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Certified Forest Products Council
CERTIFIED WELL-MANAGED FORESTS



In the Next 12 Minutes...

- *Snapshot of CFPC*
- *CFPC Marketing*
- *International Database*
- *N. American Market Developments*



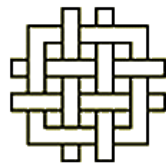
What is the Certified Forest Products Council?

Non-Profit Voluntary Business Initiative

*Founded in 1997 through Collaboration of
Businesses, Private Foundations, and
Environmental NGOS*

Pro-Environment and Pro-Business

Endorsed by Major Environmental Groups





What Does CFPC Do?

- *Creates Awareness and Educates businesses & institutions about forest certification*
- *Promotes Trade in Certified Forest Products by matching supply and demand*
- *Works to Build Bridges between business and the environmental community*



What Does CFPC Do?

- *Evaluates & Advises about competing certification systems*

“What is a Certified Well-Managed Forest?” is available online via www.certifiedwood.org



FSC is the Best Option in the Market Today



- *Accredited, independent 3rd party*
- *Site-specific, on-the-ground assessments*
- *International in scope*
- *Chain-of-custody tracking*
- *Product labeling*
- *Broad environmental support*



Certified Forest Products Council Membership

- *Supply and Demand*
- *Represents Full Value Chain*

The Collins Company, Seven Islands Land Co.

Columbia Forest Products, Western Forest Products Ltd

Sellen Construction, Turner Construction

HOK Architects, William McDonough+Partners Architects

Plaza Harwood, The Home Depot

Nike, Inc., Key Publishers Ltd.





CFPC: Raising Awareness of Certified Forest Products

Earned Media

News, Features, Image Library, Sound Bites/ANR Awards Program

Collateral Materials

Speaking Engagements

Demonstration Projects

Trade Advertising

Architecture, Interior Design, Furniture Manufacturing, DIY/Home Center Publications





CFPC: Trade Advertising

The Pen is Mightier Than the Saw.

*With the stroke of a pen, you can make a world of difference.
For our Forests. For our Future.*

By specifying wood and wood products certified under the Forest Stewardship Council (FSC) system, you ensure the integrity of your sustainable design while preserving the environmental and societal benefits of our forests. For the generation and for generations to come.

SPECIFICATIONS

Section 01110

Materials

All wood products shall originate in "certified well-managed" forests as determined by standards endorsed by the Forest Stewardship Council.

Certified forest products are available in a broad palette of tropical and temperate species, and in a range of products that includes lumber, flooring, veneer, moulding, and finishing. And the list of certified forest products keeps growing every day.

FSC certification has earned the support of major environmental groups including Natural Resources Defense Council, Rainforest Alliance, The Wilderness Society, World Resources Institute, and World Wildlife Fund.

For more information, and a free copy of "A Guide to Specifying Certified Forest Products," contact the Certified Forest Products Council, or visit our website at: www.certifiedwood.org

*Certified forest products.
Write the spec. Hold the spec. Protect our forests.*



14200 PW Osgood Drive, Suite 200 • Roseville, CA 95757 • Tel: 925 880 8800 • Fax: 925 890 8888

The message and/or content may vary from the actual product.

Your DIY customers are asking about certified wood.

Why should your competition have all the answers?

DIY customers are "going green." And they're asking for wood and wood products that come from FSC-certified forests.

Council, Rainforest Alliance, The Wilderness Society, World Resources Institute, and World Wildlife Fund.

FSC-certified wood comes from forests that have been independently examined and verified as being well managed according to international criteria. The Forest Stewardship Council logo is the most credible proof available that the wood and wood products on your shelves come from environmentally preferable sources. And only FSC certification is endorsed by the Natural Resources Defense

Your competition is turning to wood from Certified Well-Managed Forests™. Why thank you should, too. So when your customers ask about certified wood, you'll be the one with all the right answers.

For more information about integrating certified wood into your product mix, contact the Certified Forest Products Council, or visit www.certifiedwood.org.



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CFPC: Trade Advertising

If you're considering certified wood, we invite you to come to the table. In fact, we invite you to build it.

