

GREENING GARDENS

WITH PEFC-CERTIFIED TIMBER



OUTDOOR TIMBER



Spending time in the garden or simply enjoying the great outdoors, are popular British pastimes and a wide range of timber and wood-based products find a place in our gardens. From chairs, tables, benches and sheds to swings, canopies, fences, trellises and planters plus grander buildings such as orangeries, summer houses and conservatories – all these items can be made from wood and in particular certified timber.

More and more companies along the timber supply chain are now seeking to demonstrate that the materials they are purchasing and supplying come from legal and sustainable sources. Some are doing so in response to legislation and regulatory requirements. However, many are increasingly realising the benefits of delivering sustainability assurances on products that address environmental, social and ethical concerns.

Whilst individuals can make a sustainable choice by purchasing certified items, retail outlets, including Garden Centres, can help by purchasing responsibly, and stocking and selling items made from wood certified to a trusted programme such as PEFC's (Programme for Endorsement of Forest Certification).

From small and medium enterprises to global brands, **PEFC certification** enables you to secure a huge supply of responsibly-sourced material with the assurance that the raw material used originates from well managed forests.



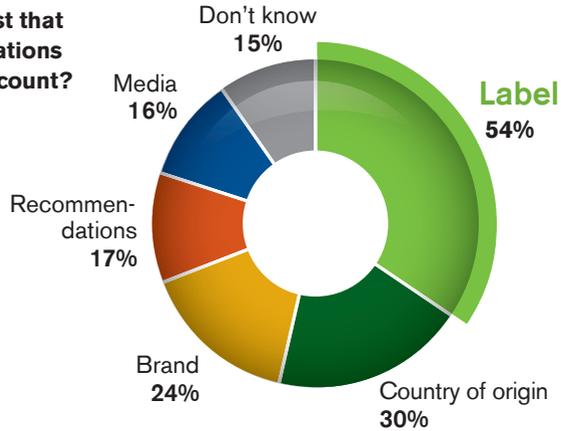
CONSUMER DEMAND

What reassures you most that environmental considerations have been taken into account? (% of consumers)

Base: 13,000 men and women from 13 different countries.

Question: When purchasing a product or a service, which of the following criteria reassure you the most that environmental considerations and sustainable development have been taken into account?

PEFC/GfK Global Consumer Survey – October 2014



Everybody is now far better informed and knowledgeable about their purchasing decisions and the impact on the environment. They are increasingly looking to buy and specify timber products that are labelled as legal and sustainable. As wood products use considerably less energy in their production than many alternative materials and with rising climate change and environmental concerns, both consumers and retailers are increasingly seeking assurances that the products they buy have been responsibly-sourced.

Over the past few years, market research has consistently shown that ethical consumption is on the rise. PEFC and market measurement specialists GfK Global recently undertook an in-depth survey on certification labels polling 13,000 men and women from 13 different countries and found an overwhelming majority of global consumers – more than 80% – want companies to use labels on certified products. Additionally, 30% of all consumers reported that they actively look for forest certification labels when shopping.

Environmental labels allow companies to demonstrate their commitment to responsible

sourcing. Such labels communicate trust and add brand value. This is becoming ever more important as consumers are increasingly conscious of the impact of their buying decisions. Consumers trust environmental labels. Labels such as PEFC's are actually the most trusted source of information for consumers, ahead of media reports, consumer reports and corporate sustainability reports according to the GfK Global Survey.

Many products carry endorsements and environmental labels but what do they actually mean? Certification is a two part process. Firstly, forest certification assures that forests are managed in line with challenging environmental, social and economic needs and secondly, while Chain of Custody covers traceability of the wood from the forest to the final product and end-user. Certification is awarded after a third party audit verifies that the forestry practices and the Chain of Custody systems are in compliance with PEFC's internationally-recognised standards.

The PEFC label is one of the simplest ways to demonstrate that your products come from responsibly-managed forests.

