

WOOD FROM FINLAND

SLOW BY NATURE

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A scenic view of a river flowing through a dense forest of tall evergreen trees. The river is calm, reflecting the surrounding greenery. The forest is thick with tall, slender trees, likely spruce or fir, with their green needles creating a vibrant canopy. The river winds through the center of the frame, bordered by lush vegetation on both sides. The background shows a continuation of the forest, with the river eventually disappearing into the distance.

WHAT IS FOREST?

“Forest, complex ecological system and natural resource in which trees are the dominant life-form.”

- Encyclopedia Britannica

Forest types are distinguished from each other according to

- composition of tree species
- the density of tree cover
- type of soils
- the geologic history of the forest region
- altitude and unique meteorological conditions can also shape forest development

A large, textured tree trunk stands in the foreground of a sun-dappled forest. The background is filled with vibrant green foliage and sunlight filtering through the canopy, creating a bokeh effect. The ground is covered in a thick layer of green moss.

FINNISH **FORESTS**

- Finland is the most forested country in Europe. More than three quarters of country's total area is covered with forests.
- There are over 600 000 forest owners in Finland, most of them are Finnish families or other private owners.
- More than half of the protected forests in Europe are located in Finland. The total area of protected forests in Finland amounts to 2.9 million hectares.
- The conservation rules are strict, and most of the protected areas prohibit all types of forestry measures.
- Forest in Finland is available to all

CHARACTERISTICS OF FINNISH WOOD RAW-MATERIAL

- Growth season in Finland is only 100 days.
- A tree matures in Finland, depending on the site, region and species, within roughly 50 to 120 years.
- The characteristics of an individual tree trunk are affected by the age of the tree, site properties, speed of growth and the climate.
- In terms of price, slow-growing timber cannot compete with species that have more rapid harvest cycles, but the slow growth ensures that the resulting wood raw material is the strongest in the world.
- The most important properties of the wood raw material are the density, knots and possible defects. As the density grows the strength properties of wood also improve.
- The growth rate shown in the proportion of spring (lighter, less dense rings) and summer (darker rings) wood influences on the density.

FINNISH SAWN TIMBER

EXPORT COUNTRIES

over **70**



ANNUAL PRODUCTION

12 million m³

4. biggest
EXPORT COUNTRY

7. biggest
PRODUCER COUNTRY



80%

EXPORTED

2,6 billion€

EXPORT VALUE





EXPORT MARKETS

- Wood from Finland is a quite well-known name around the World.
- On some markets customers link specific marks with good quality.
- The difference in raw-material compared e.g. to Central European timber has been considered and recognized among professional buyers.
- “Finland Wood” is already a concept on some markets.
- Several imitation and misuse cases during the years.

BENEFITS OF GEOGRAPHICAL INDICATION

- Finland is a clear and coherent raw-material procurement area between 60-70 N latitude, 22-32 E longitude
- GI would
 - label the difference compared to timber sourced from other areas.
 - help to prevent misuse and imitation of “Wood from Finland”, “Finland Wood”, “Wood from Northern Europe” etc.
 - be an advantage in competition on the Global market.
 - legitimize sales arguments.
 - help in branding further.
 - underline the excellence of Finnish forests and timber in Finland also.

SLOW BY NATURE

Finnish wood is unique. It grows in harsh conditions and reaches its visual properties and superior strength slowly – just like diamonds do.

WOOD
FROM **FINLAND**