

BMFDV



wood. for good.

**A campaign to promote
wood in the UK**

David Bills

Director General, Forestry Commission

Vice President, Wood.For Good

Main Sponsors

- Nordic Timber Council
- The Forestry Commission
- UK Sawn Wood Promoters
- Timber Trade Federation
- Forestry and Timber Association
- Northern Ireland Forest Service
 - Advised by:- British Woodworking Federation : TRADA : Timber Decking Association : UK Timber Frame Association : Building Research Establishment

One campaign

- One objective: increase UK wood consumption
- One proposition: environmentally-friendly
- One voice: across Building & Living with Wood

360° approach

Media Campaign

Advertising & Public Relations



TV - radio and magazines



Toolbox

Everything you need to know to use wood



Portal

Access to the toolbox through Website & Exhibitions

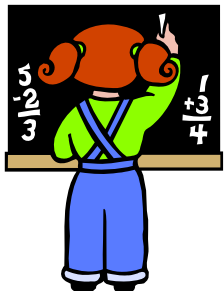
Education in how to use wood

Basics



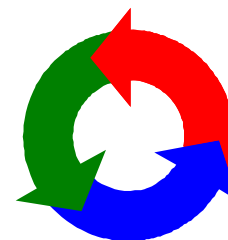
Representatives

Spreading the word about wood



Next Generation

Educating future users



Closing the Circle

Trade Marketing

Two sectors

Building with Wood



Clients

Developers, Local Authorities, Housing Associations

Specifiers

Architects, Designers, Engineers, Quantity Surveyors

Users

Contractors, Sub-Contractors

Local Government

Planners, Procurement

Merchants

Living with Wood



Homeowners

Specifiers and DIY-ers

Retailers & other suppliers

Media campaign

Advertising and public relations

- National TV
- Magazines
- Media Relations
- Research
 - Jaakko Pöyry analysis of campaign to date
(September)



the only building material that grows on trees.

Most building materials, once taken from the earth, can never be replaced.

Wood is different. It grows on trees. And in Europe we are growing many more trees than we use.* This is very good news, because of all building materials, wood makes the lowest impact on the environment, consuming less energy to fell, transport and process**. The Building Research Establishment's **Green Guide to Housing** demonstrates that timber walls, floors and windows have lower environmental impact, contribute less to climate change and cause less air and water pollution.

Isn't it a good thing we'll never run out of trees? Find out more about the good wood can do by calling 0800 279 0016,

or visiting www.woodforgood.com



wood, for good.

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* Europe enjoys an annual surplus of growth over harvest of 252million cubic metres (source: UN-ECE FAO TFPRA 2001).
 † That's almost 30 times the annual UK consumption of wood. ** The energy required to produce one tonne of building materials:
 Timber 2,000 kW/HR; Aluminium 24,000 kW/HR; PVC 42,000 kW/HR (source: Green for Alternative Technology)



let's siphon the carbon out of the atmosphere and turn it into houses.

There is a very simple way to do this. Plant trees.

Trees soak up carbon dioxide and breathe out oxygen. The more trees we grow, the more carbon dioxide we pull out of the atmosphere, thus helping to combat global warming.

Europe's forests are expanding*. For each tree we harvest we plant at least two more.

And it's young trees that are most efficient at absorbing the carbon dioxide. That's why harvesting wood

from our forests makes good sense.

Now what shall we do with all that fine timber? Well, why not build beautiful, warm, well-insulated timber frame houses?

They save on heating bills, and burning less fuel means less carbon dioxide going into the atmosphere. And we plant more trees...

To learn more about how using wood can help fight global warming, please visit www.woodforgood.com, or ring 0800 279 0016.



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* Europe enjoys an annual surplus of growth over harvest of 252million cubic metres (source: UN-ECE FAO TAPFA 2009). That's almost 30 times the annual UK consumption of wood.



one small reason why we should all learn to choose wood.

One of the biggest threats to our children's future is climate change caused by global warming.

There's no single, simple solution, but we'd like to tell you about the good wood can do and why all of us should, wherever possible, be using it.

Trees suck in carbon dioxide out of the air and lock it away, so forestry is a vital part of any strategy to slow global warming. When we use the wood, the carbon stays locked up and the replanted trees start the cycle again.

And, despite what you might believe, Europe's stock of trees is actually growing, as we currently plant more than

two trees for every one that we cut*.

Not only is wood renewable, but it takes less energy to fell, transport and process than other building materials**. And, because it's a natural insulator, timber frame houses use less fuel to heat.

Of course, on top of this, wood is beautiful, natural and stylish.

So next time you need a new floor, replacement windows, a patio or a new kitchen, stop for just one moment and remember

all those little reasons for choosing wood. For more information visit www.woodforgood.com, or call us on 0800 279 0016.



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Europe enjoys an annual surplus of growth over harvest of 222million cubic metres (source: UN-ECE FAO TEFRA 2000). That's the equivalent of almost 30 times the UK's annual wood consumption. *The energy required to produce one tonne of building material: Timber: 2,000 kW/HR; Aluminium: 25,000 kW/HR; PVC: 45,000 kW/HR (source: Centre for Alternative Technology).

despite forecasts to the contrary, it's still the same old British climate.

Mediterranean summers, they have promised us. Cacti in Crawley and bougainvillea in Bognor. But so far the good old British climate seems determined to prove the forecasters wrong.

So it is perhaps surprising that more and more architects are choosing to clothe buildings in timber.

