



SUSTAINABLE FORESTRY INITIATIVE

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FOR IMMEDIATE RELEASE

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HEARNE HARDWOODS BECOMES 1,000TH SFI-CERTIFIED LOCATION

ARLINGTON, VA – North America’s independent Sustainable Forestry Initiative® (SFI®) continues to grow rapidly, with Hearne Hardwoods Inc. becoming the 1,000th location certified to the non-profit program’s chain-of-custody certification today.

“Our astounding growth proves that companies and consumers alike recognize SFI certification can meet their high expectations,” SFI President and CEO Kathy Abusow said. “In less than one year, we have expanded to almost 400 chain-of-custody certificates at 1,000 locations from about 100 certifications at 400 locations – that represents a 400 percent increase in certificates and a 250 percent increase in locations, with no sign of slowing down.”

“Our customers include some of the most discerning woodworkers, artists, boat builders, jet airplane companies, musical instrument builders and architects,” said Rick Hearne, president of Hearne Hardwoods, one of the largest specialty lumberyards in the world. “Over the last several years, we have been getting many more requests from our customers for documentation about the sustainability of their products. SFI certification is an invaluable tool for promoting these beautiful woods.”

Abusow said customers appreciate SFI Inc.’s comprehensive, science-based standard. “Recent customer surveys have shown the SFI on-product label is recognized and respected across North America – as well as being accepted by organizations and governments around the world,” she said. “Certification to a trusted program like SFI makes it easier for consumers to reward responsible forest practices.”

The SFI program was created to certify forests in the United States and Canada, and has become one of the largest and fastest-growing certification programs in the world. There are about 150 million acres (more than 60 million hectares) of SFI-certified lands across North America. Through SFI’s fiber sourcing requirements, program participants influence millions of additional acres through an auditable procurement process designed to improve management on all suppliers’ lands.

Chain of custody is an accounting system process that tracks wood fiber through the different stages of production. SFI chain-of-custody certification allows companies to identify how much of their product is from certified lands, how much has post-consumer content, and how much is the result of responsible procurement. Companies with chain-of-custody certification and multiple facilities, such as paper merchants, printers or lumberyards, can include more than one facility under a certificate.



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The SFI program delivers a steady supply of certified fiber from well-managed forests because its on-product label can be used to identify fiber from 82 percent of the certified forests in the United States and Canada. This is important because only 10 percent of the world's forests are certified, and there is increasing demand for certified products to support green building and responsible paper procurement.

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About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), that is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with 150 million acres (60 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands and a chain-of-custody certification, which can communicate to buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

About Hearne Hardwoods Inc.

Hearne Hardwoods (www.hearnehardwoods.com), a speciality lumber business in Oxford, PA, stocks more than 140 species of wood from all over the world, with about one million feet of inventory. Rick Hearne and Steve Beiler started the company 11 years ago when they moved from Lancaster County to Chester County. Hearne Hardwoods is committed to handling extraordinary hardwoods, and tries to maintain an inventory of some of the world's most beautiful sustainable hardwoods. Hearne Hardwoods is proud to be SFI certified, and to demonstrate its commitment to the mission of the SFI program.