



Joubert Group: eco-certification, a genuine and responsible commitment



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The Joubert Group once again has risen to the challenge of eco-certification in obtaining the FSC certification for the Chain of Custody of CPBG (its peeling and drying mill in Gabon). Joubert also confirms the FSC forestry certification of CBG, its first forestry partner in Gabon¹. Placed among the European leaders of the plywood market, the Joubert Group committed itself a long time ago to managing its production responsibly, as much in the supplying as in the production process. The achievement of FSC certification for these two entities grants a first place position to Joubert in terms of sustainable development. This certification will also allow an increase in Joubert's offer of certified products, specialised in Okoume.



1 - One has to congratulate Gabon who in 2001 put in place a new forestry code obliging the forest exploitants to follow very strict rules of an ecologically sustainable, socially beneficial and economically viable policy.

Wood, a noble material to be protected



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At the heart of Joubert's core business, wood is a material with many advantages (natural, insulator, competitive, aesthetic..) which make it currently a first choice actor in construction and development. It is also excellent for energy saving. But wood supplies do remain much debated and are subject to strict recommendations.

In order to globally encourage sustainable development of the forests by fighting against illegal exploitation and the related trade, and to reduce the social economic and environmental impacts of deforestation, public authorities are now targeting to only buy certified woods.

FSC (Forest Stewardship Council), the highest certification level



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The forestry certification norm of the Forest Stewardship Council (FSC) is the most internationally recognized. It is considered as the most rigorous, based on performance and fair evaluation of improvements in the practices of forestry management.

FSC upholds 10 demanding principles of forestry management and 57 criteria which treat the different questions concerning forest management, community respect, the rights of Nations and workers, and the impacts on the environment. The FSC norms monitor forestry exploitation and ensure that the land is exploited in a spirit of regeneration.

In granting this certificate, the international organisation confirms Joubert's responsible management. The strict FSC reference system attests to the traceability of Joubert products and ensure that they have been made from wood obtained through respectful forestry practices which have taken into account not only biodiversity protection and the interest of the local communities but also viable economic development.

Whether it be regulations, HQE® (French abbreviation meaning High Environmental Quality), construction, public markets, distribution, joiners or fitters, everyone has the duty to preserve the environment and the future of mankind. It is therefore important to choose certified wood, indicating that the forests where they have come from are sustainably managed and respect the local population.

Responsible commitment

The Joubert Group has always had a proactive environmental policy for preserving the natural resources, guaranteeing the transparency and the reliability of its supplies and ensuring model management of its production. The forestry certification for CPBG, just like that of CBG, has just been added to the Chain of Custody certification for the two sites in France. This certification will enable an increase of the Joubert offer of certified products and improve the pioneering position of the Joubert Group concerning sustainable management.



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For the public markets and distributors

Enjoying three certifications, FSC, PEFC¹ and OLB², Joubert plywood enables distributors to have a larger offer giving access notably to markets which insist on products where both the source and legality of the wood is certified.

The distribution sector now has a partner who can accompany them in the promotion and the development of their sales of plywood from well managed tropical forests.

This triple certification is applicable for the whole Joubert range, Joubert Classic, First, Expression, Marine and Force where the main products are Okouplex, Sélection, Joubert garant, Okoumé rainuré, Joubert primed, Joubert paint, Marine ply, Sapelli marine and Joubert aludoor. Joubert plywood, a certified, competitive and multi-use material.



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1. PEFC – Programme for the Endorsement of Forest Certification Schemes - The PEFC certification ensures that raw material comes from forests where the owners have respected the rules of responsible forest management defined at an international, national and regional level. www.pefc-france.org

2. OLB – Origine et Légalité des Bois. The OLB certification of the Chains of Custody issued by an independent third party, Bureau Veritas, guarantees the legal provenance and the tracking of the wood used and transformed during the production of Joubert plywood. www.certification.bureauveritas.fr



doc. S. Crampon for Joubert



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1 Joubert plywood: an ideal solution for exterior cladding of public buildings like this hall for young workers at Plérin, France (Architects: Pierre BEOUT and Valérie HUICQ – nunc architectes)...

2 & 3 ...or the eco-neighbourhood at Kérinou, France (Architects: Michel QUERE Architectes for the school complex).

Plywood is an indispensable product of the future. It can be used in many different areas and brings numerous advantages for the construction of tomorrow's eco-cities and eco-districts.

Very resistant, light, evolutionary and durable, plywood fulfils in fact all the requirements of the most varied uses: decoration and interior fitting, joinery, packaging, exterior cladding and also the public wood markets and more specific domains, like industry, boatbuilding...

With a very wide and certified offer, the Joubert Group completely satisfies all of these applications, bringing the best solutions to each of the concerned markets for a better future.

To find the complete Joubert offer enjoying the triple certification, visit the website:

www.joubert-group.com

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