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## **PR Information "The Beech Design Award"**

"One Type of Wood - One Thousand Possibilities" - the motto of the Beech Design Award. This international competition is for woodworkers, designers and interior designers. Anyone who designs or makes products in which beech is used is eligible for entry. The chameleon in the logo represents the huge variety of ways in which beech can be used.

The competition offers entrants the opportunity of presenting their projects or products to a broad public. In this way, the website [www.european-beech.com](http://www.european-beech.com) aims to be a platform for the exchange of creative options and ideas. The visitor not only has the chance to inform himself about design ideas and the many uses to which beech can be put, but can also evaluate the submitted projects directly online. A visit to the website is worthwhile for anybody who is interested in woodworking.

The competition is organised and sponsored by Pollmeier Massivholz GmbH & Co. KG, the world's biggest producer of beech timber. Pollmeier exports German beech to over 70 countries where the wood is put to a wide variety of uses. Typical uses vary greatly from country to country. Thus in Germany, for example, beech is often used for building stairs, while in the UK, a staircase made of beech is seldom seen. The aim of the international competition is to present design ideas and show how the wood is used in many different parts of the world, thus generating valuable stimuli for the use of beech.

Around 25% of the world's supply of deciduous trees grows in Central Europe, whereby beech is the most common variety. Today in Germany more forest and timber is being grown than is cut down over the same period. Up to 30% more usage would be possible on average without posing a threat to the forestry principle of sustainability. The forestry industry, whose structures are exemplary worldwide, allows for a sustainable and environmentally-friendly use of the commodity wood. This means that the use of timber, nature conservation and the use of the forests for leisure activities are all possible in the same area and that the forest with all of its valuable functions will also be there for future generations.

Increasing the use of European timbers which, unlike many tropical woods, verifiably come from sustainable forests maintained in an environmentally-friendly way, makes ecological sense. Opening up new areas in which beech can be used makes an important contribution to environmental and climate conservation. In addition, the use of beech also makes economic sense, given that it is available in sufficient quantities, in high quality and at a moderate price.

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