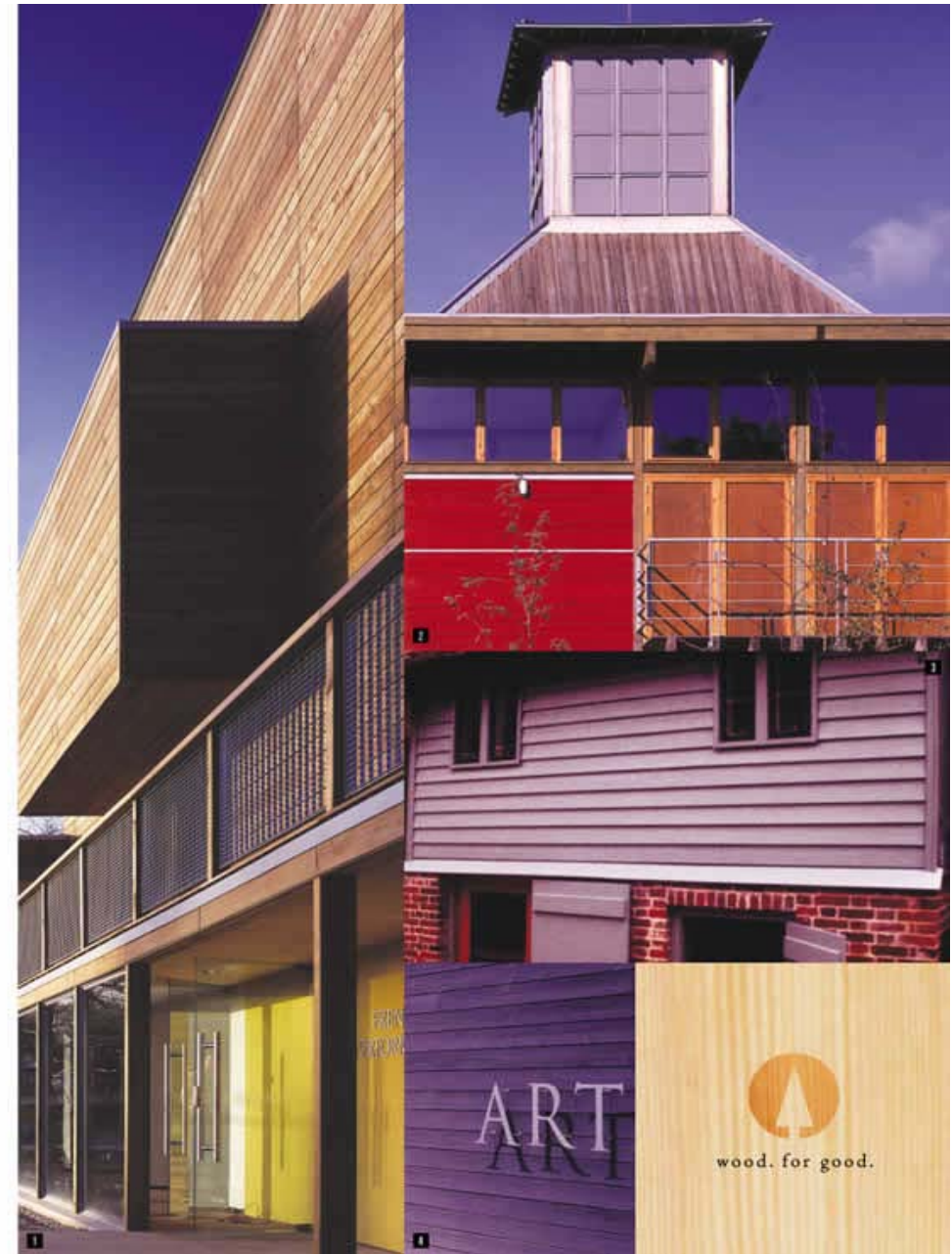
Timber? In the UK's climate?

We should not be surprised. In Nordic countries, architects have long used softwood cladding for its aesthetic and environmental benefits and its extreme durability when used properly.

In conjunction with TRADA we have designed a regional CPD programme to share what we know. We'll give you advice on specifying, detailing, sourcing and finishing timber cladding, as well as on planning issues. We are running seminars in Belfast, Birmingham, Edinburgh, Leeds, London and Manchester. To find out more about the TRADA/wood, for good CPD programme, or to purchase your copy of the TRADA cladding guide, call Louise Scarfe on 01494 569662 or visit www.woodforgood.com.

Wood for good is a promotional campaign sponsored by the British Timber Council, the Forestry Commission, the UK Softwood Producers, the Timber Trade Federation, the Timber Growers Association, and the Northern Ireland Forest Service. All sponsors are committed to sustainable forest management and encourage independent certification.

