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AST PRODUCT UPDATE – Chain of Custody certification

NOTICE TO ALL CUSTOMERS

Australian Solar Timbers (AST) has become the first Australian mainland hardwood flooring manufacturer to be accredited under the Australian Forestry Standard Chain of Custody Certification Scheme.

The Australian Forestry Standard (AFS) is a world class forestry standard, which is endorsed by the world's biggest assessor of sustainable forest management, the Programme for Endorsement of Forest Certification (PEFC).



Promoting Sustainable Forest Management

The Chain of Custody Standard provides consumers with assurance that the forest and wood products they are purchasing are sourced from legally and sustainably managed forests, which are managed to the highest possible social, economic and environmental standards. It is independently third party audited.

AST's quality hardwood timber flooring can now carry the certification mark which provides consumers, designers and specifiers with that Chain of Custody assurance. This combined with the use of solar energy to power our timber drying kilns demonstrates that AST is one of Australia's most environmentally friendly timber companies- a fact of which we are very proud.

It also presents an opportunity to sell to designers, specifiers and consumers who increasingly want to know how and where the wood products they are using come from, how they are produced and want to ensure their sustainability and legality.

In the coming months AST will be labelling our flooring products with the AFS/PEFC logos, updating our brochures and website to promote certification to assist our distribution in meeting growing consumer demand for environmentally sound certified flooring products.

Should you wish to promote the fact that you sell certified products and brands in your own promotional programmes – you will need to assess Chain of Custody certification for your company. More information is available through the attached links.

If you simply want to stock and sell AST certified labelled products and make no further product claims and do not attach your own labels you do not need to be Chain of Custody certified.

AST is proud to be at the forefront of certification in Australia promoting sustainable forest management and continue its innovative role in producing quality flooring to internationally recognized best practice standards.

If you have any queries or require any further information please contact our office on 02 6562 6839.

Further information on the Australian Forestry Standard can be found at:
www.forestrystandard.org.au

Information on the PEFC can be found at:
www.pefc.org

Information on the Chain of Custody can also be found at the Forest and Wood Products Australia website www.fwprdc.org.au under Projects Reports. Reference number PN07.1055.

Yours sincerely,

David Head
Marketing Manager
Australian Solar Timbers