

Information for European Companies



NATURE CLIMATE REGION

Without dedicated companies
no practical climate protection



Environmental label,
proof of origin
products, suppliers,
non profit initiative

Using wood from short distances in raw material purchasing, production and marketing means protecting the climate and the environment, supporting one's own region and scoring points with customers

low-carbon-timber.eu
holz-von-hier.eu



Interreg 
Alpine Space
CaSCo
EUROPEAN REGIONAL DEVELOPMENT FUND

- 1...** The ecolabel is listed in all relevant platforms for sustainable consumption, sustainable procurement and sustainable building.
- 2...** The LOW CARBON TIMBER (HOLZ VON HIER) umbrella brand opens up megatrends and high customer demand potential for you, thus creating unique selling positions.
- 3...** The implementation is simple, easy and fast. You can start immediately, for example in the case of a concrete construction project or object.
- 4...** The tools not only supports you in addressing customers but eases the search for suppliers and make your products visible in many ways.

Score points with the public sector!

The increasingly global transport of goods and raw materials contributes significantly to climate change and the environmental footprint of products. Transport is also the only sector in the EU with steadily rising, rather than decreasing CO2 emissions. All efforts to reduce CO2 emissions such as technical efficiency gains, biofuel, etc. could not stop the increase. That has an impact on environment and climate, is associated with high economic costs and weakens the regional economy.

Many actors of the public sector are interested in promoting regional added value and are looking for arguments for a well-founded selection of regional businesses in the context of tendering and procurement. Here, LOW CARBON TIMBER© as a viable eco-label provides an important bridge and provides you with important bonus points in municipalities and in the public sector.

LOW CARBON TIMBER© pointedly advocates public-sector actors and provides information on the possibilities offered by public tenders.

Personal certificate for your customers

The LOW CARBON TIMBER (HOLZ VON HIER) © certificate identifies wood products that have been produced above average in terms of transport and have thus been produced particularly climate and environmentally friendly along the entire processing chain up to the point of use. The raw materials come from sustainably managed forests.

Use LOW CARBON TIMBER © and certify your products. Make your customer proud and hand him an individual certificate for his wood product.

Larch from Siberia? Maple from Canada? Fir tree from the Ural?

Together we make wood again one of the most ecological construction materials and products that exist.



Simple, flexible, cheap ...

Participating is made easy with LOW CARBON TIMBER©:

- No establishment of a management system.
- No software that needs to be installed.
- No onsite auditor in the company.
- No general restrictions on production and business activities of the company.
- Only internet access required.
- Participation is possible immediately, e.g. in the case of a concrete construction project or an object equipment.
- Individual products or deliveries can also be certified
- Low cost.



Use megatrends and win customers

With LOW CARBON TIMBER© you address two outstanding, long-term megatrends: (1) greening, sustainable products and (2) regionalization, authenticity. According to well-known trend studies, 60% of consumers today buy targeted sustainable products. For 87% of these customers, these are mainly regionally produced products. With a LOW CARBON TIMBER© certificate for your products you can reach a growing group of customers.

People mainly buy for emotional reasons and love stories about products. The non-profit initiative LOW CARBON TIMBER© (with the environmental label of the same name) helps to tell stories about your products.



LOW CARBON TIMBER© offers:

More visibility for your business by displaying at the platform holz-von-hier.de as umbrella platform for customers who search for sustainable products.

Use of the **umbrella brand** with a clear message for one's own marketing to profile oneself against the competition.

An **acknowledged ecolabel** for sustainable consumption, sustainable building and sustainable procurement. An additional **environmental footprint** provides the increasingly important LCA data for the environmental documentation of your buildings and objects.

A **growing network** for improved availability of regional materials such as: lumber, KVH, BSH, CLT, MHM, solid wood panels, facade and deck wood, windows, components, interiors, floors, wood energy, paper and others.

Materials & tools to assist in promotion and customer communication such as the environmental simulator, the digital product sample case, the object database, the Smart Places Network and more

You may think or ask yourself ...

Why another label? Especially in the course of increasing globalization, trustworthy labels are becoming increasingly important for many customers. Wood doesn't show its origin and the transports. LOW CARBON TIMBER© supports you here as the only label that combines climate and environmental protection with regional added value.

Do I have to change my supplier(s)? No! You only need to buy as much raw material from a company registered at LOW CARBON TIMBER© as you would like to certify products. If your supplier is not already there, we will be happy to talk to him.

What I need for my production does not exist as Low Carbon Timber. Meanwhile, there are already most of the usual materials and raw materials also with wood from here proof. And the network continues to grow.

The customer only counts the price. Experience shows something different. Try it! Tell your customers about LOW CARBON TIMBER© and why it matters. You will be surprised how important ecological, authentic products are to many customers.