



UK NEWS

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Issue 12 October 2008



A Frankfurt first for PEFC

15-19 October 2008



In response to rapidly growing demand for PEFC-certified paper products from the publishing and print buying sectors, a multi-national team from PEFC exhibited at this year's Frankfurt Book Fair. The Frankfurt Book Fair (Frankfurter Buchmesse), organised by a subsidiary company of the German Publishers and Booksellers Association, is the world's largest book trade fair and was held in the middle of October. *continued overleaf*

PEFC appoints Collins Scott Marketing as PR consultants

In October, Collins Scott Marketing (CSM) were appointed to provide public relations and marketing services to PEFC UK, which will include the provision of press releases and related articles for publicity purposes.

CSM was formed in April 2006, and is fronted by former paper and print industry journalist Andy Scott and fellow director Vince Collins, whose background is in paper merchanting. Vince and Andy have a combined 50 years plus experience within the print, paper and publishing industries. The company was established to provide public relations, marketing and research services to companies within the print, paper, publishing and packaging related industries.

CSM's other clients include a number of leading national and independent paper merchant groups, a leading global book publisher, a paper agent and several paper manufacturers.

PEFC UK is delighted to be partnering with a consultancy which has such a strong reputation and very much hope that their work will raise PEFC's profile in these key sectors and help drive demand for certified products. PEFC is keen to demonstrate its commitment to add value to those companies who have invested in the PEFC programme by undergoing chain of custody certification.

Right: Andy Scott, Collins Scott Marketing





Frankfurt continued

Consumers are becoming increasingly concerned about the environmental provenance of the goods they buy. A survey published in the June 2008 issue of Publishing News found that 54% UK book-lovers have thought about whether a book is published on environmentally-friendly paper and 31% have thought about whether a book was produced carbon neutrally. The percentage who have considered whether buying books is bad for the environment has doubled since 2007 from 5% to 10% and 90% believe that books should be printed on environmentally friendly paper.

WORKING TOGETHER

This was the first time that PEFC national member schemes had joined forces to ensure a PEFC presence at such a world-renowned international trade show. PEFC Council, Germany, UK and SFI (one of two PEFC-endorsed sustainable forest management programmes in the US) contributed funding, while many other PEFC family members provided welcome marketing and

promotional support within their home countries.

The unique “wooden cube” exhibition space, originally built for the Convention on Biodiversity (CBD) conference earlier this year was generously loaned to PEFC for the duration of the show by the German Forestry Council.

LOCAL CERTIFIED PRODUCT

Located in the open air Agora exhibition space, we were fortunate that the sun shone on most days. A considerable number of visitors stopped by the stand from as far afield as China, Japan and the US. Undoubtedly, the star attraction proved to be the delicious chestnuts slow roasted over PEFC-certified charcoal and sourced from a certified forest near Heidelberg, with long queues forming for samples. While visiting publishers tucked into this seasonal favourite, the PEFC team was on hand to explain the aims and objectives of PEFC sustainable forest management certification programme and why publishers should

be actively seeking to ensure that their books are printed on certified paper in order to demonstrate legal and sustainable sourcing to their customers.

With visitors commenting on how welcome it was to see a PEFC presence at the world’s most important publishing event, this could well become a regular fixture



PEFC Programme Update

REVISION OF THE PEFC LOGO USAGE RULES

Subject to ratification by the General Assembly of PEFC at the meeting to be held in Canberra, Australia at the end of October, a new Standard (PEFC ST 2001:2008) for PEFC Logo Usage Rules will be introduced which will have a one-year transition period of introduction for existing users.

The PEFC label provides information relating to the origin of forest-based product in sustainably managed forest and other non-controversial sources. Purchasers and potential purchasers can use this information in choosing the product based on environmental, as well as other considerations.

The overall goal of the PEFC logo/label usage is, to communicate accurate and verifiable information, to encourage demand for and supply of those products originating in sustainably managed forests and thereby stimulating the potential for market-driven continuous improvement of the world’s forest resource.

