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.

SZCZEGóŁY

POCHODZENIE SUROWCA DRZEWNEGO

Las

RODZAJ SUROWCA DRZEWNEGO

Drewno okrągłe

RODZAJ DREWNA

Pinus sylvestris

WPŁYW NA śRODOWISKO I BIORóżNORODNOść

Positive: promote the conservation and economic viability of natural forests of P. Sylvestris

EFEKTY EKONOMICZNE

Positive

POTENCJAł W ZAKRESIE KOMERCJALIZACJI

--

HUB

--

WPŁYW NA GOSPODARKę

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

POTENCJAł DLA MOBILIZACJI DREWNA

30,000,000 m3

POTENCJAł DLA ZRóWNOWAżONEGO ROZWOJU - WARTOść

--

ŁATWOść WDROżENIA

Medium

ŁATWOść WDROżENIA - OCENA

--

KLUCZOWE WYMAGANIA

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

RODZAJ WYDARZENIA, W KTóRYM WYSTąPIłA DANA BPI

--

EFEKTY W ZAKRESIE ZATRUDNIENIA

Increase of job positions caused by the increased turnover

KOSZT IMPLEMENTACJI (EURO - €)

--

WYMAGANA WIEDZA SPECJALISTYCZNA

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

WIęCEJ INFORMACJI

WYZWANIE

--

DOMENA

Produkty, rynki, handel

Przemysły drzewne, bio-/ cyrkularna gospodarka

Badania i rozwój

RODZAJ ROZWIąZANIA

--

SłOWA KLUCZOWE

--

ROZWIąZANIE CYFROWE

Nie

INNOWACJA

Nie

KRAJ POCHODZENIA

Hiszpania

SKALA APLIKACJI

Regionalny

ROK ROZPOCZęCIA I ZAKOńCZENIA

2006 -

DANE KONTAKTOWE

WłAśCICIEL LUB TWóRCA

OSOBA PRZYGOTOWUJąCA FISZKę

marcasdegarantia@cesefor.com

ŹRóDŁA I MATERIAłY

STRONA INTERNETOWA

http://www.pinosoriaburgos.com

ZASOBY

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STRONA INTERNETOWA PROJEKTU

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PROJEKT

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PROJEKT, W RAMACH KTóREGO STWORZONA ZOSTAłA NINIEJSZA FISZKA

Rosewood

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