1. You can buy wood and paper products with a clear conscience when you see the FSC logo. FSC forests are managed with consideration for people, wildlife and the environment.

2. The FSC label guarantees that the trees that are harvested are replaced or allowed to regenerate naturally.

3. Parts of the forest are protected entirely, in order to protect rare animals and plants.

4. FSC protects the rights of Indigenous Peoples to use the forest. If they have sacred sites in the forest these are exempt from felling.

5. The forest owner must use local workers to run the forests, and provide training, safety equipment and a decent salary. The forest owner is often obliged to support the community in other ways, such as through the development of schools.

6. FSC is a market-based initiative which also ensures better conditions for the forest and the people whose livelihoods depend on it.

7. FSC gives an assurance that future generations will be able to enjoy the benefits of the forest.

8. All the wood is tracked from the forest to the store. Every link between the forest and the consumer is certified to make it clearly identifiable which wood is FSC certified and which is not.

9. FSC is the only wood certification scheme endorsed by the major environmental organisations, including WWF and The Woodland Trust.

10. The FSC label is not only available on wood for furniture. It can also be found on floors, decking, paper, books, magazines, charcoal, kitchen utensils, and even footballs!