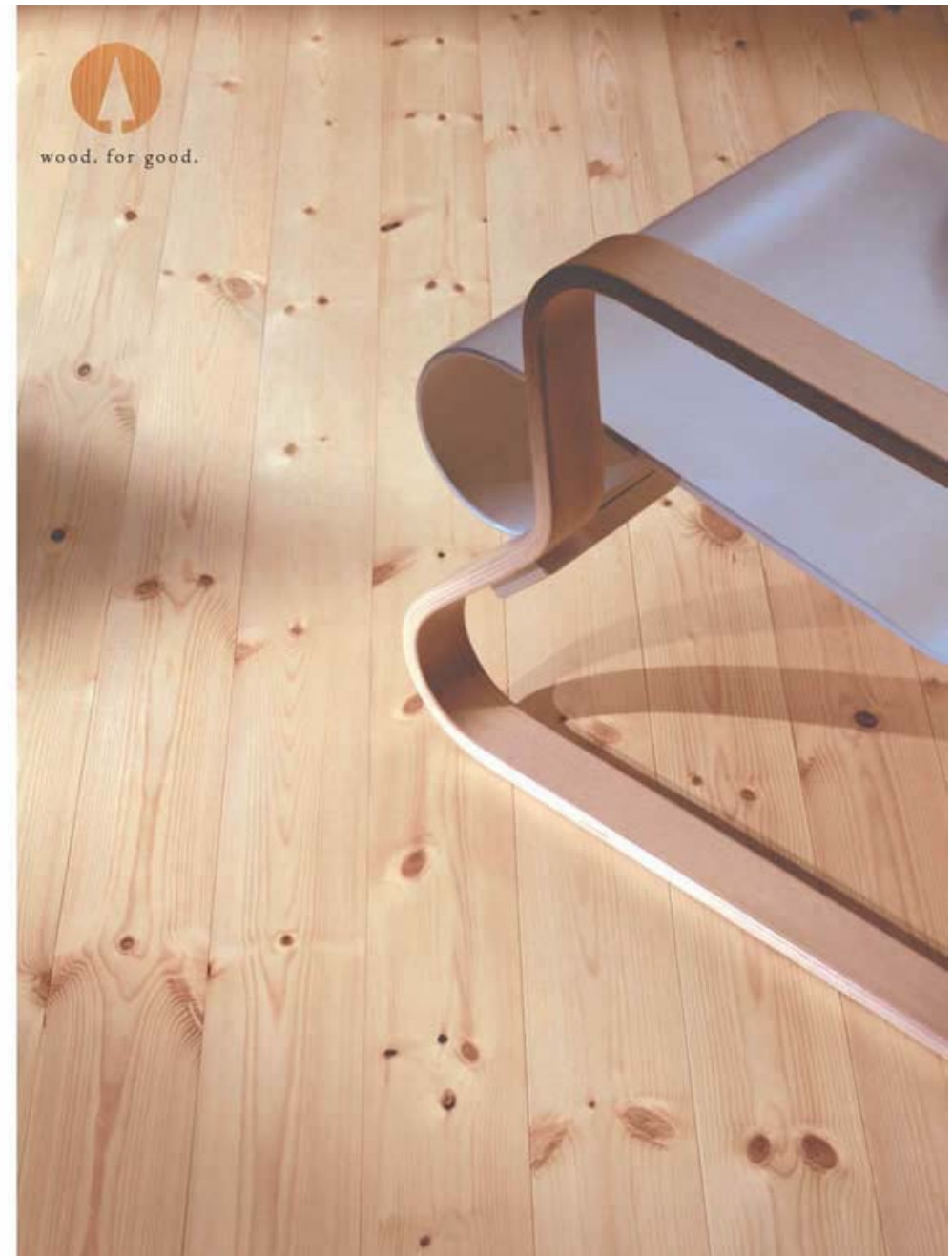
1 - Ervashon Performing Arts Centre, Surrey Architects; Farrell Taylor Fischer, Pressure-treated larch cladding. 2 - Bodley Olivier Theatre, Hampshire Architects; Pauline Clegg Bradley, Pressure-treated larch cladding. 3 - Renovation of Great Dunmow Maltings, Essex Architects; Ray Pilbury, Pressure-treated softwood boarding, doors and shutters replacing the originals, dating from 1853, all finished in lustrous paint. 4 - Avignone Mail Order HQ, Isle of Wight Architects; Mannix Practice, Pressure-treated, tongue-and-groove, stained spruce cladding.



the Scandinavians love
their solid wood floors.
(it's only natural).

Perhaps it comes from growing up with all those pine trees.
They love them for good solid practical reasons, like the way they last a lifetime. (Just think of how well Victorian pine floors have lasted).
But they also love them for their beauty.
It's only natural.
Solid wood, from renewable forests. Lightly oiled for natural resilience or lacquered for easy care.
For a beautiful, long-lasting, affordable solid wood floor, look for packs of ready to lay, kiln-dried Nordic redwood. Further dried for further stability to a moisture content of 10-12%, it has tongue and grooving on all four sides for a perfect finish.
Where can you buy Nordic wood flooring? How can you lay it yourself? How can you look after it? Visit www.woodforgood.com or call us on 0800 279 0016.

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now you can
specify windows that
won't cost the earth.



Quality wood windows last. How do plastic guarantees compare with those offered by The British Woodworking Federation's Timber Window Accreditation Scheme? A 30 year guarantee on the windows and an 8 year guarantee on the paintwork.

Modern wood windows come factory-finished, double-glazed, fully specified and competitively priced.

And, of course, their unique environmental credentials help you meet Local Agenda 21 criteria. Add to that ease of repair, unbeatable thermal performance and visual appeal and it's not hard to see why housing associations and local authorities increasingly trust wood.

Here's what Greenpeace has to say: "As long as the timber is sourced from properly managed forests and care is taken in the choice of preservatives, paints and stains, timber windows are by far the best environmental choice."

To receive your own copy of the BWF New Timber Windows brochure and a list of BWF TWAS accredited timber window manufacturers visit www.woodforgood.com or ring 0800 279 0016.

'Wood for good' is a promotional campaign sponsored by the Timber Trade Council, the Forestry Commission, the UK Green Wood Producers, the Timber Trade Federation, the Timber Council Association, and the Northern Ireland Forest Service. All sponsors are committed to sustainable forest management and encourage independent certification.

