Creation of the first Guarantee Mark in the wood sector in Spain: Pino Soria Burgos

Scots pine wood from the Region of Pinares (a region located between the provinces of Soria and Burgos) enjoyed great prestige in the Spanish market, despite the fact that it lacked a common standardised basis among the companies in the sector that would allow to launch a regulated product on the market that would facilitate its commercialisation.
There was also a mismatch between the quality of the product and the quality of the service offered to the buyer by the industry.
In this context, the first guarantee mark was created in the wood sector, the Guarantee Mark Pino Soria Burgos.

The main lesson learned is that the wood sector requires common marketing standards that make it easier for users to buy their products, eliminating confusion and insecurities that lead to a rejection of the use of wood. They also allow generating a mercantile reference to compete with the rest of products, whether made of wood or other materials such as concrete, steel, pvc…
It also allows for closer ties between the business and technology sectors, which guarantees continuous improvement of the business sector through both training and innovation.

This guarantee mark is based on three basic pillars: Guarantee of origin, sustainability (all forests and their processors are certified under the PEFC system) and quality (common marketing bases are established).
More than 48 municipalities and the Community of the 150 villages of the Land of Soria, and a total of 15 companies of first transformation of the wood, have joined.

On the other hand, we have managed to join a sector that until the creation of the Guarantee Brand was completely dispersed. In addition, its close relationship with Cesefor (forestry and wood technological centre) has enabled it to carry out extensive certification of its products (CE marking, PEFC, carbon footprint), training courses (cost control, structural calculation, wood treatment, etc.), and innovation projects (structural characterisation, development of new building systems, etc.). Currently, the companies of the Guarantee Mark are references in the Spanish wood sector and in the construction sector.

DETTAGLI

ORIGINE DEL LEGNO
foresta

TIPO DI LEGNO
Fusto

TIPO DI LEGNO IN QUESTIONE
Pinus sylvestris

IMPATTO SULL'AMBIENTE E LA BIODIVERSITà
Positive: promote the conservation and economic viability of natural forests of P. Sylvestris

EFFETTO SUL REDDITO
Positive

POTENZIALE DI SFRUTTAMENTO
--

HUB
--

IMPATTO ECONOMICO
The companies working with the guarantee mark have increased their turnover even during the crisis period

POTENZIALE DI MOBILITAZIONE
30,000,000 m3

POTENZIALE SOSTENIBILITà - VALORE
--

FACILITà DI IMPLEMENTAZIONE
Medium

FACILITà DI IMPLEMENTAZIONE - VALUTAZIONE
--

PREREQUISITI CHIAVE
Need to forge closer links between the forest management sector and the wood industry

TIPO DI EVENTO IN CUI QUESTO BPI è STATO PRESENTATO
--

EFFETTO SUL LAVORO
Increase of job positions caused by the increased turnover

I COSTI DI ATTUAZIONE (EURO - €)
--

CONOSCENZE SPECIFICHE NECESSARIE

Traditional forest management systems. Knowlefge of European Standards on certification and manufacturing of wood products

Più DETTAGLI

SFIDA RISOLTA

--

DOMINIO

Prodotti, mercati, il commercio

industrie forestali, bio / economia circolare

Ricerca e sviluppo

TIPO DI SOLUZIONE

--

PAROLE CHIAVE

--

SOLUZIONE DIGITALE

No

INNOVAZIONE

No

PAESE D'ORIGINE

Spagna

SCALA DI APPLICAZIONE

Regionale / sub-nazionale

INIZIO E FINE ANNO

2006 -

CONTATTI

PROPRIETARIO O AUTORE

marcasdegarantia@cesefor.com

REPORTER

REFERENCES AND RESOURCES

SITO PRINCIPALE

http://www.pinosoriaburgos.com

SITO WEB DEL PROGETTO

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PROGETTO DI RIFERIMENTO

--

RISORSE

--

PROGETTO NELL'AMBITO DEL QUALE QUESTA SCHEDA è STATA CREATA

Rosewood

DATA DI INSERIMENTO

12 Set 2019

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