



**Norbord**<sup>®</sup>

make it better

**BETTER  
BY  
NATURE**



## Better by Nature

Our corporate values and beliefs revolve around trust, excellence and a commitment to our customers and this distills down into our claim of ‘Norbord – Make it Better’. Better by Nature explains, from a variety of aspects, how we live up to that claim.

It comes down to our whole attitude to what we do – it’s in our nature to want to do things better, whether it’s how we look after our people, the quality of the products we make, our commitment to customer service or our passion for the environment, and in particular, the protection of our native forests.

When something is in one’s nature, it means going beyond just getting the job done, it’s about passion and belief – and that’s what this booklet is all about.



## Products that are better by nature

As one of the largest producers of panel products in Europe, we have a responsibility to be at the forefront of initiatives that tackle today's environmental challenge. That's why, as the environmental impact of deforestation became clear, we led the UK industry towards FSC® certification. What's more, our European operations were amongst the first in the world to produce FSC-certified panel boards.

Sterling OSB (Oriented Strand Board) is just one example of how we at Norbord apply our philosophy of making things better.

Our OSB is made with tens of thousands of real wood strands in every board, making it a strong, tough and versatile alternative to plywood.

We designed it to cut waste with precision-engineered, uniform, high quality boards, with no knots, voids or delaminating problems.

Our total commitment to environmental excellence means that OSB is sustainable; FSC certified and made from timber grown in the UK. It's manufactured here too, so there are fewer carbon miles clocked up in transportation.

Our other boards such as Caberboard are made from recycled timber based post-consumer waste, anything from pallets to doorframes and windows collected around the country from specialist recycling companies.

The remainder of the material used is from forest residue such as the tops of trees and the misshapen wood that can't be used to create other products such as fencing and gates. Even this material comes from sustainably managed sources that meet FSC criteria.

Wood fibre that is too fine to be used in the process of making boards or the material that results from the sanding and cutting processes is used to fire the biomass boilers at our sites – as a single entity we are the largest generator of heat from renewable sources in the UK.



## Walking the walk

As one of the leading users of forestry products in the UK we believe that it is important for us to champion what's best for our industry and purchasers and users of our products.

Just like water and food, wood is a precious resource. Its environment needs to be protected and its use optimized.

That's why we have begun a campaign that addresses the key issues.

## The Renewables Obligation and its impact on you and Britain

Under the Renewables Obligation, the government has incentivised the burning of wood instead of fuels such as oil and gas to create electricity.

This enables energy generators to pay more than double the price paid by UK manufacturers who use wood to make their products. This has driven up prices by 60% in the last five years.

But the bigger issue is CO2 emissions.

**Dirtier than coal** is a joint report by the RSPB, Friends of the Earth and Greenpeace that explains how, when compared with burning coal, burning trees will actually increase emissions by 49% over the next 40 years.

Here's the science: when wood is burnt, CO2 is emitted – one tonne of dry wood burnt in a power station will emit 1.8 tonnes of CO2 into the atmosphere.

The DECC (Department of Energy and Climate Change) has ignored these emissions; they argue that the carbon released is offset by the carbon absorbed by the growing forest so they assume that wood used as biomass fuel is a 'carbon-free asset'.

This means that they can completely ignore the very real carbon emitted by the smokestacks of power plants, on the assumption that it is offset by the growth of trees.

Unfortunately, this dismisses the fact that forests are already growing and already storing carbon, when the trees are harvested and burnt, that carbon storage is eliminated and the carbon that was in the tree is released into the atmosphere.

So the energy companies are being paid carbon credits to increase carbon emissions.

Whereas wood used in manufacturing ensures carbon is locked in for up to 35 years with the remaining scrap timber being burnt for heat generation instead of going to landfill sites.

To add insult to injury, the environmentally disastrous results of burning wood for energy is subsidised by almost a £1 billion a year, with households providing the money for this subsidy via their energy bills.

If only half of the planning permission applications for biomass power stations are approved, they will have the capacity to consume many times the entire annual UK sustainable timber harvest.

Due to the inequity of the current subsidy arrangements, this will mean that this wood fibre will no longer be cost effectively available to British traditional users of wood.