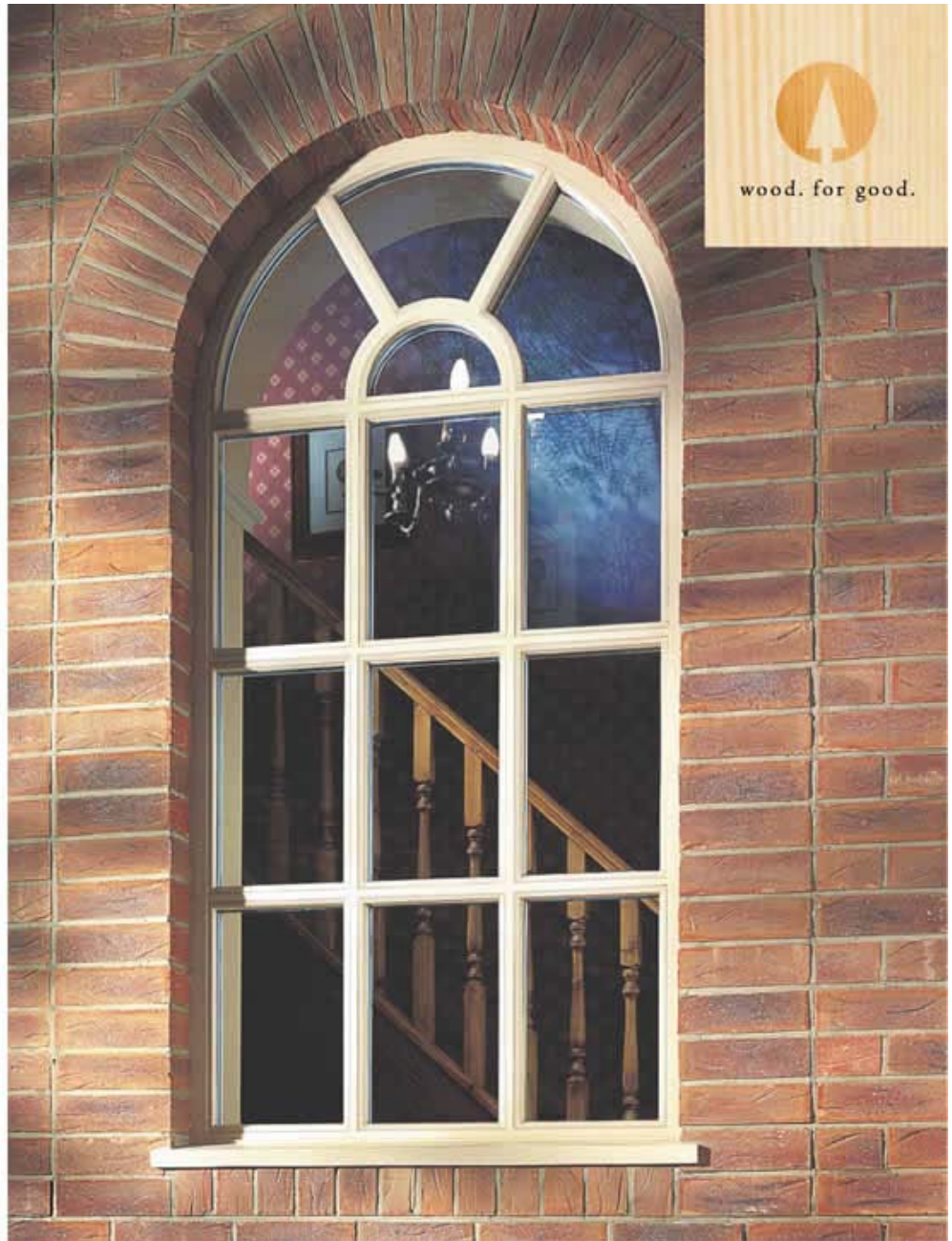


the wood window is dead.
long live the wood window!



Reports of the death of wood windows have proved premature. Because wood windows have been reinvented for the 21st century. They can now be bought with a guaranteed life of 30 years (something for the plastic boys to think about) and a paint finish guaranteed for 8 years. It's a turnaround masterminded by the British Woodworking Federation with their Timber Window Accreditation Scheme. Modern construction methods, preservatives, factory-finishing and rigorous third party testing result in competitively priced, competitively specified, ready double-glazed wood windows which are guaranteed to please your customers. Let's face it, not many people actually want to live in a house with plastic windows, do they? So now you can give your customers what they really want - wood windows with a guaranteed long life. For details of how to source BWF TWAS windows visit www.woodforgood.com or call 0800 279 0016.

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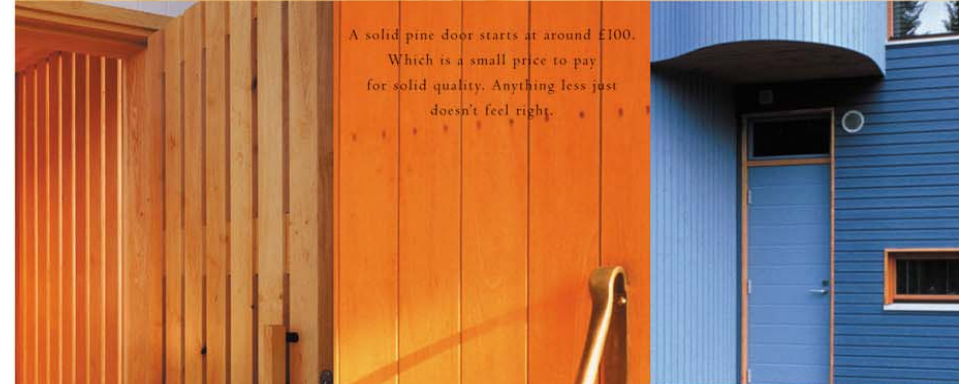


hello, I love you...

...the doors.

For more ideas about solid pine doors and where to find them,
visit www.woodforgood.com or ring 0800 279 0016.

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A solid pine door starts at around £100.
Which is a small price to pay
for solid quality. Anything less just
doesn't feel right.



wood. for good.





nothing beats life on the open deck.

Forget anything as boring as a mere patio.

A gorgeous timber deck could cost you less and give you so much more. (Well, just look at the picture. Have we extended the house in the garden? Or invited the garden into the house?)

Because timber is so versatile, it can make the most of your outdoor space and link it artfully to your house, using multi-level decks literally to create more living room out of thin air.

Anything you can imagine, we can realise. Outdoor dining areas, barbecues,

pergolas and summer houses, saunas... A jacuzzi planted in the centre with palms planted round it.

Design and construction, lighting and heating – even outdoor furniture and awnings – all can be included in a single quote.

For a free copy of the Timber Decking Association's 'An introduction to creating quality decks' and a list of TDA quality accredited suppliers, call 0800 279 0016 or visit www.woodforgood.com.



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extend your lifestyle without the expense of extending your house.



