PRESS RELEASE

For immediate release

Wood from Finland awarded EU Geographical Indication protection

Wood from Finland is the designation for Finnish sawn timber produced in Finland from Finnish pine and spruce. It has been awarded EU Geographical Indication (GI) protection under the European Union's protection scheme for craft and industrial products.

Finnish sawn timber becomes an officially protected geographical designation under the EU's new system for craft and industrial products.

Finnish sawn timber has been awarded European Union Geographical Indication (GI) protection under the EU's new protection scheme for craft and industrial products.

The registration gives Wood from Finland official EU recognition as a product whose quality, reputation and characteristics are linked to its geographical origin. The protection means that the name Wood from Finland can only be used for sawn timber produced in Finland from Finnish pine or spruce raw material.

The decision marks a significant milestone for the Finnish sawmill industry and for the international timber trade. Until now, geographical indications have been best known for food and drink products such as Champagne, Parma Ham and Roquefort. The EU's new system extends similar protection to craft and industrial products.

"The protection confirms the verified Finnish origin of Wood from Finland and gives buyers a reliable way to identify Finnish sawn timber that meets the registered product specification. It also protects the designation against misuse in international markets," says Johanna Autio, Business Manager of Wood from Finland.

Slow growth, strong origin

Finland is Europe's most forested country, with more than 75 percent of its land area covered by forests. Finnish trees grow during a short season of around 100 days a year and typically mature over

50 to 120 years, depending on species and growing conditions. This slow growth creates relatively smaller and fewer knots, dense annual rings and contributes to the strength, stability and visual quality of Finnish sawn timber.

Wood from Finland covers sawn timber made in Finland from Finnish pine and spruce. Finnish sawn timber is used globally in construction, joinery, furniture, packaging and further-processed wood products.

A new competitive advantage for Finnish timber

Finland produces approximately 12 million cubic metres of sawn timber annually, of which around 80 percent is exported. Finnish sawn timber is sold to more than 70 countries, making it one of Finland's most important export products.

The GI protection strengthens the international position of Finnish timber by protecting the Wood from Finland name against misuse and imitation. It also gives buyers, designers, builders and distributors a clearer way to identify timber whose origin and production meet the registered product specification.

Protected by Origin. Slow by Nature.

The protection provides a stronger foundation for the long-term market positioning of Finnish sawn timber. It highlights the connection between Finland's northern forests, responsible forest management, advanced sawmilling expertise and the recognised quality of Finnish sawn timber.

About Wood from Finland

Wood from Finland is the designation used for Finnish sawn timber produced in Finland from Finnish pine and spruce. It is also the name of the organisation responsible for promoting Finnish sawn timber and further processed wood products in international markets. Its guiding idea, Slow by Nature, reflects the northern growing conditions that give Finnish timber its recognised quality and performance.

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