

The future of fashion? Our forests!

Forests for Fashion



Take advantage of innovative materials from the forest!

Our forests have so much to offer us. Cork, and yarns from cypress, beech and eucalyptus trees, are all softer and more breathable than cotton or silk. Fabrics similar to leather can instead come from our hardwoods and conifers. These cellulose fibers are also extremely environmentally friendly.

Time to get involved!

No matter where you are in the fashion sector – manufacturer, designer, retailer or consumer – you have a role to play. You can use PEFC-certified forest-based products to encourage sustainable forest management. Let's work together to bring these fantastic, innovative, sustainable materials from the forest to our wardrobes!

About PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system.

There are **over 300 million hectares** of PEFC-certified forests worldwide, supplying **more than 20,000 Chain of Custody certified companies** with responsibly sourced wood and cellulose-based products.

Compared to the production of cotton fabrics, forest fibers use:

1/3 of energy

1/60 water



Most importantly, these fibers can come from PEFC-certified forests, enabling you to support the responsible management of our forests.

Forests for Fashion
From the forests to your wardrobe

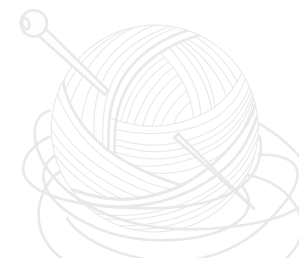


To find out more about how you can benefit from PEFC-certified forest-based fabrics, contact us at info@pefc.org



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The journey from the forest to the wardrobe



Certified Forests

It starts with a tree in a PEFC-certified forest, a forest managed in line with strict environmental, social and economic requirements.

Which fibers are from the forest?

The most popular cellulose fibers are **Viscose**, **Modal** and **Lyocell**. They are natural fibers extracted from wood through a chemical process. With the advancement of technology and the use of non-polluting reagents, extraction processes have become increasingly more sustainable.

Manufactured cellulose fibers are a clean alternative to cotton and other synthetic fibers (derived from petroleum). The starting material for production is eucalyptus and beech wood from PEFC-certified, sustainably managed forests.



Wood Chips

Once harvested, the tree is turned into small pieces of wood, just a few centimeters in size.



1

Cellulose Pulp

The wood chips are softened, washed, bleached and coiled, creating rolls of cellulose.

The cellulose is passed through a filter, and comes out looking like raw wool.



2

Yarn

The cellulose fibers are then spun to form yarn, which is collected in spools.



3

Fabric

Finally, the yarn is woven into fabric. It is now ready for you to transform into fashion!



4

Certified each step of the way

For the final item to be PEFC-certified, every company within the supply chain must have PEFC certification.

This provides the consumer with assurance that the product originates from a sustainably managed forest that will be around for generations to come.