The document is based on the general principles for environmental labels and declarations defined in ISO 14020:2000.

Over the coming months all existing Logo licence holders will receive a copy of the Standard and an explanatory CD with the artwork and the logo types.

Changes to the Chain of Custody Standard

A minor change to the calculation of the volume credit method will be introduced later in the year. During the next twelve months it is planned to undertake a major review of the Chain of Custody Standard, including further consultation with the plan to formally approve this late in 2009 at the General Assembly to be held in Switzerland.

American Tree Farm receives PEFC endorsement

In August, family forest owners in the U.S., who own nearly two-thirds of the country's forestlands, welcomed the endorsement of the American Tree Farm System(R) (ATFS) by PEFC.

ATFS is the oldest and largest forest conservation, certification, and advocacy programme in the United States. The 67-year-old program is sponsored by the American Forest Foundation.

The American Tree Farm System was first launched in 1941 as a private initiative to address concerns that America's forests were being harvested at unsustainable rates without reforestation. It now represents more than 90,000 family forest owners in 45 states, most of whom manage woodlots of less than 100 acres.

ATFS is the largest private forest conservation and forest restoration initiative in the history of the U.S. *"The number of certified family forests landowners in the system has doubled over the past four years, and this shows the tremendous growth potential in this area,"* said Bob



Simpson, Senior Vice President for the American Forest Foundation.

Family forest landowners welcomed the endorsement by PEFC for certifying sustainably-produced wood as a step that will open the door to new green markets for wood that is sustainably produced on their land. The endorsement process which

took 14 months, is designed to provide assurance to purchasers that certified wood and paper products are produced from sustainably-managed forests.

"By joining the largest forest certification system in the world, the American Tree Farm System is creating new markets for American growers," said Ben Gunneberg, Secretary General of PEFC International. *"The demand for sustainably-procured wood is rapidly increasing because more businesses and consumers are stepping up to the plate on issues like climate change. PEFC endorsement means that more American growers can now serve this rapidly growing market."*

The endorsement of the AFTS scheme means that there are now 210 million certified hectares of forests managed by PEFC member schemes.

PEFC debuts at Print for Business Show

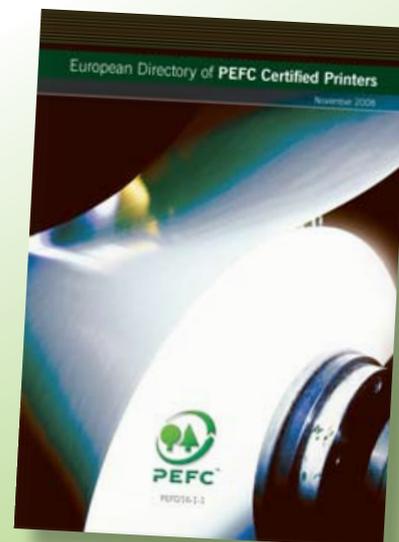
In September, PEFC participated at the Independent Print Industries Association (IPIA) Print for Business Show for the first time, at Birmingham's National Exhibition Centre.

Print for Business is the only UK show dedicated to trade providers of print-related products, services, systems and solutions. The show, now in its 17th Year, has a reputation as a key forum for print buyers.

PEFC exhibited at the show to promote chain of custody certification to the growing number of printers and print management companies keen to provide assurances to their customers of paper originating from legal and sustainable sources. PEFC UK currently has close to 900 chain of custody certified companies in the UK.

Almost half of these are from the print, paper and publishing sectors. PEFC has seen demand from printers for chain of custody certification rise dramatically this year with almost 300 UK printers now PEFC-certified.

In addition, two of PEFC UK's directors presented at conference seminars. Hugh Miller provided a short history of forest certification and Ross Bradshaw's presentation outlined the factors driving responsible sourcing and understanding clients' needs.



