





BUILDING BUSINESS WITH WOOD

GROWN IN BRITAIN

Opening up new markets

Grown in Britain chain of custody for builders' and timber merchants enables you to use the brand for marketing your home-grown offering to local customers.





Key in to Architects

Take a look online at the creative use of timber shown by the architects entering for Britain's annual Wood Awards. Timber cladding is in frequent use in today's design and cladding products made from British-grown timber are available. Many architects are keen to reduce the environmental footprint of buildings. Working with timber sourced from Britain cuts 'wood miles', and contributes to reducing CO_2 and creating 'social value' here at home. Make sure your local architects and their builders know they can source British wood from you.

Dovetail with Joiners

Joinery firms across the country are members of the British Woodworking Federation (BWF). 'Made in Britain' is the BWF's own campaign to highlight their members' high level of wood skills, and to promote products, like windows, doors and bespoke joinery, created in the UK. Joiners are known for appreciating 'a good piece of wood', and many seek out hardwoods like oak, ash and beech to craft designs for clients. Offering a choice of British-grown wood, assured through **Grown in Britain** chain of custody, gives you a marketing tool for developing business relationships with joiners.



Looking to expand your business?

Offering British-grown timber and wood products presents new opportunities for merchants.

Grown in Britain



Stand out from the crowd

Knowledge and customer service are two sides of the merchant sales triangle, product offering is the third. Give your customers extra choice with timber and wood products **Grown in Britain.**



Space: the final frontier?

Why should you give precious yard space to British wood? Expand your business potential - and your margins - by offering higher-value products like British-grown Western Red Cedar or home-grown thermally-modified timber cladding. British hardwoods such as oak, ash, beech and sycamore are popular for interiors, and British softwoods are available in products from tongue & groove to decking.

Timber features regularly in winning entries for *Master Builder of the Year*. For architects, timber is the material of the moment, with many Wood Awards winners using one or more British-grown species in their designs. Joiners too are promoting their products as British-made, so offering British-grown timber is a natural fit.

Timber preference statement:

If you supply major contractors working on local projects, you may come across the following preference statement, adopted by most of the major contractors:

"We will give preference to schemes that support the principles of the Social Value Act: e.g. the use of timber and timber products which are assured as Grown in Britain."

More than 'Buying British'

Supporting British wood producers gives our forests & woodlands a sustainable future. It promotes employment and local economies, and protects wildlife and forest environments. **Grown in Britain** (GiB) encourages potentially productive woodland back into management, driving up supply to meet growing demand.



Making sure it's British

Grown in Britain licensed forests, producing primary timber and wood products, are the first link in the assurance chain. Processors, timber distributors, builders' merchants and retailers, can gain market advantage with **Grown in Britain** (GiB) chain of custody.

WHICH CHAIN OF CUSTODY?

VIRGIN WOOD – excluding wood fuel*

FOREST PRODUCTS: For primary processors - anyone who fells, harvests, saws or manufactures products from virgin British-grown wood.

SUPPLIER: For all other levels within the supply chain, distributing or selling virgin British-grown timber & wood products.

GROUP SCHEMES: It is possible to set up group chain of custody schemes. Please contact us for details.

*A separate licensing scheme covers suppliers of British-grown wood fuel – see our wood fuel licensing leaflet or our website for details.

FIND OUT MORE

Check which chain of custody licence is right for your business by contacting Grown in Britain:

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