Demand for products made with FSC-certified wood is growing stronger every day. One of the biggest opportunities right now is contract furniture.



FSC
FSC C010000-0000-0000

With more and more big purchasers "going green," there's never been a better market for wood furniture that embodies a commitment to conserving our forests. And the FSC logo on products and literature is credible proof that the wood in your furniture comes from environmentally preferable sources.

Only FSC Chain-of-Custody Certified manufacturers can use the FSC logo. So becoming certified is the first step to take.

If you've ever thought about getting certified, now's a great time to come to the table. Or better still, to build it.

For more information, contact the Certified Forest Products Council, or visit www.certifiedwood.org. For details on becoming an FSC Chain-of-Custody Certified manufacturer, contact one of the independent certifiers listed below.



14100 Old Chapel Drive, Suite 205
Beverton, OR 97007
Ph: 503.593.0400 Fax: 503.593.0405
Email: info@smartwood.org

FSC-ACCREDITED CERTIFIERS

SmartWood (US and Canada) Goodwin-Sklar Building 61 Miller Street Richmond, VT 05477 Ph: 802.434-2491 Fax: 802.434-3116 Email: info@smartwood.org	Scientific Certifications Systems (US and Canada) 1939 Hurban Street Suite 400 Chillicothe, CA 94612 Ph: 518.932-1405 Ph: 518.932-4039 Email: dschiro@scs.com	SGS (Canada) 8845 Henderson Road Black Creek BC, Canada V1J 1A6 Ph: 250.336-5246 Fax: 250.336-5246 Email: updates@certsrsr.ca
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The Wood You Spec Could Protect This Forest.

Certified forest products let you bring the warmth and beauty of real wood to your design with the confidence of knowing that you're doing something good for our forests and for future generations.

Only certified forest products come from forests that have been independently verified as well-managed. It's not just industry logic — Forest Stewardship Council certification has earned the support of major environmental groups including National Resources Defense Council, Rainforest Alliance, The Wilderness Society, World Resources Institute, and World Wildlife Fund.

Certified forest products are available in a broad spectrum of tropical and temperate species, and in a range of products that includes structural lumber, flooring, veneers, moldings, and furnishings. And the list of certified forest products keeps growing every day.

For more information, contact the Certified Forest Products Council, or visit us at the web at: www.certifiedwood.org

Certified forest products
Make the spec.
Protect our forests.

