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.

PODROBNOSTI

IZVOR LESA

Gozd

TIP LESA

Okrogli les

VRSTA OBRAVNAVANEGA LESA

Pinus sylvestris

VPLIV NA OKOLJE IN BIODIVERZITETO

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

VPLIV NA PRIHODKE

Positive

POTENCIAL IZKORIŠČANJA

--

VOZLIŠČE

--

GOSPODARSKI VPLIV

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

POTENCIAL ZA MOBILIZACIJO

30,000,000 m3

TRAJNOST - VREDNOST

--

ENOSTAVNOST IZVEDBE

Medium

ENOSTAVNOST IZVEDBE - OCENJEVANJE

--

KLJUČNI PREDPOGOJI

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

VRSTA DOGODKA, NA KATEREM JE BIL PREDSTAVLJEN TA BPI

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VPLIV NA DELOVNA MESTA

Increase of job positions caused by the increased turnover

STROŠKI IZVEDBE (EURO - €)

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POTREBNO SPECIFIČNO ZNANJE

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

VEČ PODROBNOSTI

IZZIV

--

DOMENA

Izdelki, trg, prodaja

Gozdno-lesna industrija, krožno gospodarstvo

Raziskave in razvoj

TIP REŠITVE

--

KLJUČNE BESEDE

--

DIGITALNE REŠITVE

No

INOVACIJA

Ne

IZVORNA DRŽAVA

Španija

OBSEG UPORABE

Regionalni

ZAČETNO IN KONČNO LETO

2006 -

KONTAKTN PODATKI

LASTNIK OZ. AVTOR

POROČEVALEC

marcasdegarantia@cesefor.com

REFERENCES AND RESOURCES

SPLETNA STRAN

http://www.pinosoriaburgos.com

SPLETNA STRAN PROJEKTA

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REFERENCA PROJEKTA

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VIRI

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PROJEKT, V OKVIRU KATEREGA SO BILI ZBRANI OSNOVNI PODATKI

Rosewood

DATUM OBJAVE

12 Sep 2019

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