The consequences of this are many and varied. The cost of goods manufactured with timber-based products will rise dramatically and manufacturing companies are likely to consider moving out of Britain to locations where the raw material is more readily and cheaply available.

Or wood fibre will be imported into Britain creating a negative impact on the balance of trade.

There will also be an impact on the fragile recovery of the building industry with increased costs for wood panels.

Inevitable price increases mean builders may consider plywood from sources such as China. This raises more environmental issues as timber from these sources may have come from threatened rain forests and illegal logging.



## How imported plywood impacts on the world

Timber from threatened rainforests in Brazil, Indonesia and Papua New Guinea is used in making plywood and it is still imported into the UK with the WWF estimating that around £712m a year is spent on illegal wood - WWF Report, Illegal Logging: Cut it Out!

And all the time, more and more vital habitats for threatened species are being destroyed.

There are viable alternatives to imported plywood, made in the UK using Forest Stewardship Council approved timber, one of the best being FSC certified Norbord Sterling OSB.

The wood is obtained from coniferous species grown in forests that meet exacting and independent forest stewardship council criteria.

Logs are typically cut from plantation thinnings' or from the top third of the tree, leaving the rest to be converted into sawn wood. This way of collecting wood helps the growth and sustainability of the trees, plants and wildlife.

The forests from which we obtain the wood for OSB provide a flourishing habitat for a wide range of specialised plant species, specialist mosses and rare fungi.

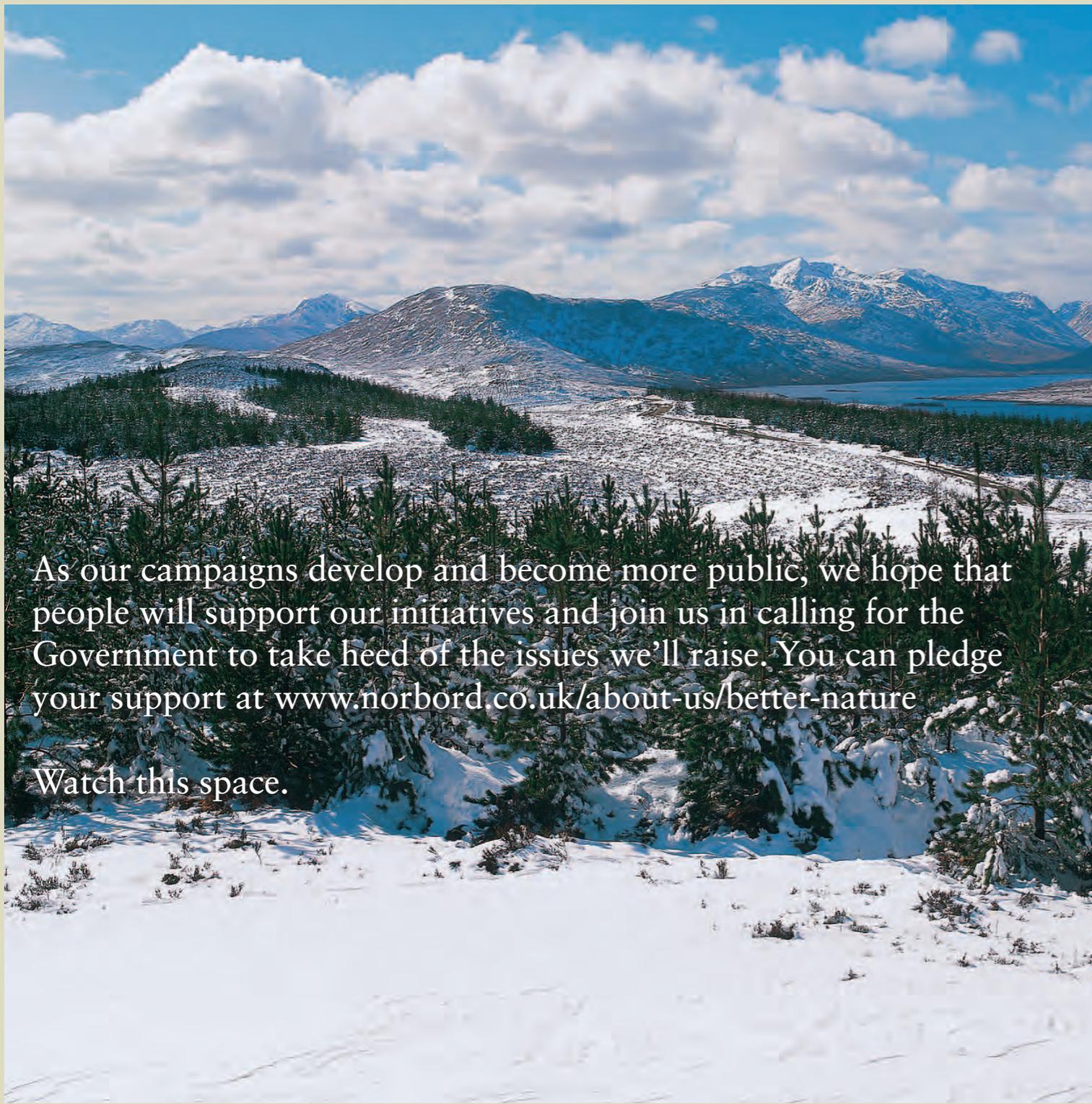
A wide range of mammals such as the red deer, the red squirrel and rare species such as the pine marten and wildcat also thrive in these forests.

Bird species including the capercaillie, crested tits, crossbills and other pinewood specialists such as the osprey and goldeneye can also be found alongside such as the spectacular Timberman, a longhorn beetle with antennae more than 10 cm across.

Native pinewoods also support good populations of nationally rare dragonfly, up to 7 species of wood ant, and a range of butterflies including green hairstreak, Scotch Argus and several fritillary species.

By specifying OSB instead of plywood, companies can contribute to the continuing robust wildlife populations of forests in the UK **and** also help stop the destruction of wildlife habitats in the world's rain forests.

But only if wood from Britain's forests hasn't been swallowed up by the energy industry.



As our campaigns develop and become more public, we hope that people will support our initiatives and join us in calling for the Government to take heed of the issues we'll raise. You can pledge your support at [www.norbord.co.uk/about-us/better-nature](http://www.norbord.co.uk/about-us/better-nature)

Watch this space.

## Illegally felled timber and the new legislation

In March 2013 new EU regulations came into force intended to prevent the selling of illegally felled timber.

The new regulations make the *“placing on the market of illegally harvested timber or timber products derived from such timber”* a criminal offence.

The law covers solid timber, plywood, wood panels and sheets, flooring, veneering, paper and pulp.

The World Bank estimates that governments worldwide lose between US\$10-15 billion per year as a result of illegal logging – money that could be spent towards economic development of the countries providing a wide range of benefits to people in timber exporting countries, such as rural livelihoods, environmental services, and sustainable resources.

Buying wood and wood products with a “no questions asked” attitude will soon no longer be acceptable or lawful.

Those who do so provide financial incentives for those committing forest crimes, and undermine efforts to enforce the law in some of the world’s poorest wood-producing countries.

Buyers will now need to satisfy themselves that recognised bodies certify the wood products they purchase.

Norbord welcomes this robust legislation that will ensure companies prove their wood panels and other timber comes from legal and well-managed forests and we will campaign to help ensure that it is strictly enforced.



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## Other examples of Norbord's good nature

- Our Accidents Zero Tolerance campaign – through the efforts of all our workforce we have reduced our safety incidences by 56% over the last 5 years – we continue to work towards an accident free working environment.
- We strive to be a good neighbour – we know that we have an operational impact where we manufacture but do our utmost to minimise the effect through stringent controls. We ensure that we meet environment legislation and maintain a continual dialogue with local communities and groups.
- In Scotland we have switched the transportation of wood by lorry via the A82 to the recently established Great Glen Shipping Company. Now 400 tonnes of roundwood is shipped using the Caledonian Canal every week, removing over 1000 lorry movements a year and further reducing our carbon footprint.
- We use intelligent distribution systems to cut down on lorry miles – we never send lorries out half full and both outbound and inbound journeys optimise lorry capacity.
- We contribute to local causes and help in practical ways such as the donation of materials and advice to groups as diverse as theatres, schools, sports teams, charities and even hobby model makers.

Find out more at 01786 819 225  
or visit [www.norbord.co.uk](http://www.norbord.co.uk)

