



ENVIRONMENT CLIMATE & REGION

Without committed companies
no practical climate protection



www.holz-von-hier.eu

Ecolabel
Certificate of origin
for timber industry
and non-profit initiative

Wood of short distances in
Using raw materials, production
and marketing means protec-
ting the climate and the en-
vironment, supporting your own
region and scoring points with
customers.

presented by

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- 1... The eco-label HOLZ VON HIER (HVH) is listed in all relevant platforms for sustainable consumption, sustainable procurement and sustainable construction.
- 2... The protected umbrella brand HVH taps into megatrends and large customer demand potentials for you and thus creates unique selling points.
- 3... The implementation is simple, uncomplicated and fast. You can start immediately, for example with a concrete upcoming building project or object.
- 4... The tools not only make it easier for you to customers, but also help you to find you in the search for suppliers and make your products visible in a variety of ways.

Score with the public sector!

The increasingly global transport of goods and raw materials is a major contributor to climate change and the environmental footprint of products. Also in the EU, transport is the only sector with steadily increasing rather than decreasing CO2 emissions. All efforts to reduce CO2 emissions, such as technical efficiency improvements, biofuels, etc., have not been able to stop the increase. This has an impact on environment and climate, is associated with high economic costs and weakens the regional economy.

Many public sector clients are interested in promoting regional economic cycles and are looking for arguments for a well-founded selection of regional companies in the context of tendering and procurement. As an eco-label that can be put out to tender, HOLZ VON HIER offers an important bridge here and provides you with important bonus points with local authorities and in the public sector.

HOLZ VON HIER specifically persuades public actors and informs them about the possibilities within the framework of public tenders.

Personal certificate for your customers

The HOLZ VON HIER© certificate identifies wood products that have been produced with above-average low transport costs and are thus particularly climate and environmentally friendly along the entire processing chain to the point of use. The raw materials come from sustainably managed domestic forests.

Use HOPLZ VON HIER and distinguish your products. Make your customer proud and present him with an individual certificate for his wood product.

Larch from Siberia? Maple from Canada? Fir from the Urals?

Let us together make wood again one of the most ecological building materials and products there are.



Simple, flexible, affordable ...

Participation is easy at HOLZ VON HIER:

- No management system setup in operation.
- No software that has to be installed.
- No auditor coming to the plant once a year.
- No general restrictions on the production and business activity of the company.
- Only internet access is required.
- Participation is possible immediately, e.g. in case of a concrete building project or object equipment.
- Individual products or deliveries can also be certified
- Low costs.



Leveraging megatrends & winning customers

With HOLZ VON HIER (HVH) you address two outstanding, long-term megatrends: (1) greening, sustainable products and (2) regionalization, authenticity. According to renowned trend studies, 60% of consumers today specifically buy sustainable products. For 87% of these customers, these are primarily regionally produced products. With a HOLZ VON HIER© certificate for your products, you therefore reach a growing customer group.

People buy primarily for emotional reasons and love stories about products. The non-profit initiative HOLZ VON HIER (with the environmental label of the same name) helps to tell stories about your products.



Holz von Hier offers:

More **visibility** for your business through placement on the portal holz-von-hier.de (+ CO platforms) as a bundling platform for customers looking for sustainable products.

Use of the **umbrella brand** with a clear message for your own marketing to raise your profile vis-à-vis the environment.

An **eco-label recognized in all relevant national platforms** for sustainable consumption, sustainable construction and sustainable procurement. A supplementary environmental footprint provides the increasingly important life cycle assessment data for the environmental documentation of your buildings and properties.

A **growing network** for improved availability of regional materials such as: Structural timber, KVH, BSH, CLT, MHM, solid wood panels, façade and terrace wood, windows, building elements, interior fittings, floors, wood energy, paper and others.

Materials & tools to support in promotion and communication to the customer such as the environmental simulator, the digital product sample case, the object database, the Smart Places network and others.

You may think or wonder ...

Why another label? Especially in the course of increasing globalization, trustworthy labels are becoming more and more important for many customers. You can't tell the origin and the routes of wood by looking at it. HOLZ VON HIER© (HVH) supports you here as the only label that combines climate and environmental protection with regional value creation.

Do I have to change my supplier(s)? No! You only need to buy as much raw material from a registered company as you want to certify products. If your supplier is not yet registered, we will be happy to contact him.

What I need for my production is not available as wood from here. In the meantime, most common materials and raw materials are also available with HOLZ VON HIER certification. And the network continues to grow.

With the customer only the price counts. Experience shows otherwise. Try it out! Tell your customers about HOLZ VON HIER and why it is important. You will be surprised yourself how important ecological, authentic products are to many customers.