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Case Study

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THE SOLID WOOD FLOORING COMPANY

95%
OF THEIR WOOD
WAS FSC CERTIFIED
IN 2014

The Solid Wood Flooring Company processes and manufactures high quality, hardwood flooring, mainly for the major house builders, contractors and developers in the UK. The company's CEO, Martyn Ryder, is passionate about the protection of global forests and having travelled widely in the 1960s, has seen first-hand many of the world's rainforests, which at that time were intact.

Martyn's concern and passion for forests has ensured that they have set high sustainability standards for the company and being awarded "three trees" in WWF-UK's Timber Scorecard is testament to this. As a company that relies on this sustainable resource, The Solid Wood Flooring Company recognises that they need to have a clear policy in place. They will only buy fully certified timber, either Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC) and they have a policy not to supply exotic woods. Indeed, in 2014, 95% of all their wood flooring supplied was FSC certified. They insist that they see all documentation and certificates and check these through the FSC and PEFC web sites regularly.

To ensure that they have control over the end product, the Solid Wood Flooring Company only manufactures their own wooden flooring. They have simplified

their supply chain so they can be confident that they can maintain their high standards, from the actual forest and saw mill to the processing suppliers and right through to their manufacturing facility.

There has been increasing demand for wooden flooring over the last few years, reducing the quantity of certified timber on the market and in the future it is expected that this will drive costs up. The supply issue also brings home the need for timber producing countries to look at the long-term and adopt sustainable forest management, by replanting sufficiently and to not be tempted to harvest younger trees. Martyn believes that if more companies were to have in place stricter purchasing policies it would push the market for sustainable timber and reduce pressure on the world's forests.

