



CASE STUDY



WORLDWIDE LEADER IN WOOD VENEER PRODUCTS TURNS TO AGC FOR ASSISTANCE WITH FSC™ CERTIFICATION.



The company—which manufactures logs into veneer sheets and sells its products around the world—had applied for and received a single-site certification five years prior, but the process was labor intensive, paperwork-heavy, and a huge time sink for Dick and his employees. This time around, the business needed to renew the certificate and also change from an individual to a multi-site certificate. Dick didn't want to go it alone again.

"If you don't work with the FSC regulations every day, it makes the process difficult," Dick said. "There are a thousand details that you have to comply with."

The company decided to become FSC-certified because customers and suppliers started asking for it.

"It's a market-driven thing," Dick said. "Our end customers and suppliers ask for us to be FSC-certified. I



would recommend that any forest products company get certified."

Coldwater Veneer, Inc. needed to renew its certification, and Dick also wanted to add the company's other locations to the certifications. "We wanted to get all of our locations certified, so we were looking to get a multi-site certification," he said.

When he received a marketing email from American Green Consulting (AGC) talking about services to help wood products companies apply for and retain FSC certification, he gave founder Chris Gibbons a call.

"Chris made an initial site visit and we talked about everything; then we communicated a lot via email and phone calls. He organized and completed all the documentation for our audit that was coming up, and coordinated the audit itself. He even personally flew out to be here for our audit."

Dick was pleased with the personalized assistance that Chris and the AGC team provided him and his employees.



Dick Frost
Coldwater Veneer, Inc.

"I was really happy to have American Green's consulting this time around. Chris is friendly, helpful, and patient, and his extensive knowledge of FSC standards and certification bodies' expectations were extremely valuable in our conversion from a single-site certification to a multi-site certification. He is outstanding to work with."

After receiving the multi-site certification for Coldwater Veneer, Inc., Dick continued to use AGC's services to help him keep up with current FSC standards.

"Now that we're FSC-certified, AGC helps us maintain our certification and make sure we're complying with the ever-changing FSC requirements."