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
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 can ensure the integrity of your sustainable design while preserving the environmental and social benefits of our forests, for the generation and for generations to come.

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

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

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.

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

Your competition is turning to wood from Certified Well Managed Forests. "We think you should too. So when your customers ask about certified wood, be the one with all the right answers.

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

Durable products made with FSC-certified wood are growing stronger every day. One of the biggest opportunities right now is in contract furniture. With more and more buyers preferring “green,” there’s never been a better market for wood furniture that embraces a commitment to conserving our forests. And the FSC logo on products and literature is a reliable proof that the wood in your furniture comes from environmentally preferable sources.

Only FSC-certified wood can carry the FSC logo. So becoming certified is the first step to take.

For more information, contact the Scientific Certification Systems, or visit www.ca.fsc.org.

For details on becoming an FSC-Certified Custody Manufacturer, contact one of the independent certifiers listed below.

FSC-ACCRREDITED CERTIFIERS

Scientific Certification Systems
1979 Harrison Street
Oakland, CA 94612
Ph: (510) 548-6000
Fax: (510) 548-6095
Email: sales@sciencecert.com

SFI
(2001) Forest Products Association
1625 K Street, NW
Washington, DC 20006
Ph: (202) 659-9400
Fax: (202) 659-9401
Email: info@sfia.org

Other FSC accredited forest certification programs can also be accepted. For more information, contact your local FSC accredited forest certification program.

The Wood You Spec Could Protect This Forest.

Certified forest products let you keep the warmth and beauty of real wood in your interiors 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 certified as well managed. It's not just industry hype — Forest Ross is the voice of certifica-
tion and it's the expression of an active, engaged, well-informed public. Its goal is to protect forests, so let's all work together to make this happen.

Certified forest products are available in a wide spectrum of applications and products, including traditional and new products, and a range of price points. For more information on forest certification programs, visit the website of the Forest Certification Coordinator, or call the local office of the forest certification program in your area for more information.

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CFPC/FSC-US: Coordinated Outreach to Consumers
CFPC -- Driving the International Database
CFPC -- Driving the International Database

Certified Wood Source
2345 SW Whitewood Lane
Beaverton, OR 97203, USA
Phone: 800-451-4511
FAX: 503-458-4586
Email: john@certifiedwood.org
Company 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 plywood. 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.

Search Again
Home Depot takes Certification Mainstream
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

3. Home Depot will promote the efficient and responsible use of wood and wood products.
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
If FSC can facilitate The Home Depot’s success in this initiative, FSC will strengthen its global market leadership position.