PEFC CHAIN OF CUSTODY CERTIFICATION

A huge choice of sustainable timber is available as PEFC-certified. Chain of Custody certification is the process of handling information on the origin of forest-based products, which allows an organisation to make accurate and verifiable claims on the content of sustainably certified material. It proves that each step of the supply chain, from the forest to the end-user, has been monitored closely through independent auditing and provides a means of tracking certified material. This unbroken link is transparent proof that a wood-based product is sourced from a responsibly-managed and certified forest.

PEFC CHAIN OF CUSTODY CERTIFICATION OFFERS MANY IMPORTANT BENEFITS:

- Access to markets: provides companies with access to markets for environmentally responsible products
- A clear and transparent message: the PEFC label on a product communicates to customers in a concise manner that the wood-based products have been responsibly sourced
- Compliance with legislation: PEFC's Due Diligence System (DDS) excludes wood from conversions, illegal and other controversial sources and is fully aligned with the requirements of the EU Timber Regulation (EUTR)
- Business leadership on sustainability: businesses can gain a competitive advantage over other suppliers by adopting PEFC certification and supplying PEFC-certified products
- Traceability: assurances that the certified material in the final product originates in PEFC-certified forests managed with due respect for environmental, economic and social standards.

PEFC Chain of Custody certification provides independently verified assurance that the certified wood contained in a product originates from well-managed forests. In addition, the PEFC Due Diligence System (DDS) minimises the risk that timber is illegally harvested and enables companies to demonstrate alignment with regulatory requirements (e.g. EUTR). The PEFC

PEFC Chain of Custody certification is available to all companies that manufacture, process, trade or sell timber or timber-based products.

PEFC Chain of Custody certification is available globally. The exact steps necessary to implement a Chain of Custody, as well as the costs involved, depend on multiple factors (such as size and complexity of your business operations), therefore a straightforward answer is not possible. Essentially, you have to set up a

management system in compliance with PEFC's Chain of Custody requirements. This can be integrated into existing systems your company may have already implemented, such as ISO 9001 or ISO 14001.

Once the management system is in place, and additional requirements implemented, your company needs to be audited by an independent third-party certification body. After compliance is verified, you are PEFC Chain of Custody certified.



DDS is an integral part of PEFC Chain of Custody certification.

To earn PEFC Chain of Custody certification, companies must develop and implement procedures to account for the purchasing, tracking, manufacturing, sale and recordkeeping of certified materials.

PEFC Chain of Custody certification complements PEFC sustainable forest management certification, which provides assurance that forests are managed in line with challenging environmental, social and economic requirements.

IMPRESS YOUR CUSTOMERS AND SUPPORT RESPONSIBLE FOREST MANAGEMENT

- **Ask** your suppliers for PEFC-certified wood products
- **Check** if they already have PEFC-Chain of Custody certification
- **Develop** an inclusive forest products procurement policy
- **Ask** your certified suppliers to apply the PEFC label on product to assure your customers of responsible sourcing.

CERTIFICATION TYPES

Whether your business operations are simple or complex, PEFC offers several Chain of Custody options designed to meet your company's needs:

- **Single-site Certification:** for companies that operate one facility
- **Group Certification:** for small, independent businesses forming a "group" for the purpose of certification to reduce costs
- **Multi-site Certification:** for companies that operate several facilities
- **Project Certification:** for short-term projects involving different, uncertified contractors, such as in construction and building projects, or the one-off production of a specific product.



RESPONSIBLE RETAILING

Leading UK retailers are already demanding PEFC certified products as part of their Corporate Social Responsibility commitments. They are developing responsible procurement policies for forest products and increasingly opting to use the PEFC label.

The choices that retailers make can have a significant impact on the state of the world's forests. As well as supplying wood-based products, forests offer a precious living resource, provide habitats and shelter for all kinds of biodiversity as well as playing a fundamental role in climate regulation.

An estimated 1.6 billion people across the world rely on forests for their livelihoods. Yet activities such as illegal logging, agricultural clearance and urban development each threaten forests and the ecosystem services they provide.

As consumers become more concerned about sustainability, it is crucial that retailers can help them make positive purchasing choices. With the

PEFC label gaining wider coverage daily, more and more shoppers seek it out to confirm that their buying choices are safe and sustainable.

The PEFC label is exclusively available on PEFC-certified products, to highlight and distinguish products and packaging made from these responsibly sourced materials. By asking the question of your suppliers, you may find they are already providing you with PEFC material but failing to label it.

Certified suppliers can apply the PEFC label using their unique license number and easily customise it to meet your specific needs using the online PEFC Label Generator.

PEFC has a dedicated UK team ready to provide training, information materials and support. They are available for technical questions, advice on how to communicate PEFC certification beyond the use of the label and also to provide insight into future risks and legislation around wood-based products, free of charge.

RHS & CERTIFIED TIMBER

The Royal Horticultural Society (RHS) Policy has a clear policy on timber products and is committed to responsible sourcing. It requires exhibitors at all its shows that timber products for sale or display must be proven to be from a sustainable source and, if for sale, the full product range must be covered by forest certification.

The policy applies to all exhibitors selling or displaying wood products and to all types of wood and timber (including softwoods, hardwoods and

any composite materials).

Exhibitors are also encouraged to use certified, reused or recycled timber for staging purposes, e.g. shelving, counters, and building materials.

PEFC alongside the **Malaysian Timber Certification Council (MTCC)** and **Sustainable Forestry Initiative (SFI)** are all acceptable.



GLORIOUS GOODWOOD

RHS GREENHOUSES

Gabriel Ash produce high-specification PEFC-certified greenhouses that are a blend of wood and toughened glass and are the only timber greenhouses endorsed by the RHS. These units incorporate aluminium and full-length automatic ridge ventilation: only using the finest quality PEFC-certified Western Red Cedar. Western Red Cedar contains natural oils that resist decay and infestation. Being very straight-grained, it neither warps nor twists, absorbing and rapidly releasing moisture with minimal shrinkage or expansion.



THE OLYMPIC PICNIC TABLE

Handmade in very durable PEFC-certified Iroko, the Olympic picnic table is very heavy and chunky. The table top and seats are normally 45mm thick with an option to go larger with 70mm and a have a lifespan of 20 - 25 years. These are very popular with schools, universities, hospitals, pubs and leisure complexes.

ORANGERIES & PAVILIONS

Canadian PEFC-certified Western Red Cedar is a key material in a wide range of pavilions, gazebos, orangeries and outdoor areas. Crown Pavilion uses Canadian Western Red Cedar due to its stunning looks and formidable natural properties. As one of the world's most durable woods, it is resistant to moisture and decay and has long been the premier choice for outdoor furniture, hot tubs and saunas.



PEFC (Programme for Endorsement of Forest Certification) is an international non-profit, non-governmental organisation dedicated to promoting Sustainable Forest Management through independent third-party certification. It works by endorsing national forest certification systems and has recognised certification systems in 40 countries. These account for over 268 million hectares of certified forests, making PEFC the world's largest forest and wood product

certification system. This is equivalent to two-thirds of the globe's certified forest area.

More than 16,000 companies are involved with **PEFC Chain of Custody certification** worldwide. From this thousands of products are now available as PEFC-certified. PEFC's distinctive 'two trees' logo transcends language barriers making it a truly global brand.

For more information visit: www.pefc.co.uk



Photo credits: Crown Pallets; EcoCubes; Gabriel Ash; Stock PEFC; NL and Solid Oak; Hardwood Furniture

PEFC UK

Sheffield Technology Parks
Cooper Buildings
Arundel Street
Sheffield S1 2NS

t +44 (0)114 307 2334
e info@pefc.co.uk
w www.pefc.co.uk

Printed on PEFC certified paper by
Horner Brothers Print Group Ltd
t 01709 372 277
www.hornerbrothers.com

