



National
Wood Flooring
Association



FROM U.S.
RENEWING
FORESTS

TRANSITIONAL
To higher levels of environmental and
social performance. For details visit:
WWW.RPPPROGRAM.ORG

The U.S. Renewing Forests label – what does it mean?

Wood flooring that carries the U.S. Renewing Forests label comes from U.S. states where, according to the U.S. Forest Service, hardwood timber growth exceeds loss through harvest and mortality. *These forests are growing and renewing themselves naturally, producing an overall surplus of wood year after year.*

In addition, in order for wood flooring to qualify for the U.S. Renewing Forests label, the forests of origin must be considered to be at *low risk* for the following factors by environmental groups and other stakeholders:

- ✓ Illegal logging
- ✓ Conversion of natural forests (to tree plantations or non-forest uses)
- ✓ Logging that threatens the conservation of rare or threatened species and ecosystems (“high-conservation value forest”)
- ✓ Use of genetically-modified organisms (GMOs)
- ✓ Logging that violates traditional or civil rights

Transitional – to what?



FROM U.S.
RENEWING
FORESTS



TRANSITIONAL
To higher levels of environmental and
social performance. For details visit:
WWW.RPPPROGRAM.ORG

Wood flooring that bears the U.S. Renewing Forests label is made by a company that participates in the Responsible Procurement Program (RPP). The RPP commits participating companies to sourcing an ever-increasing percentage of their wood from forests that are certified according to the rigorous environmental and social standards of the Forest Stewardship Council (FSC). *The RPP is designed such that products qualifying for the U.S. Renewing Forests label will gradually give way to products bearing the FSC label.*

More about the Responsible Procurement Program and FSC

The U.S. Renewing Forests label was developed by the National Wood Flooring Association (NWFA) as part of its Responsible Procurement Program (RPP). The RPP represents an unprecedented partnership between a major forest products industry trade association and the environmental community.

At the heart of the RPP is an alliance between NWFA and FSC US. FSC US enjoys the participation and support of major environmental groups like World Wildlife Fund, The Nature Conservancy, National Wildlife Federation, Natural Resources Defense Council, Greenpeace and the Sierra Club.

“FSC-US recognizes and supports the Responsible Procurement Program as a valid incremental approach toward socially and environmentally responsible forestry.” – **Corey Brinkema, President, FSC US**



The mark of responsible forestry

© 1996 Forest Stewardship Council A.C.

FSC is a not-for-profit organization that sets standards for environmentally and socially responsible forest management worldwide. These standards in turn guide the “green” certification of forests and forest products through a system of independent auditing.