

PEFC AND

CERTIFIED FURNITURE



Leading the world in forest certification

The Programme for the Endorsement of Forest Certification (PEFC) is the world's leading forest certification system.

More than 300 million hectares of forests are certified to PEFC's internationally recognised Sustainability Benchmarks, supplying more than 18,000 Chain of Custody certified companies with responsibly sourced timber and wood-based products.

PEFC was founded by small- and family forest owners to demonstrate excellence in sustainable forest management.

In a world where we are aware of the impact our choices have on the environment, people want to minimise their environmental footprint and are no longer happy to buy products without knowing where they came from.



This is where you as a furniture manufacturer can benefit from PEFC. PEFC enables you to source responsibly and to communicate to customers and consumers alike that the wood you are using for your products come from sustainably managed forests.

Your suppliers may already be PEFC-certified, making it easy for you to take advantage of PEFC and help promote sustainable forest management.

“Responsible forestry has been at the heart of FINSA's environmental policy for years. A wide list of building merchants and furniture manufacturers have benefited over the years from this regular supply of PEFC-certified wood products.”

Rafael Willisch, FINSA UK Managing Director <http://bit.ly/2k6Ybnr>

So why choose PEFC-certified wood for your furniture?

As a furniture manufacturer, you already understand the benefits of using wood – its adaptability, aesthetics and environmental credentials all speak for themselves. So why should you choose to use PEFC-certified wood:

- ✔ **Leading UK retailers are already demanding PEFC-certified products** as part of their corporate social responsibility commitments. They are developing responsible procurement policies for many forest products and increasingly opting to use the PEFC label, which you can offer them for the PEFC-certified products you are providing them with.
- ✔ PEFC certification assists in meeting the requirements of legislation (such as the EUTR and US Lacey Act) and public and private procurement policies around the world. By gaining PEFC certification for your company and selling PEFC-certified products you can ensure that both you and your customers can **maintain access to these increasingly environmentally conscious and demanding markets.**
- ✔ Selling PEFC-certified material enables you and your customers to use the globally recognised PEFC label. The use of labels is of growing importance to consumers around the world and by using the PEFC label you can **make sure you don't miss out on business** because your customers weren't sure of the origins of the raw materials used.
- ✔ Two-thirds of the world's certified forest area is PEFC-certified – that's more than 300 million hectares. This means that specifying PEFC-certified material for your furniture will give you **access to an extremely wide range of PEFC-certified fibre and timber.**
- ✔ Gaining PEFC certification allows you to **show leadership** in your sector while also enhancing your competitive advantage over other manufacturers.

"It is more important than ever for the furniture industry to focus on the benefits of sustainable timber. Corporate procurement policies are now seeking to purchase certified timber as much as possible. Specification and tender preferences are increasingly given to timber products that are responsibly sourced and consumers are expecting environmental concerns to be at the heart of all modern business. It is now vital for a supply chain to show that every step of the way, from forest to end-user, has been independently monitored and checked to give confidence that timber and timber products are legally and sustainably supplied."

Stuart Cochrane, Furniture Industry Sustainability Programme (FISP)
For more information visit: www.fispfurniture.com



If you want to sell your products as PEFC-certified, you need to gain PEFC Chain of Custody certification

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 comes from illegal harvesting and enables companies to demonstrate alignment with regulatory requirements (e.g. EUTR). The PEFC DDS is an integral part of PEFC Chain of Custody certification.



To earn PEFC Chain of Custody certification, your company must develop and implement procedures to account for the purchasing, tracking, manufacturing, sale and record keeping of certified materials in accordance with PEFC ST 2002:2013 (or 'the Chain of Custody standard').

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



The steps you need to take

If you want your business to fully benefit from PEFC, there are a few key actions you need to undertake.



First, get yourself PEFC Chain of Custody certified

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

The exact steps necessary, as well as the costs involved, depend on multiple factors, such as size and complexity of your business operations. But essentially, you need 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 a third-party certification body. After compliance is verified, you are PEFC Chain of Custody certified.



Second, starting buying PEFC-certified material

Once you have achieved PEFC certification, you need to ensure that you are procuring timber-based products - this means that your suppliers must be PEFC-certified as well.

The majority of the world's certified forest products are certified to PEFC. So chances are you already procure or have access to timber and forest-based products that feature PEFC certification. Potentially, all that's missing is for your supplier(s) to also obtain PEFC Chain of Custody certification or for you to demand PEFC-certified supply from your supplier(s).



Third, use the PEFC label on certified products

Being PEFC Chain of Custody certified and procuring PEFC-certified material demonstrates your ethical business practices. Now make sure that your customers know about it - the best way to do this is through the PEFC label.

The PEFC label is exclusively available on PEFC-certified products. Supplying finished PEFC-certified products enables your customers to use the PEFC label. This will enable them to

demonstrate their sustainability credentials to their customers. Finally, consumers will be able to clearly recognise and distinguish products and packaging that are made from responsibly-sourced raw materials.

Remember that in order to use the PEFC label on product, you must have Chain of Custody certification for the product scope and a minimum threshold of 70% certified content in your product.



Labels communicate trust

Environmental labels allow companies to visibly communicate their commitment to responsible sourcing. This is becoming ever more important as consumers are increasingly conscious of the impact of their buying decisions.

According to the first PEFC/GfK Global Consumer Survey, an overwhelming majority of consumers globally - more than 80% - want companies to use labels on products. 30% of all consumers said they actively look for forest certification labels, with the PEFC label the most trusted global forest certification label.



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