An Englishman's home is his castle. But often it is also his palace, pub, cinema and railway signal box. Even his church. If it seems unlikely that the average home can accommodate such features, just look in the average back garden.

There sits what, to the untrained eye, looks like an ordinary wooden garden shed.

But it won't necessarily contain garden tools and deckchairs. When the Suffragan Bishop of Burnley found himself without a place of worship in his home, he promptly erected one in his garden. Duly dedicated, it provided a bona fide church large enough to hold a small congregation.

Philip Cooper of Exeter painted a Botticelli ceiling in his shed. In theis, the Vales of Catford have created a pub, complete with bar, pumps and optics

(the only pub in the land where the drinks are always on the house).

John Jarvis of Holt loves watching films so much that his houses a cinema, faithful to the last detail, with rows of seats, a projection room and even an ice-cream girl (Mrs Jarvis).

Wooden garden buildings come in all shapes and sizes. They're the most inexpensive way to add living and working space. Up to a surprisingly large size, you don't even have to have planning permission*. And when you move, you don't have to leave it behind.

So, before you consider an expensive extension, see if a wooden building would suit.

Wooden buildings are not just lovely to look at. Made from renewable timber, they are kind on the environment. They can be insulated and double-glazed for extra warmth, and wired, plumbed and fitted out for use as anything from a sauna to a playroom or office. You can buy them ready to use, design and build them from scratch, or assemble them yourself from simple kits.

For more about the range of garden buildings available, or for a guide to how to create your own, please ring 0800 279 0016, or visit www.woodforgood.com.



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* Consult your local planning department.

start a love affair
in your garden.



Wood and garden flowers are natural soulmates. And thanks to pressure treated timber, this love affair will last and last. So let your imagination go. Learn more about building your own decking, fence or pergola, by ringing 0800 279 0016 or visiting www.woodforgood.com.

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wood. for good.



wood
helps
your loft
breathe
more
easily.

Nothing makes a loft like wood.

But the beauty isn't skin deep. Because wood 'breathes' – it absorbs moisture in high humidity, releasing it in low humidity. Which, in turn, could help you breathe more easily.

Wood is not just naturally healthy (if you suffer from asthma or allergies, you'll appreciate how hygienic, easy to clean and dustmite-free it can be), it's also an excellent insulator and an environmentally-friendly renewable resource*.

For all you need to know about converting your loft with wood, from floors to ceilings, windows to stairs, from planning tips to local builder lists, call 0800 279 0016 or visit www.woodforgood.com. And soon you'll be breathing more easily.



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*Europe enjoys an annual surplus of growth over harvest of 252 million cubic metres (source: UNECE/FAO/ITFRA 2000). That's the equivalent of almost 30 times the UK's annual wood consumption.



if it's not BS 5268 compliant
it won't stand up in court.

In this world, there's plywood and plywood. If you're using plywood structurally, you'll know it needs to comply with BS 5268-2:2002. Otherwise, with the variety of plywoods around, you can't be sure of its integrity (and you can't be sure of avoiding liability). So it's good to know we can provide a range of structural plywoods that is BS 5268 listed, as well as being environmentally-friendly, sourced from sustainable forests. For your free copy of the Finnish Plywood Handbook and other guides to specifying and building with plywood, call 0800 279 0016 or visit www.woodforgood.com.



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to counter the myths about
timber frame, here are a few
of our taller storeys.

Now that the BRE's 6-storey Timber Frame 2000 test bed at Cardington has demonstrated how to achieve outstanding fire protection and disproportionate collapse results in medium rise buildings, it's not surprising timber frame buildings are on the up.

Why the sudden increase in popularity of timber frame? The short answer? Solid economic sense: a faster return on investment.

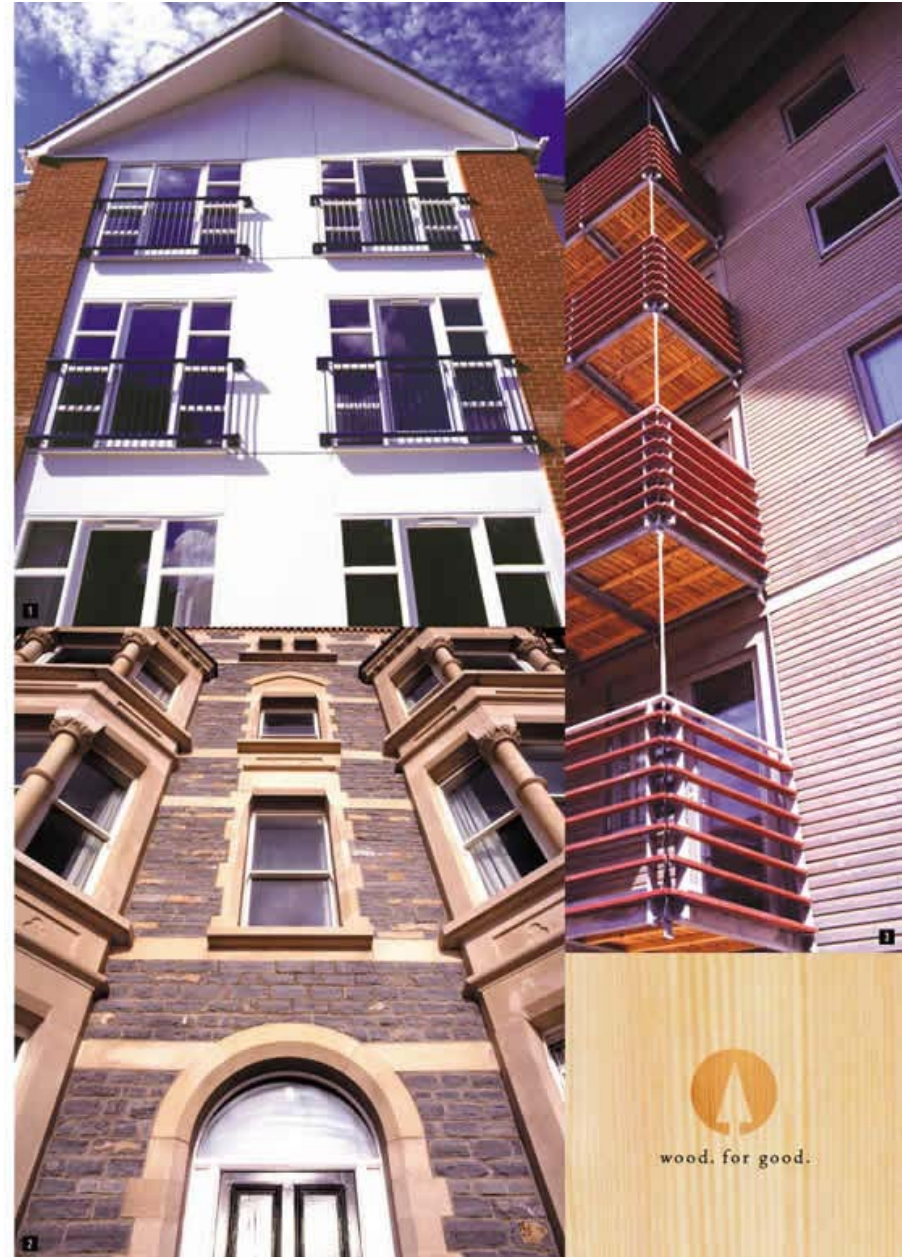
Not just that. Timber frame also means lower labour costs, less material wastage, less costly foundations and less snagging, thanks to the accuracy and quality of factory engineering.

