



“Wood First” – the SWISS KRONO GROUP Supports European Wood Action Days in Brussels

With the motto “Wood First” and the goal of offsetting global warming by using more wood, the European wood industry is calling on policymakers and consumers to rely more heavily on wood and wood-based materials. In connection with the Wood Action Days of the European Panel Federation (EPF) in Brussels on 27 and 28 March 2012, campaign cubes were distributed to more than 700 delegates of the European Parliament. The SWISS KRONO GROUP was also on hand in Brussels to support the EPF’s battle against climate change, against the use of wood as biomass and for sustainable use of wood, a valuable raw material.

Heiligengrabe, Germany / 13 April 2012. “The SWISS KRONO GROUP supports cascaded utilisation of industrially exploitable wood,” declared Max von Tippelskirch, the management board chairman of KRONOPLY GmbH and KRONOTEX GmbH & Co. KG, insisting that “fresh and scrap wood has to be put to as many sequential uses as possible.” His appeal was echoed by Laszlo Döry, the vice chairman of CEI-Bois (European Confederation of Woodworking Industries), in Brussels, who stated that “as a natural carbon sink and an alternative to CO₂-intensive materials, wood deserves to be given priority.” At the Action Days, the European wood industry urged policymakers to acknowledge wood as a major CO₂ reservoir and to count the carbon that is sequestered in wood products.

Distribution of Two Wooden Cubes as Campaign Symbols

Labelled wooden cubes in two different colours are the symbols of the “Wood First Campaign”. Green cubes bear the positive messages of sustainable forest management and wood use, for example “Job motor: wood creates jobs” and “Good for the climate: wood as a carbon sink”. Red cubes proclaim the challenges that the forestry and wood industries are currently facing, as well as areas of action for supplying companies with raw



materials. The umbrella organisations of the European wood and woodworking industries, CEI-Bois, EPF and EOS, handed out these campaign cubes to more than 700 delegates of the European Parliament.

KRONO Supporting European Wood Action Days with Brochure

“The worsening shortage of wood is due in large measure to the use of fresh wood as a source of energy – in other words, cutting trees and then immediately burning them to generate heat,” explains Maciej Karnicki, CEO of the SWISS KRONO GROUP. KRONO has written a brochure, which was also distributed at the Wood Action Days in Brussels, emphasising that KRONO regards wood as an eco-friendly raw material with a great future for building and other applications. A future that will last much longer than the alternative of incinerating it in cogeneration plants. The SWISS KRONO GROUP sees no future in categorising wood as biomass. Other European plants of this corporate group, including KRONOPOL in Poland, are also using informational brochures and Web banners to campaign against the use of wood as biomass.

Even before the European wood industry joined forces to take action, the SWISS KRONO GROUP was concentrating its efforts on environmental protection and wood as a natural raw material. In a brochure titled “I Love My Planet ... and Eco-Friendly Wood-Based Materials”, KRONOPLY and KRONOTEX explain that it is possible to manufacture modern wood-based materials for healthy living using only environmentally compatible methods. KRONOPLY and KRONOTEX have placed this and other brochures about protecting the environment and forests online for downloading at www.kronoply.com and www.kronotex.com.

About KRONOPLY GmbH

Heiligengrabe, Germany-based KRONOPLY GmbH was established in 2000 and belongs to the SWISS KRONO GROUP, one of the world’s leading specialists in wood-based materials. KRONOPLY GmbH is one of the most successful producers of OSB boards in Europe. Its competencies also include producing MDF and HDF as well as high-quality



wood-fibre insulation. The firm offers customer-focused solutions involving innovative, environmentally friendly products backed by comprehensive consulting and support. In awareness of its responsibility to society, KRONOPLY GmbH makes flexibly deployable, custom-tailored wood-based materials from wood, a natural raw material.

www.kronoply.com

About KRONOTEX GmbH & Co. KG

Founded in 1992 and based in Heiligengrabe, Germany, KRONOTEX GmbH & Co. KG belongs to the SWISS KRONO GROUP, one of the world's leading specialists in wood-based materials. Since 1995, KRONOTEX GmbH & Co. KG has been very successfully producing laminate flooring with HDF cores. The firm offers customer-focused solutions involving innovative, environmentally friendly products backed by comprehensive consulting and support. In awareness of its responsibility to society, KRONOTEX GmbH & Co. KG makes flexibly deployable, custom-tailored wood-based materials from wood, a natural raw material. www.kronotex.com

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The SWISS KRONO GROUP wants a future for wood, a natural raw material, that lasts longer than simply burning it in cogeneration plants.



The SWISS KRONO GROUP is urging that industrially exploitable wood should undergo multiple, cascaded uses.



**More and more people are
opting to build and live in
forward-looking, eco-friendly
and high-quality houses made
of wood.**