



Responsible Fibre Sourcing

Seeing the wood for the trees: responsible fibre sourcing and the paper industry

Around half the commercial timber that is harvested worldwide is now used in the manufacture of paper and board products.

A good deal of it comes from managed plantations in which timber cutting is carefully controlled to ensure a continued supply of wood.*

However, even managed plantations can have an adverse ecological impact, especially if they have been planted on ground that has been cleared of established natural forest.

Such intensively managed forests can have an effect on wildlife and bio-diversity. Sometimes, they can even threaten local communities by competing directly for resources such as water and land.

And of course, there still remains the problem of irresponsible and illegal logging that can have such a devastating impact on forest ecosystems and the wider environment.

Even with the rise of recycled products, there will always be a need for wood pulp in the paper industry; paper fibres can only be recycled four or five times before they become too short to reuse.

The good news is that there are more and more areas of responsibly managed forests and plantations from which timber can be harvested and turned into pulp.

Buying or specifying paper manufactured from these sources means you're making a positive and lasting contribution to the environmental well being of the planet.

One way you can be sure of doing just that is to look for paper that is approved under a credible forest certification scheme.

* (source:)

The WWF Guide to Buying Paper