will enable companies using direct mail in their marketing mix to demonstrate a commitment to recycling, sustainability and waste reduction as well as helping to improve their overall corporate environmental performance.

In order to meet the new standard, paper products used in mailings should contain recycled fibre from recovered waste paper and/or chain of custody-certified virgin fibre conforming to a certification scheme recognised by DEFRA's Central Point of Expertise on Timber (CPET) procurement policy such as PEFC. For further information on CPET visit [www.proforest.net/cpet](http://www.proforest.net/cpet).

Certified virgin fibre is considered an environmentally-friendly option for direct mail providing it originates from a sustainably-managed source, as it contributes to a reduction in carbon in the atmosphere and is readily renewable. Certified virgin fibre from responsibly managed forests is critical to the sustainable paper cycle since paper cannot be recycled indefinitely

For further information on Royal Mail's Sustainable Mail standard, see <http://www.royalmail.com/portal/rm/content1?catId=93800749&mediaId=89200749>

## PEFC CONTACTS

### PEFC RELOCATION

*Please note that the PEFC UK office will move from Cheshire to Sheffield end January 2010.*

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*For communications and marketing remains:*

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## FORTHCOMING EVENTS

### JANUARY

#### Paper World, Frankfurt

30 January - 2 February 2010

PEFC stand: Hall 4, C27

Further details: <http://paperworld.messefrankfurt.com/frankfurt/en/home.html>

### FEBRUARY

#### Publishing Expo

24-25 February 2010

Olympia, London. Further details:

[www.publishing-expo.co.uk](http://www.publishing-expo.co.uk)

### MARCH

#### Ecobuild 2010

2-4 March 2010 Earls Court London

Earls Court One, stand 1683

Further details: [www.ecobuild.co.uk](http://www.ecobuild.co.uk)

### MAY

#### In Touch with Timber

18 May 2010, Queen Elizabeth II

Conference Centre, London. PEFC stand

S15. Further details: [www.trada.co.uk](http://www.trada.co.uk)

#### IPEX 2010

18-23 May 2010

NEC Birmingham,

Further details: [www.ipex.org](http://www.ipex.org)



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