

Press Release

PR Information for INTERBUILD 2008 "European Beech – The GREEN timber species."



The German company Pollmeier, the market leader in European Beech, exhibits for the first time at INTERBUILD – 26th to 30th October 2008 at NEC Birmingham. Pollmeier welcomes visitors in hall 5 at stand number K99. "Our aim is **not** to sell timber. Our aim is to promote one of the world's most interesting hardwood species," explains company spokesman Lars Schmidt.

With the climate change and environmental debate gaining more and more momentum, the greatest advantage of the beech species is its availability from sustainable forests. Around 35% of the global stock of hardwood trees is growing in Central Europe, with beech being the most widespread species.

In contrast to the rain forests of South America or the jungles of Africa, European forests do have forestry structures, that serve as an example to the rest of the world. Long-term forest cultivation strategies allow for a sustainable and ecologically compatible utilisation of timber and make sure that the forests with all their valuable functions, will be preserved for subsequent generations. Take Germany, for instance: two-thirds of the German forests have already been certified by PEFC - the largest independent institution for safeguarding and marketing sustainable forestry. This means, that European Beech from Germany is readily available with a PEFC certificate. Further information at: www.pefc.org

Apart from the ecological aspect of using European Beech and a very moderate price, the species itself offers countless product advantages. On one hand, beech is incomparably versatile, with plenty of applications including flooring, children's toys, furniture and interior furnishings to name but a few. On the other, beech allows for many possibilities to style its visual appearance. Everything is imaginable, from "select/knot-free" and "rustic" to red heartwood and colouration using dyes, stains, varnishes or oils. The wide diversity of possible uses for beech is currently demonstrated most impressively in the web-based competition entitled "Beech

Design Award" at www.european-beech.com. A visit to the website is worthwhile for all those interested in wood and design.

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