

Is Your Wood Really Eco-Friendly?

Don't Be Fooled!

Increasing numbers of wood suppliers are making claims that their products come from “managed” or “sustainable” forests. Such claims are often just marketing rhetoric developed in response to concerns about the environment. There are no accepted definitions of what “managed” and “sustainable” actually mean. That’s why it’s important to buy certified wood.

But beware - the fact that a wood product is “certified” does not mean that it comes from an ecologically well-managed forestry operation. There are now various types of forest certification, and most do not have meaningful environmental standards. The only forest certification system that is considered credible by the major environmental groups (World Wildlife Fund, Sierra Club, Natural Resources Defense Council, etc.) is the Forest Stewardship Council (FSC).



It’s important to be aware that the presence of an FSC logo on a web site, brochure or flooring display does not necessarily mean that the products featured are FSC-certified. Many companies that are FSC-certified sell little or no FSC-certified wood.

If you are purchasing what you believe is an FSC-certified wood product and it shows up without FSC labels on the packaging, it’s most likely not FSC-certified, despite what the information from the supplier might have indicated. To verify the FSC-certified status of an unlabeled wood product, demand the supplier’s FSC certificate and an invoice detailing the FSC-certified status of each product **on a line-item basis**. If the invoice’s line-item doesn’t say “FSC-certified,” the wood is not certified.

For more information on forest certification systems and verifying FSC certification, visit www.ecotimber.com