



JULY  
2015

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## Case Study

# FURNITURE VILLAGE

**100%**  
FURNITURE  
VILLAGE HAS SET  
A TARGET FOR  
100% SUSTAINABLE  
TIMBER

Furniture Village is the UK's largest privately-owned furniture chain with 40 stores across the UK and has an annual turnover of approximately £235m. The retailer sells a range of domestic furniture, such as sofas, chairs, tables, and beds; online and in their stores. Timber is integral to almost all products that Furniture Village sells, using both softwood and hardwood, therefore it is essential for the company to be in a position where all their timber is sustainable, for its growth and to continue as a market leading furniture retailer.

Earlier this year, Furniture Village engaged with WWF to discuss the importance of sustainable timber procurement. Although Furniture Village is at the beginning of its journey, it is one of the few companies that have shown a desire to use this information to catalyse change in its procurement practices and use their purchasing power to influence their supply chains. Furniture Village acknowledge that information on timber sustainability would benefit the company and their customers at the point of sale. The company's timber procurement policy will be put online in the near future.

To make progress on the journey to improve the sustainability of timber products, Furniture Village has made the following commitments:

- Develop a step programme to increase targets to achieve 100% sustainable timber for all the timber product ranges, including those outside the scope of the European Timber Regulation.
- By 2016 –report on the percentage of its total product catalogue that has been sourced from sustainable timber, e.g. FSC, PEFC or equivalent supply chains.
- Communicate targets for sustainable timber with customers and suppliers, including information on their website.

Furniture Village has a complex supply chain, buying products directly from factories both within and outside the EU and from UK suppliers who have



# TIMBER

IS A RESOURCE THAT  
MUST BE PROTECTED



Furniture Village will use their purchasing power to influence their supply chains



Timber is integral to products Furniture Village sells



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either manufactured locally or have imported the products themselves. They will engage with these suppliers to ensure they understand their goals for sustainable timber, when they want to achieve them and the benefits that will be gained by all from doing it.

To meet the targets outlined above, Furniture Village will continue to engage with WWF and other organisations that can provide support. They will also work closely with their internal teams, responsible for buying, marketing and the technical side of the business, to be

able to make these changes across the company, as well as their UK suppliers and those factories from which they source directly.

Furniture Village sees the dangers of unsustainable forest management to their business, which threatens to reduce timber supplies and contribute to deforestation. Timber is a resource that must be protected to ensure that companies, such as Furniture Village, can continue to use sustainable timber to create the products in our homes that everyone loves.