Architects, meanwhile, can exceed official heat and sound insulation standards. Not just today's standards, but tomorrow's too. And satisfy Local Agenda 21 environmental policies, because of wood's unique sustainability and low embodied energy.

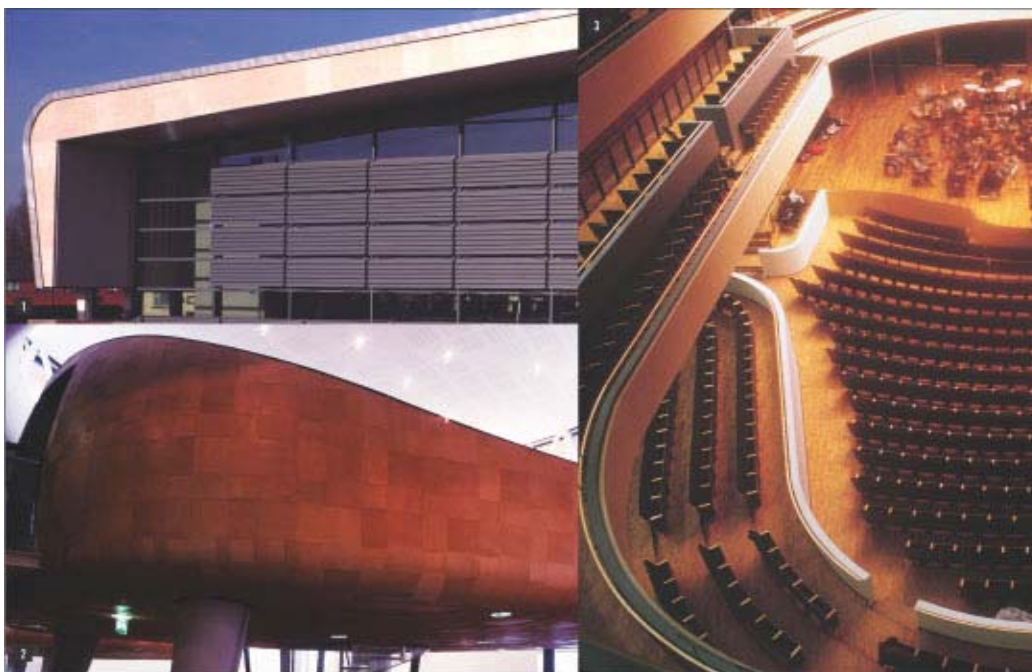
For case histories, information on medium rise timber frame, or to find out how to attend our timber frame seminars, visit www.woodforgood.com or call us on 0800 279 0016.

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1 - Kenwood Drive, Reading Architect: Park Partnership. Timber frame suppliers: Goodway. This M1 (M25) (M25) development comprises 123 flats, five and six storey flats and houses completed in 23 of the winter weeks so far, thanks to Goodway's large panel (25m x 10m) system, coupled with factory fabricated floor cassettes. 2 - Aberystwyth University Student Halls Architect: James Jackson. Frame supplier: Plytoplan. Timber frame's off-site fabrication and low foundation loading provided the solution to a 6-storey structure beyond the revised loads of the basement car centre building. 3 - Capra II, Leeds Architect: Lotus Interiors. Client: Joseph Rowntree Foundation. Design and build contractor: Kayme UK Engineering. Timber frame supplier: Volamora. A semi-salmonic solution, with pods housing factory assembled kitchens and bathrooms and self-supporting up to 5 storeys, was used to complete these 43 one-story flats in just 36 weeks.



wood. for good.



bend me, shape me,
any way you want me.

Complex curves, dramatic profiles, floating forms. What was once the stuff of dreams is now design reality, thanks to advances in computer software.

Surprisingly, the best way to turn these designs into buildings is to use the oldest building material known to man – wood.

Or structural engineered wood composites, to be precise. With our elegant, lightweight monocoque structures, complex double curvature designs can be achieved along with a low height to span ratio.

Precision engineered in controlled

factory conditions, structures using glulam beams and LVL ribs, balanced by a stressed LVL or plywood skin, are beautiful, lightweight, precise, and can be finished externally and internally for rapid installation and enclosure of space.

More reasons to love the most environmentally-friendly building material.

For more information about structural engineered wood solutions, your free copy of "The Plywood Handbook", or to book a seminar, visit www.woodforgood.com or call us on 0800 279 0016.



