



Policy on the Purchase and Marketing of Wood and Wood Products from Certified Sources

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Larson-Juhl UK Limited distribute picture frame mouldings and mountboards around the world and has adopted the FSC-40-004 V3.0 and PEFC ST 2002:2013 chain of custody standards. This enables a proportion of our products to be sold as certified product. In support of this, it is our policy to progressively purchase wood and paper originating from certified wood sources. This excludes wood harvested illegally from forest areas where traditional or civil rights are violated, which have high conservation values and are threatened. It also excludes natural forest that has been converted to plantations or non-forest use, and genetically modified trees.

The company actively promotes the benefits of certified wood directly to our customers and in the various publications and trade associations in the industry. Through the use of FSC® and PEFC™ labelling we hope to persuade customers of the advantages of switching to certified products.

Since 1990, American Forests has completed restoration work in all 50 US states and 45 countries around the world, helping to plant nearly 50 million trees in areas of crucial need. Larson-Juhl has donated 10% of these trees, more than 500,000, to the Global Releaf foundation since 1991.

These projects have restored forest ecosystems for a variety of critical issues, including wildlife habitat improvement, responses to wildfire and other threats, water resource protection and carbon offset benefits. Through local partnerships, American Forests is able to involve individuals, organizations, agencies and corporations in tree planting projects that restore local and global ecosystems.

In terms of supply chain management Larson-Juhl UK will work with our long established vendors for them to achieve chain of custody status and then to develop their ranges of products made from certified materials. In the long run this will provide a competitive and diverse range of products made from certified wood and pulp something that is not evident today.

Within the business we have built awareness amongst our employees of the rigors required for Chain of Custody Certification and also the benefits for the company and themselves of our certification policy.

Jonathan Burrage
Managing Director of Larson-Juhl UK Ltd

