



NATURE CLIMATE REGION

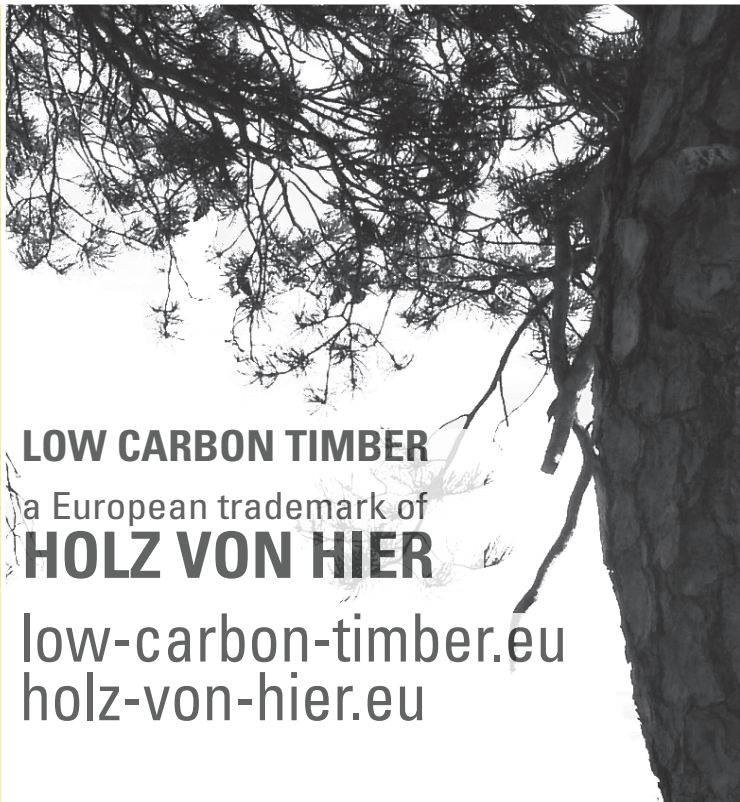
The present + future
of building + life
shape together



Environmental label
proof of origin
Products, Suppliers,
charitable initiative

To plan short products for wood products means to protect the climate and the environment as well as to implement regional added value in buildings and objects.

presented by



LOW CARBON TIMBER

a European trademark of
HOLZ VON HIER

low-carbon-timber.eu
holz-von-hier.eu

- 1... HOLZ VON HERE is the only environmental label that records and documents the environmental footprint of gray energy and the short paths in the upstream chains of wood products.
- 2... With HOLZ VON HERE, you not only plan and build responsibly and creatively, but your planning is measurably sustainable right from the start because it depends on the upstream chains of your building materials and materials.
- 3... The planner tools HOLZ VON HERE provides support your environmental documentation and make the sustainability of your objects understandable to your customers.
- 4... Internationally recognized sustainability experts emphasize the importance of the short path of products for sustainable development. With HOLZ VON HERE you can implement them concretely.

Why HOLZ VON HIER is so important

The increasingly global transport of goods and raw materials contributes significantly to the environmental footprint of products. Today, transport is the third largest cause of climate change. Transport is the only sector in the EU with steadily rising rather than decreasing CO2 emissions. All efforts to reduce climate-damaging CO2 emissions such as technical efficiency gains, biofuel and others could not stop the increase. Not only does this have a significant impact on the environment and climate, but it is also associated with high economic costs and weakens the regional economy.



The certificate

The certificate HOLZVON HIER © draws wooden products out, the above-average transport and especially climate-friendly and environmentally friendly along the entire processing chain to the place of use. The roundwood comes from sustainably managed native forests.

Ask for !

With the help of a product-specific certificate according to HOLZ VON HIER © you can even check the origin and climate-friendly short ways along the entire processing chain.



„Gray energy“ is crucial

When it comes to energy-efficient construction, everything has so far been geared to the „red energy“ of the use phase. Energy-saving lamps, heaters or insulation are the means at your disposal here. However, if you also consider the „gray energy“ of the upstream chains of building materials used, this often results in far more savings in energy and resources, especially if the real transports are taken into account. Setting products with HOLZ VON HIER © Label often causes far more climate and environmental protection than many measures during the use phase. This turns your objects into top climate protection objects.

Only when planners like you also consider the gray energy of the upstream chains of building materials, companies change their procurement in favor of short distances.

HOLZ VON HIER and healthy building

Healthy building also depends essentially on the products used. In Europe, the handling of substances that harm the unborn child or heredity is highly toxic or carcinogenic, regulated by the REACH regulation. Many substances are completely banned or restricted in Europe. Imported goods can contain REACH relevant substances. Products with the WOOD OF HERE © certificate are also systemically relevant for healthy building and living.

More Infos: www.holz-von-hier.eu/ecoplanertool



Your advantages with HOLZ VON HIER

The HOLZ VON HIER © (ISO Type 1) environmental label distinguishes outstanding climate / environmentally friendly products.

It is tendered, externally monitored and product related.

HOLZ VON HERE © is recognized by DGNB and BNK as evidence of sustainable responsible raw material extraction and as proof of short product chains.

The HOLZ VON HIER Umweltfootprint provides life cycle assessment data for the environmental documentation of your buildings.

The HOLZ VON HIER Product Environmental Traffic APP and the ECO-Simulator serve to estimate the environmental impact of building materials and provenances as well as the importance of transport and sensitization of your customers.

The HOLZ VON HIER brand and the information materials available make it easier for you to promote and publicize customers.

The web-based product search function and the digital product sample case support your market investigation.

The HOLZ VON HIER certified objects can be added to the web-based object database and your visibility increased.

Our „ECO Planner Network“ supports you in customer acquisition and order generation.

The „ECO Planner Toolkit“ provides you with tendering aids, sample texts, informational materials, CO2 comparisons, product characteristics and others.

The „ECO Planner Trainings“, which HOLZ VON HIER carries out together with local planner organizations, offer you unique selling points through sustainability expertise.