



THE BEST
OF WOOD
VENEER

Arguments for your membership of Initiative Furnier + Natur e.V.



IFN/furniergeschichten.de, Bagno Sasso AG



Initiative Furnier + Natur e.V.
Flutgraben 2 · D-53604 Bad Honnef
Phone +49 2224 9377-0
www.furnier.de · www.veneer.eu

Here's to our good partnership

Do you produce veneers? Do you trade in veneer? Do you use veneer or do you produce veneered products? Are you a manufacturer of substrate or core materials? Then you are our partner! Become part of a small, but fine family. Veneer is the finest thing that can be made from wood. Let us spruce up the image of veneer together and make this wonderful material be seen for what it is: sustainable, valuable, unique. Here you can read about why you should become a member:



Europlac, Haus der Bauern, Freiburg



- Initiative Furnier + Natur e. V. (IFN) is a European marketing organisation that wants to help you and your customers to continue to place veneer in a positive light and to increase its desirability, in order to ensure increased demand on the market.
- The IFN provides the platform for our industry. It links the common interests of the veneer business and the veneering industry.
- The organisation works on positioning the Association and its members' interests on a political level. A coherent forestry and forest policy, but also an appropriate environmental policy are issues particularly important to us. The IFN always takes a clear position. We are in constructive dialogue with the relevant ministries and EU Commission.

- Members are continuously informed about changes concerning national and European standardisation and relevant legislation. This includes information, guidelines and information leaflets on the European Timber Regulation (EUTR), on the Washington Convention (Convention on International Trade in Endangered Species of Wild Fauna and Flora - CITES), on public procurement of wood and wood products and on certification and production (immission control, emission control, health & safety).
- The Association works actively on standardisation at national, European and international level in the areas of round and sawn timber, wood-based panels, furniture, i.e. along the value-added chain.
- Members' technical enquiries are answered quickly and unbureaucratically. The IFN's work also includes arranging experts, for example, assessors, surveyors and fire safety experts.

IFN/furniergeschichten.de, Leuchtnatur





IFN/furniergeschichten.de, Sarah Maier

- As a member, you can have your press topics written and distributed through the IFN. In this case you can view the IFN as a PR agency: competent, assured writing style and with excellent trade press and public press distribution lists. We also document the copy results for our community and for you and your company.
- The association informs its members quickly and competently. Entries on www.veneer.eu (www.furnier.de) are just as important as the regular information provided through the Newsletter. As a member you receive market data and up-to-date market analyses automatically and regularly.
- The association runs the “furniergeschichten” (veneer stories) campaign on the internet. We have produced more than 10 films to date. Linked with Facebook and YouTube, they achieve a large reach and have attracted a great deal of interest. New ideas for films and slide shows are always welcome.



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- In addition to the German posts, posts in English, French, Spanish and Russian are also broadcasted via the Facebook channel. Other languages are possible.
- The organisation achieves special conditions for its members at trade fairs. Package offers with particular support, for example, at the interzum in Cologne or the ZOW in Bad Salzuflen provide joint advantages.
- The IFN is an association member of the Main Association of the German Wood Industry („Hauptverband der Deutschen Holzindustrie“ – HDH). Through this connection appearances at trade fairs abroad is especially supported financially as part of the Federal Government's foreign trade fair programme. Each IFN member can benefit free-of-charge from the advantages of non-European trade fair participation.

- With your voting right you also take part actively in the decision making processes at the regularly held membership meetings, in order to push ahead the topic of veneer together with the IFN.
- To establish or intensify contacts quickly, a network of competent contacts is available to all members. The annual meeting as part of the IFN members' meeting is one such platform.
- The board of the IFN represents the association's members internally and externally, at federal level and also beyond, on international committees.
- The IFN is an international association, which not only has German ordinary members but also members in Austria, Switzerland, Slovakia, Estonia, Slovenia and Croatia. The IFN is also actively supported by sponsoring members.



Your Initiative

Furnier + Natur contact

Please feel free to contact the IFN for all further information about any aspect of your membership. Are you convinced about the association with the added extra?

Your contacts on the board are:

Axel Groh · Chairperson - info@sg-veneers.com

Rares Felder · info@frischeis.at

Florian Koch · info@koch-furniere.de

Roland Reigbert · info@furwa.com

Edmund Smolarek · baltispoon@moehring-group.com

Tobias Scherg · info@roser-swiss.com

Heinrich Wehmeyer · info@wehmeyer.de

Your contacts in the office are:

Ursula Geismann · Secretary - u.geismann@holzindustrie.de

Achim Hannott · Press - a.hannott@holzindustrie.de

Georg Lange · Engineering - g.lange@holzindustrie.de

Christoph Windscheif · Marketing - c.windscheif@holzindustrie.de

Dietrich Stoverock · Editor - d.stoverock@holzindustrie.de

Robert Koisar · Internet - r.koisar@holzindustrie.de

Bastian Herzig · Graphics & layout - b.herzig@holzindustrie.de

Furnier  **Geschichten**
www.furniergeschichten.de