



NEW ANGLES ON BUSINESS WITH TIMBER GROWN IN BRITAIN



Measure up to new markets

Grown in Britain chain of custody enables your firm to use the brand for marketing your British-grown joinery to customers, and add to the effectiveness of the BWF's Made in Britain joinery marketing campaign.







Square up to Architects

Timber is architects' material of the moment for interiors and exteriors. Architects are keen to reduce the environmental footprint of buildings: working with timber sourced from Britain cuts 'wood miles', contributes to reducing Britain's CO_2 and creates 'social value' for communities. Make sure your local architects and their builders know they can source expert joinery, made from British wood, from your business.

Drill into retail

Joiners with a retail connection – through bespoke kitchen services, shopfitting, or through bespoke furniture production – can also use **Grown in Britain** chain of custody licensing in marketing products and services. If you sell through a retail outlet, the retailer can also obtain a Supplier chain of custody licence, giving them further advantage when selling your creative output.

British-grown timber & wood products can help to market your joinery business.

Assure customers that wood is Grown in Britain with chain of custody licensing.

Grown in Britain





Market your joinery with British-grown wood

Add a new marketing tool to your skill, knowledge and craftsmanship. Use British-grown wood to distinguish your business from the competition.





Grown and Made in Britain

Make a statement with your wood sourcing. Your joinery business is rightly proud of your modern skills and craft heritage. Using assured British-grown timber as an extra selling point can lift your reputation and open up new sales opportunities. Being able to prove that sourcing through **Grown in Britain** chain of custody enhances your credibility still further.

British Woodworking Federation members are already using their Made in Britain campaign for marketing. Jointing **Grown in Britain** assured timber to the high-skill, high-value joinery you produce provides an additional 'reason to purchase' for potential customers.

Social Value

If you've been asked how you create 'social value' as part of a tendering process, using British-grown timber can help you tick the right boxes. Supporting British wood producers gives our forests and woodlands a sustainable future. It promotes rural employment, including amongst woodland social enterprises, and returns value to local economies.

"We are fully behind the Grown in Britain project. It helps British Woodworking Federation members better tell the story of the products they produce and sell."

- Iain McIlwee, Chief Executive, British Woodworking Federation



British origin assured

Grown in Britain licensed forests, producing primary timber and wood products, are the first link in the assurance chain. Joinery producers can gain market advantage with a **Grown in Britain** Forest Products chain of custody licence. You can gain a licence even if you use a mix of British-grown and imported timber.

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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Grown in Britain