

Finnish Forest Certification Council, Press Release 3.7.2007

PEFC information CD in a Finnish carton box

The new edition of the international PEFC information CD is now available (see Editors Notes for complete contents). In addition to PEFC Council's Annual Review 2006, brochures and documentation, examples of governmental recommendations for PEFC have been compiled on the CD. The CD is for everybody who wants to learn more about the advantages and benefits of PEFC's forest as well as chain-of-custody certification, its safeguards against wood from illegal logging and about the labelling of PEFC certified products.

"With our choice for the carton box we wanted to set a clear example for the use of packaging material, which is available as PEFC certified", says Mr Oliver Scholz, Communications Manager of the PEFC Council. "We are therefore proud to present our latest CD in a 100% PEFC certified carton."

The carton package for the PEFC CD (the Discbox Slider Case) is a first-ever PEFC labelled product from Stora Enso's Imatra Mills. "Stora Enso promotes all credible forest certification systems, says Environmental Director Päivi Harju-Eloranta from Stora Enso." We are delighted about the positive image of this PEFC labelled package". "It is important to note that the carton CD package is slimmer and lighter than the commonly used standard plastic case". Stora Enso Wood Supply and all Stora Enso's mills in Finland have PEFC certified chain-of-custody systems. CD carton package system is owned by Stora Enso.

Use of PEFC certified paper is increasing

More and more printers and companies in the paper sector discover the opportunities of forest certification for their businesses. This was also one of the outcomes of a PEFC seminar, which took place in Westerlo, Belgium at the end of June. The seminar, titled "*PEFC, its international position and what's in it for your business*", informed Dutch and Belgian printers, paper merchants and other paper companies about the possibilities and benefits of producing and marketing PEFC certified paper products. The presentations from PEFC certified paper merchants and printers as well as from PEFC experts were very well received by the participants.

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- Examples of the PEFC information CD are available from the Finnish Forest Certification Council.
- The information on the CD can be downloaded at (www.pefc.org > Documentation > PEFC Information CD).

Editor's notes

The **Finnish Forest Certification Council** (FFCC) runs the FFCS (Finnish Forest Certification System) certification in Finland. FFCC has twelve member organisations, which represent a wide range of stakeholders, such as the Finnish forestry, forest industry and other players that are interested in forest management and the utilisation of forests. FFCC is a member of the international PEFC Council. More than 95 % of Finland's forests are FFCS/PEFC-certified. (www.ffcs-finland.org)

PEFC (Programme for the Endorsement of Forest Certification Schemes) is an organisation for the international approval of national forest certification schemes. PEFC is the leading forest certification system, with over 196 million hectares of certified forests in Europe, North America, South America and Australia. More than 3200 companies processing and marketing timber-based products around the world have chosen a PEFC chain-of-custody certification for their businesses. (www.pefc.org)

Contents of the PEFC Information CD (Download at www.pefc.org > Documents)

1. General

What is PEFC – introduction.ppt
Summary document ‘Did You Know?’

2. Publications

PEFC what you sell makes the difference (brochure)
PEFC why you need a CoC (brochure - updated)
PEFC what does it mean to you (brochure)
Leaflet for end consumers
Leaflet for companies
PEFC Council Annual Review 2005
PEFC Council Annual Review 2006

3. PEFC in public procurement

Belgian Consumers Guide
Belgian Public Procurement Makers Guide
Danish statement on public procurement
DEFRA Shopper’s Guide
German brochure for sustainable shopping
German procurement policy
French procurement policy
French list of green labels
Japanese procurement policy
Swiss procurement policy
New Zealand procurement policy
EU Parliament resolution

4. Comparison with other certification systems

CEPI Matrix
UPM-Kymmene study on parallel testing
Nordic Forest Owners study on certification in Nordic countries

5. Chain of Custody

PEFC CoC standard and Logo Usage (Annex 4 and 5)
PEFC Avoidance of Controversial Sources – with explanatory notes.ppt
PEFC Chain of Custody – with explanatory notes.ppt
Low resolution PEFC logos in black, green and 3D
PEFC logo explanation for printers

6. PEFC Technical Documentation

PEFC Statutes
PEFC Technical Document
PEFC Annexes and Appendices
PEFC External Guidelines
PEFC Position Papers

7. Corporate Identity Guidelines

PEFC Corporate Identity Guidelines