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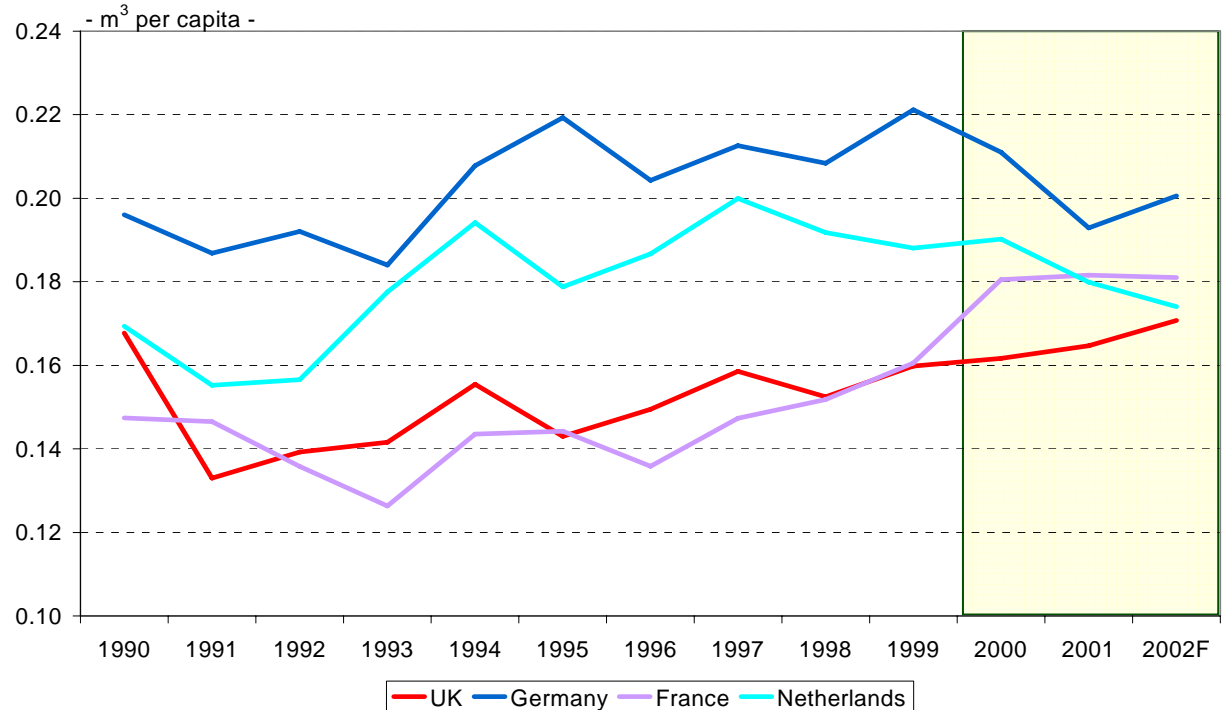
1 – **Dalhousie Pool, Walsall** Architects: Hobbins Associates; Timber Engineering: One Arch & Partners. 21m roof span made up of 21 stressed skin panels using LVL ribs fixed top and bottom with an LVL deck. Roof fascia clad in plywood. Exposed spruce stressed LVL deck as ceiling and wall finish. 2 – **Library pods, Peckham** Architects: Alamy Architects; Timber Engineering: Mark Lovell. Pods engineered from curved Kerto LVL ribs, clad with Finnish spruce birch plywood skins. 3 – **Sibelius Hall, Lahti, Finland** Architects: Arco Palo Boman Tikkala Oy; Structural Engineering: Tarmo Juvonen Oy. Glulam structure with Kerto LVL balconies. Facade, walls and ceilings clad with birch-faced plywood.

Results from Campaign / Programme Reviews

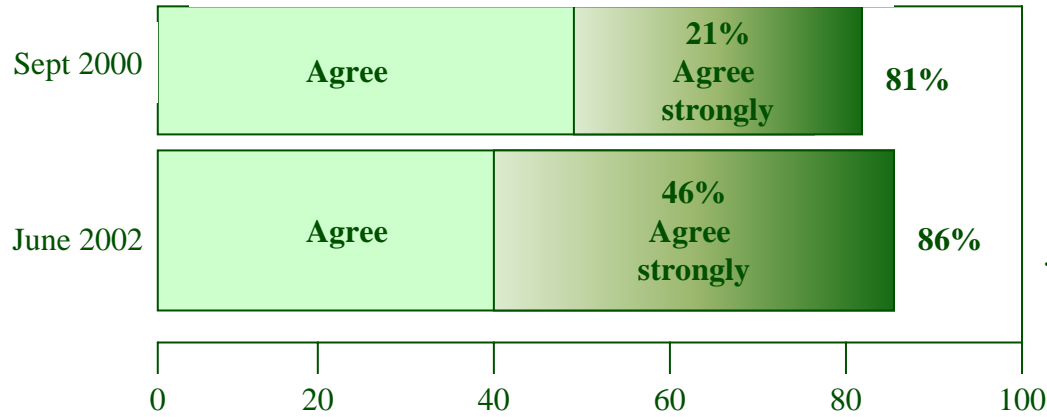
Impact on Wood Consumption – Per Capita Consumption Development

- ❑ The per capita consumption of softwood sawnwood in the UK has experienced a considerable growth since year 1999, increasing to over 0.16 m³/capita during year 2000 and continuing to increase thereafter, reaching levels not experienced since the boom of the late 1980's.
- ❑ In view of the per capita consumption development in other major sawnwood markets in Europe it seems like the UK development has been particularly strong.

