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.

DETALHES

ORIGEM DA MADEIRA

Floresta

TIPO DE MADEIRA

Tronco

TIPO DE MADEIRA EM CAUSA

Pinus sylvestris

IMPACTE NO AMBIENTE E BIODIVERSIDADE

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

IMPACTE NAS RECEITAS

Positive

POTENCIAL DE EXPLORAçãO

--

HUB

--

IMPACTE ECONOMICO

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

POTENCIAL DE MOBILIZAçãO

30,000,000 m3

SUSTENTABILIDADE POTENCIAL - VALOR

--

FACILIDADE DE IMPLEMENTAçãO

Medium

FACILIDADE DE IMPLEMENTAçãO

--

PRE-REQUISITOS CHAVE

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

TIPO DE EVENTO EM QUE ESTE BPI TEM SIDO APRESENTADO

--

IMPACTE NO EMPREGO

Increase of job positions caused by the increased turnover

CUSTOS DE IMPLEMENTAçãO (EURO - EUR)

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CONHECIMENTOS ESPECIFICOS NECESSáRIOS

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

MAIS DETALHES

DESAFIO ABORDADO

--

DOMíNIO

Produtos, mercados e comécio

Industrias do sector florestal, bioeconomia circular

Investigação e desenvilvimento

TIPO DE SOLUçãO

--

PALAVRAS-CHAVE

--

SOLUçãO DIGITAL

Não

INOVAçãO

Não

PAíS DE ORIGEM

Espanha

ESCALA DE APLICAçãO

Regional/ sub-nacional

ANO DE INíCIO E FIM

2006 -

DADOS DE CONTACTO

PROPRIETáRIO OU AUTOR

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REPóRTER

REFERENCES AND RESOURCES

WEBSITE PRINCIPAL

http://www.pinosoriaburgos.com

WEBSITE DO PROJETO

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REFERêNCIA AO PROJETO

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RECURSOS

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PROJETO NO âMBITO DO QUAL A FOLHA DE DIVULGAçãO FOI CRIADA

Rosewood

DATA DE ENTRADA

12 Set 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY