



National
Wood Flooring
Association
www.nwfa.org

Real Wood Floors

Beauty that lasts a lifetime.

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Press Release

For Immediate Release

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NWFA's FSC Procurement Group Secures 12,000 Certified Acres

ST. LOUIS, Missouri (October 12, 2011) – The National Wood Flooring Association's FSC Procurement Group recently worked with the White Wood Timber Group to certify 12,000 acres of forest land through the Forest Stewardship Council. The acreage includes 24 landowners in South Carolina, and represents the first major certification project for the group.

"The certification of White Wood Timber is a direct result of Anderson's efforts on behalf of the FSC Procurement Group and Lisa Stocker's work under the WERC Grant from Rainforest Alliance," states NWFA RPP Governance Board Chairman Don Finkell, President of Anderson Hardwood Floors in Clinton, South Carolina. "Anderson's timber buyer made the initial contact with the White Wood Group several months ago. We then had representatives from FSC meet with the group to discuss certifications through both the NWFA's Responsible Procurement Program and FSC. During the time that these discussions were taking place, International Paper contacted the White Wood Group inquiring about FSC certified pulp wood. Based on the information provided by the Procurement Group, White Wood Group was able to put together a program of interested landowners to do the initial group certification. What's even more rewarding, however, is that the certified acreage is expected to grow to 80,000 in just five years, combining the resources of landowners in South Carolina, Georgia, and Florida."

The White Wood Group recently celebrated this accomplishment with a gala held at the home of Randy White, owner of the White Wood Center, and the catalyst for this group certification.

NWFA CEO Michael Martin commented that "this is a tremendous accomplishment for the FSC Procurement Group as it represents a significant increase in FSC-certified wood. The efforts of Anderson to initiate the relationship, and foster the certification process, are testimony of Anderson's commitment to the RPP program and environmentally conscious forest management."

The FSC Procurement Group was established under the direction of the NWFA's Responsible Procurement Program to explore, review and develop systems for private landowners to adopt FSC certification. The NWFA's RPP Program recognizes wood flooring companies that practice responsible forest management, and is a step-wise approach to achieving FSC certification.

More information about the NWFA's RPP program is available on the NWFA's web site at nwfa.org/member/RPP.aspx.

The National Wood Flooring Association is a not-for-profit trade organization, with more than 3,000 members world-wide, dedicated to educating consumers, architects, designers, specifiers and builders in the uses and benefits of wood flooring. NWFA members receive the best in educational training, benefits, technical resources and networking, to advance their professionalism and success. The NWFA is located at 111 Chesterfield Industrial Boulevard, Chesterfield, MO 63005, and can be contacted at 800-422-4556 (USA & Canada), 636-519-9663 (local and international), or on-line at www.nwfa.org.

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