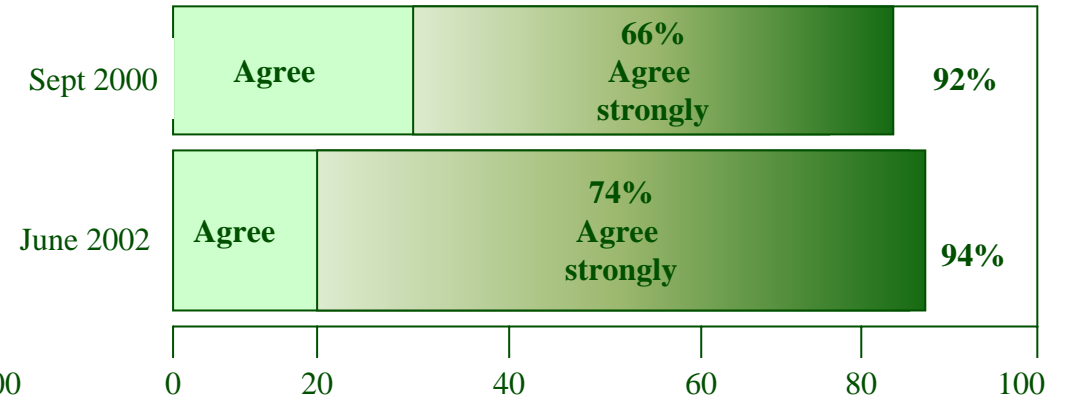
Development of Softwood Sawnwood Per Capita Consumption in Selected European Countries 1990 to 2002



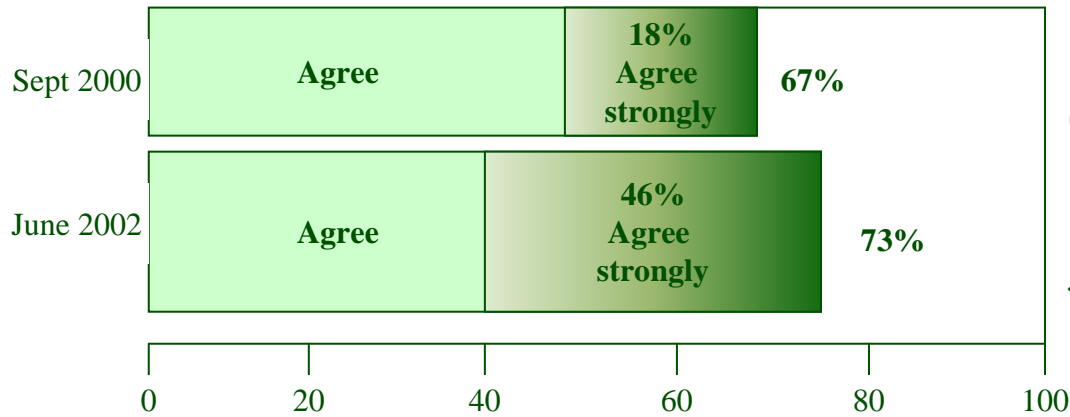
Wood is an easy material to use



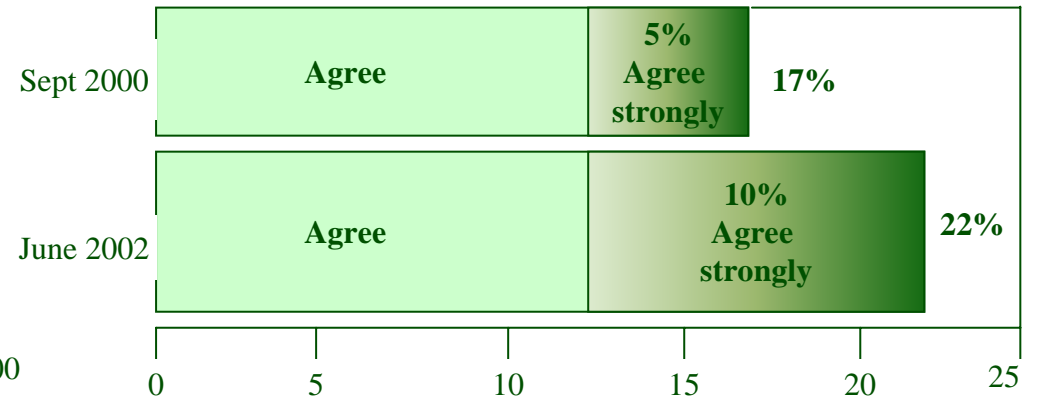
Wood is a fashionable material



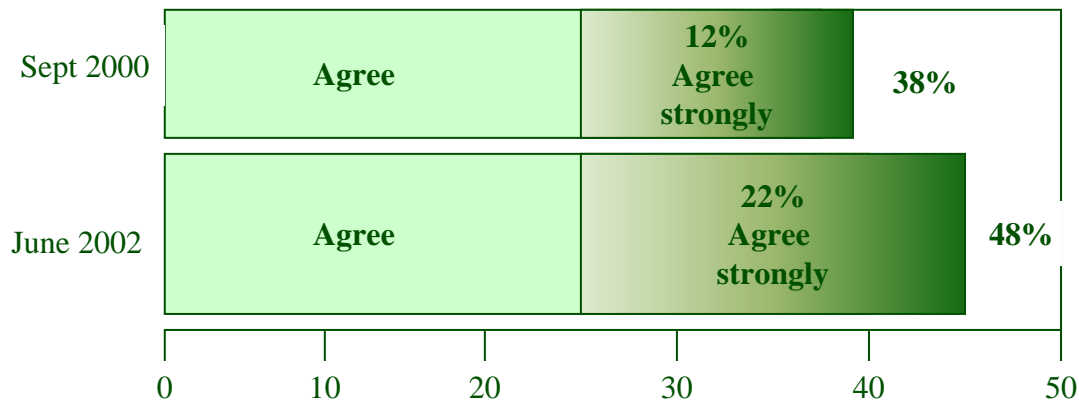
I would like to use more wood in my home



I am thinking of replacing my window frames with new wooden windows



For every tree cut down, two are planted



The number of trees in Europe is increasing

