



The First Comprehensive Environmental Profiling System for Hardwood

Industry-Leading Launch at the 18th Southeast Asia and Greater China Convention

Harbin, CHINA, June 19, 2013 – American Hardwood Export Council (AHEC), the leading international trade association for US hardwood, today announces the launch of the most comprehensive environmental profiling system for U.S. Hardwood with wide-ranging implications for the international hardwood processing industry, manufacturers, green building designers, and all materials sectors.

The new American Hardwood Environmental Profile (AHEPs) will give clear guidance on American hardwood, demonstrating the legality and sustainability of every consignment of lumber and veneer delivered to export markets worldwide.

The AHEPs will combine output from credible data sources such as AHEC's Life Cycle Assessment (LCA) launched last year and carried out by PE International, a global leader in the sustainability research field. Other data sources include the U.S. Forest Service's Forest Inventory and Analysis (FIA) program, the independent peer-reviewed "Assessment of Lawful Harvesting and Sustainability of U.S. Hardwood Exports" commissioned by AHEC from Seneca Creek Associates LLC, and data from the Forest Stewardship Council (FSC) Risk Register, covering more than 150 countries worldwide.

AHEPs will provide access to information on the name of the U.S. supplier, product description, quantity of wood, commercial and scientific species name, place of harvest, and documents demonstrating negligible risk of illegal harvest.

Michael Snow, Executive Director of AHEC, says, *"Through this project, U.S. hardwood suppliers will be the world's first wood suppliers, possibly the first suppliers of any mainstream commercial material, to provide comprehensive environmental impact data with every delivery. This will have wider implications for manufacturers and the green building industries in China and across Southeast Asia. I am extremely proud that AHEC has taken a leadership role. The launch of AHEPs for materials specification will provide a transparent and universal system for understanding the environmental credentials of U.S. Hardwood."*

AHEC's Southeast Asia and Greater China Director John Chan added: *"Over the next few years, we will see a transformation in hardwood manufacturing in China from low cost to medium and high-end products using higher grades of wood, as well as a rise in manufacturing centers in Vietnam. These shifts will welcome a more comprehensive profiling system. The resulting American Hardwood Environmental Profile will be a unique tool which we believe has*

great potential to assist customers in Greater China and Southeast Asia to conform to new regulations and improve environmental performance in product design and construction.”

On the choice of Harbin to host this year’s convention, Chan said: *“Harbin and its periphery has over the years developed very significant wood processing, wood products manufacturing as well as wood distribution industries that has nation-wide coverage. Some 70-80 member companies of AHEC have already established distribution capabilities in China, many being based here, to facilitate domestic trade among customers across China. AHEC is pleased to be able to work with local trade partners here to organize our annual regional trade exchange platform that we believe can help build the industry to new levels of success in the near future.”*

US Exports of Hardwood Continue to Rise: The United States is the world’s largest producer and exporter of hardwood lumber, representing approximately 20% of all global shipments. Despite continuing uncertainties with many Western economies, the growth of American hardwood usage and applications across Greater China and Southeast Asia has continued unabated over the past few years. In 2012 Greater China and Southeast Asia remains the largest export market for U.S. hardwood lumber accounting for 52% of all exports, with China alone making up 38% of these exports¹. Sawn lumber shipments to China rose by 19% in value for 2012 over 2011 and achieved its highest value ever at US\$602 million. The total value of all US hardwood material (logs, lumber, veneer, plywood, mouldings, flooring and siding) shipped in 2012 to China, Taiwan and Southeast Asia combined is worth US\$ 1.2 billion.

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¹ United States Department of Agriculture Foreign Agricultural Service (USDA FAS)