For a directory of PEFC-certified printers contact: hilary.khawam@pefc.co.uk

Welcome to new members joining the PEFC Family



Two of our closest neighbours, Ireland and the Netherlands, have now become Members of PEFC Council and PEFC UK is assisting them in the development of their programmes. The association with PEFC in Ireland in particular will be important to many of PEFC's stakeholder companies operating in both countries. Early in 2009, PEFC Ireland plans to host two seminars in Ireland explaining the drivers for responsible procurement and the benefits of PEFC Chain of Custody certification.

The contact in Ireland is William Merivale: william@cjandco.net and in Holland is Johan Vlioger: johan.vlioger@pefcnederland.nl

FORTHCOMING EVENTS

OCTOBER

PEFC General Assembly

30th October 2008
Canberra, Australia

NOVEMBER

CIEF Legal and Sustainable Timber Seminar

5th November 2008
The Building Centre,
Store Street, London WC1
For further information call the events team on 020 7253 0523 or register online at www.ciria.org

TTF National Panel Product Division Annual Dinner

12th November 2008
Vinopolis, London SE1
For further details contact Nina Grundy, Timber Trade Fed. - ngrundy@tff.co.uk

British Wood pulp Association/Hawkins Wright Symposium

13th November 2008 – 9.00 -12.30 p.m.
For further details on the symposium, contact Amanda Marcus at amanda.marcus@hawkinswright.com

Timber in Construction Conference

20th November 2008
Evolution Suite, Old Trafford Football Ground, Manchester
For further details contact Terry Hanlon on 0161 661 4119

JANUARY 2009

The rEvolution of Sustainable, Profitable Printing

28th January 2009
Ricoh Centre, Coventry
For further information e-mail: Andrew Pearce at IPIA – Andrew@ipia.org.uk or call 0844 902214

PEFC UK Sponsors BWPA Symposium

PEFC UK will once again be sponsoring the British Wood Pulp Association/Hawkins Wright Symposium in order to underline its commitment to the global forest and pulp and paper industries.

The Symposium has become a key event during the annual Pulp Week in London, and this year's event will be held on Thursday 13th November from 9.00am to 12.30pm at Savoy Place, the state-of-the-art auditorium around the corner from the Savoy Hotel.

Speakers at this year's prestigious event include the Rt. Hon. John Gummer, MP, formerly Secretary of State for the Environment, UK who spoke at the PEFC Dinner in the House of Lords earlier this year, Jarmo Salonen, Executive VP Resources, M-real, and Tom Wright and John Bingham both of Hawkins Wright Ltd.

The British Wood Pulp Association (BWPA) was founded in 1896 following talks between members of companies involved in the wood pulp trade in the UK. It has 31 full members representing pulp manufacturers from around the world. In addition, in 1996 it acquired 8 members from outside the UK - 4 from Switzerland, 3 from Belgium and 1 from Germany.



Strong Demand for Certification continues

The expansion in the number of companies involved with PEFC in the UK has been quite exceptional this year with a growth of 65% and the number of Chain of Custody certificate holders now tops the 900 mark. We confidently expect the 1000 mark to be reached at the turn of the year.

This has been coupled with a similar growth in the number of businesses using the PEFC licensed logo which exceeds 600. Looking to the future, our expectation is that over the next two years the number of Chain of Custody certificates will exceed 2000, as more and more companies see the benefits of being able to offer the PEFC claim on their products.

Internationally, the number of Chain of Custody holders has reached over 4,200, a growth of over 25% over last year. The area of certified forest around the globe has reached 210 million hectares, an increase of 5%. Although much of the recent growth of Chain of Custody has been in Europe, we are now witnessing a marked increase in registrations coming from Asia and North America.

PEFC CONTACTS



William Walker National Secretary,
PEFC UK, Jupiter House, High Street, Tattenhall,
Cheshire CH3 9PX
Tel 01829 770 438 Email wbw@pefc.co.uk

For communications and marketing:

Hilary Khawam
Tel 01689 819902 Email hilary.khawam@pefc.co.uk