



Build a Forest-friendly Brand

Boost your sustainability profile

What does Gucci have in common with Germany's largest railroad company, Kleenex maker Kimberley-Clark, and the home improvement giant Kingfisher? Like a string of other leading companies, they have adopted a strategy for purchase of wood products with a documented legal and responsible origin.

In 2009, the Gucci group, with brands like Stella McCartney and Yves Saint Laurent, launched a green policy for their purchase of all paper products, right from office paper to fashionable paper shopping bags. The first Kleenex packets carrying the Forest Stewardship Council™ (FSC™) logo were sold in US supermarkets in 2009, thus signaling the commitment of Kimberley-Clark to responsible forestry. And FSC's logo is printed on each of the more than 180 million train tickets drawn annually from the German State Railroad's vending machines.

Why consider forest products?

Responsible purchasing of forest products are increasingly seen as an important element of corporate sustainability programs. For good reasons: The world's forests play a central role in climate change. And illegal harvesting results in local poverty and irreparable damage to the forest wildlife.

Strengthen your eco-brand

Through purchasing wood and paper products with a documented legal origin, you can contribute to a positive global development,

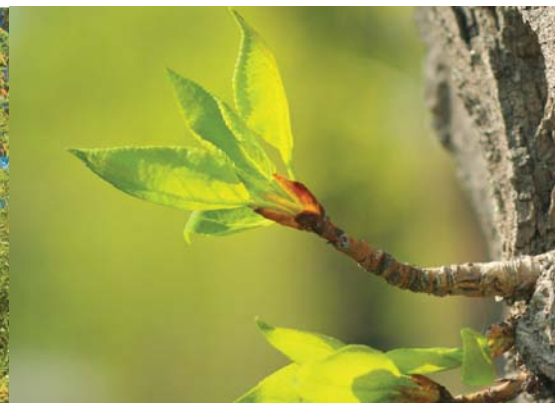
securing climate change mitigation and sustainable conditions for wildlife as well as for the millions of people who live in and off the world's forests.

This will also help you to gain an advantage in a fast changing world. It is important for your customers to have assurance for the ethical qualities of the products that they buy. Forest and timber industry investors are also increasingly looking towards the ethical aspects of forest product sourcing. Conversely, recent market reports indicate that disregarding ethical issues is 'risky business'.



Focus on legality

For companies importing wood or paper to the EU, it is also important to ensure compliance with the new EU Illegal Timber Regulation. For example, EU requires importers to have a documented 'due diligence' system in place in order to reduce the risk of illegal wood entering their supply chain.





Services that help you along

Want to develop a forest-friendly profile, and support the world's forests and the people depending on them? We can help you with solutions tailored to your needs:

- ✓ Develop a realistic policy for responsible procurement of timber products, with clear goals that can be communicated;
- ✓ Supply chain risk analysis and management;
- ✓ Capacity building of relevant staff;
- ✓ Clear communication with your suppliers regarding your targets and requirements;
- ✓ Identification of new suppliers;
- ✓ Credible external communication about your policy and targets;
- ✓ Verify your progress towards your goals
- ✓ Assistance with credible external communication about your efforts.

About NEPCon

NEPCon works to support sustainable land use. We manage the Rainforest Alliance's SmartWood program in Europe and Russia. FSC certification, Timber Legality Verification and carbon auditing services are delivered in partnership with the Rainforest Alliance. PEFC services are carried out on behalf of BMG Trada Certifying AB.

Want to move on?

Contact Customer Relations Manager at NEPCon Michael Jakobsen, email mkj@nepcon.net, mobile+ 45 2124 3852.

FSC-SECR-0047

Some companies with forest-friendly purchasing policies:

Duro Bag, the world's largest producer of paper bags
Kingfisher, Europe's leading home improvement group (including e.g. B&Q and Castorama)
Domtar, one of North America's largest paper producers
ATP, leading European pension fund
Staples, global leader in office supplies
27 Danish newspapers carry the FSC label
Tetra Pak, SIG and Elo Pak, the world's largest producers of drink cartons
PepsiCo, owner of brands such as Pepsi-Cola and Tropicana juice.
Scholastic, the world's largest publisher of children's books
DLH, world leader in tropical timber trade
Marks & Spencer, leading retailer in the UK within quality clothing and food.



Our FSC certification, timber legality verification and carbon auditing services may qualify our customers to use one of the widely recognized and prestigious Rainforest Alliance marks.

