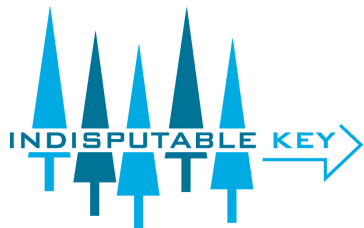


## 2. Press release after Kick off meeting



## Wood traceability...

or

*how to meet the consumers expectations in the most efficient way*

**Let's go !** ... About one hundred European researchers and industrialists met at the Wood and Forest European Gallery, from 2nd to 5<sup>th</sup> of october 2006, near the city of Macon in France, in order to launch an european research program about wood traceability, called «**Indisputable Key**».

29 partners from 5 European countries including Estonia, Finland, France, Norway and Sweden have decided to join their efforts to develop a common methodology and new technologies. The aim is to improve the use of the biologic material like wood, optimising the forest production through the transformation chain, while minimising environmental impacts.

With a budget of 12 millions €, financed by the E.U (about 7.7 millions €), this research program will last three years. The purpose is to bring closer two networks : the Forestry and Wood sectors (forestry, sawmill industries...) and the "ICT" - information communication technologies – (new technologies, barcodes, biodegradable RFID chips, software providers development...).

The partners represents :

- **R.T. Organisations** (forestry science, wood technology, environmental science, information technology, mobile communication...)
- **Industrial developers** (RFID transponders, forest machines, wood industries, business management...)
- **Industrials** (forestry operations and logistics, wood transformations companies...)

The communication tool for "**Indisputable Key**" :

- An Internet website dedicated to traceability of wood an supply chain information is coming soon... It will enable to continuously inform of the progress and result of this ambitious project and finally demonstrate that the results can be implemented using the industrial partners of the program, as pilots.

Benefits of the project :

- traceability of origin of raw material
- improved efficiency in the supply chain
- better fit between end-user requirements and raw materail characteristic

The next meeting is planned for April 2007, in the northern part of Sweden, for a General Assembly at one of the biggest swedish sawmill companies.

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