

Press Release  
September 17<sup>th</sup> 2020

## Ahmarra supports FSC Friday

*As a manufacturer committed to working practices that sustain the natural environment, Ahmarra is happy to celebrate FSC® Friday 2020 next week. Run by the Forest Stewardship Council, this international awareness day highlights the positive impact using timber from FSC® forests can have on the environment, wildlife and people who live and work in them.*

Ahmarra is proud to use FSC® certified wood that is legally logged from responsibly managed forests to manufacture its timber doors and frames.



'Forests for All Together' is this year's FSC® theme, which highlights the importance of bringing people together to care for forests responsibly – including environmentalists, big businesses, indigenous people, governments, forest workers and eco-conscious consumers.

Ahmarra's FSC® certified timber is strictly audited by Exova BM Trada to meet the requirements of the FSC® Chain of Custody certification scheme. This process also safeguards trees that are on the Convention on International Trade in Endangered Species list. Choosing FSC® certified products creates a demand that feeds back through the supply chain, encouraging more forest managers to strive for FSC®'s high environmental standards.

Reasons for choosing FSC® certified products include:

- **FSC guarantees that the trees are replaced** or allowed to regenerate naturally after felling.
- **FSC set higher standards than any other wood certification scheme**, providing the highest level of protection for endangered species and natural forests.
- **FSC is respected and endorsed by major charities** such as Greenpeace and the Woodland Trust, as well as the World Wildlife Fund (WWF) who describe FSC® as the, "hallmark of responsible forest management".
- **FSC ensures better conditions for those whose livelihoods depend on the forest.** Forest owners must employ local workers to manage the forest, and provide them with training, safety equipment and a decent salary.
- **FSC is democratically governed.** Over 800 social, economic and environmental members help the organisation to set the right policies to protect the world's forests.
- **FSC protects the rights of indigenous people** who use the forest. For example, if they have sacred sites in the forest, these areas are exempt from felling.
- **FSC operates in over 100 markets around the world**, with consistent standards based on the same criteria and principles applied globally.

- **FSC's process is transparent**, so every decision made is open to public review and their product claims are independently audited.
- **FSC certified wood is tracked throughout the full supply chain**, from the forest to the point of sale, so customers can be assured of the product's authenticity.
- **FSC ensures that forests will be preserved** for future generations to enjoy.

To support FSC® Friday, Ahmarra is hosting an FSC® staff awareness day which will include hosting a Microsoft Teams meeting for the specifications team about what FSC® certification means, followed by a quiz. Staff will also be wearing green in celebration of the day.

### **Ends**

Ahmarra

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