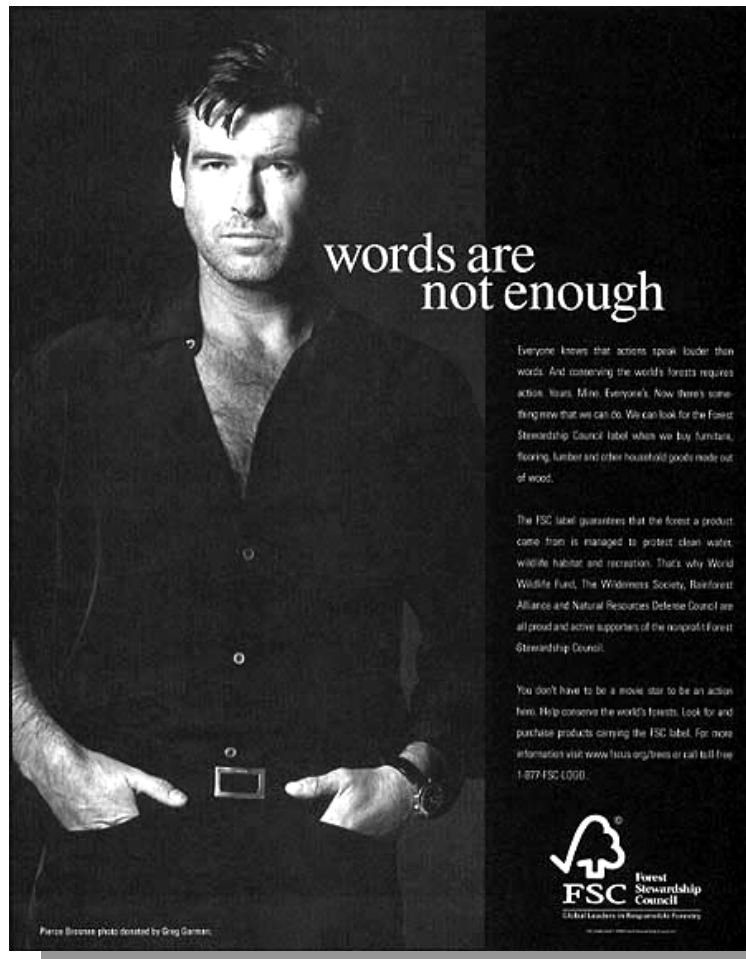


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CFPC/FSC-US: Coordinated Outreach to Consumers




words are
not enough

Everyone knows that actions speak louder than words. And conserving the world's forests requires action, hours. Mine. Everyone's. Now there's something more that we can do. We can look for the Forest Stewardship Council label when we buy furniture, flooring, lumber and other household goods made out of wood.

The FSC label guarantees that the forest a product came from is managed to protect clean water, wildlife habitat and recreation. That's why World Wildlife Fund, The Wilderness Society, Rainforest Alliance and Natural Resources Defense Council are all proud and active supporters of the nonprofit Forest Stewardship Council.

You don't have to be a movie star to be an action hero. Help conserve the world's forests. Look for and purchase products carrying the FSC label. For more information visit www.fsc.org/usa or call toll free 1-877-FSC-LOGO.



Pierce Brosnan photo donated by Greg Gorman.



CFPC -- Driving the International Database

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Database

Certified Forest Products Database

1 Search by Keywords:

Product:

Species:

Zipcode: Mile Radius:

Supply Chain: Search Clear

Position:

2 Search by:

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[Only Species](#)

Supplier name: Search Clear

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CFPC -- Driving the International Database

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Certified Wood Source
2345 SW Whitewood Lane
Beaverton, OR 97209, USA
Phone: 800-451-4511
Fax: 503-458-4588
Email: john@certifiedwood.org
[Company Profile](#)

 Certified Forest Products Council
CERTIFIED WELL-MANAGED FORESTS

(Click on a product to see species offerings.)

Category:	Type:	Product:	Min:	Max:	Units:
Lumber	Boards	Rough Sawn	1000	50000	Board Ft.
Lumber	Timbers	Beams	250	5000	Board Ft.

Profile:
Certified Wood Source is a wholesaler and retailer offering one of the broadest inventories in North America of wood and wood-related products. We are located in Portland, Oregon. We stock over 120 species of fine hardwoods and veneers, as well as a broad selection of furniture grade and specialty plywoods. Come visit us in person at our 15,000 sq.ft. warehouse, or phone, fax or e-mail your order to us. We regularly ship throughout North America, as well as to Europe and Asia.

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Home Depot takes Certification Mainstream





Home Depot Forest Products Policy



- 1. Wherever possible, Home Depot will purchase products originating in certified well-managed forests.*
 - FSC or equivalent*
 - Origin verified through C-O-C*





Home Depot Forest Products Policy



- 2. Home Depot will eliminate purchase of wood products from endangered regions by 2002.*





Home Depot Forest Products Policy



- 3. Home Depot will promote the efficient and responsible use of wood and wood products.*





Home Depot Forest Products Policy



- 4. Home Depot will promote and support the development and use of alternative environmental products.*





Home Depot Forest Products Policy



What does it mean for Certification?

- *THD Decision Raises the Stakes for Competing Systems*
 - *Will force competitors to more quickly move towards more "FSC-like" programs/standards*
 - *Will increase interest in/push for mutual recognition*



Home Depot Forest Products Policy



What does it mean for FSC?

FSC Must Deliver:

- *Increased Capacity:*
 - *Landbase under certification*
 - *Depth/breadth of chain-of-custody*
- *Improved Service/Process*
 - *Respond to needs / adapt to changes at the speed of business*
 - *Ensure Brand Integrity*



The Home Depot Challenge . . .



If FSC can facilitate The Home Depot's success in this initiative, FSC will strengthen its global market leadership position.





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