



**PRECIOUS WOODS**

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## Media Release

### **Swiss TV SRF FIFA-World Cup background feature on forestry in Brazil**

**Precious Woods' contribution to saving Amazon rainforests with sustainable forestry featured in Swiss TV background documentary „Intimo Brasil“ in the context of the FIFA World Cup**

**Zug, 02 July 2014 – All eyes focus on Brazil these days. The World's top soccer players, teams and matches enthrall us all. In the context of the 2014 FIFA World Cup, Swiss Television SRF regularly presents aspects of everyday life in Brazil in a series of short documentaries called “Intimo Brasil”. One of these movies explains how the Swiss Company Precious Woods contributes to saving the Amazon rain forests through sustainable forestry.**

<http://goo.gl/in05us>

**Forestry in Amazonia – How a Swiss company is sustainably harvesting trees in the rain forest. 5:12 min, FIFA WM 2014 live broadcast on 22.6.2014; it's an impressive movie, even though the comments are spoken in German.**

The Swiss national soccer team made a lasting impression in the round of 16 at the FIFA World Cup in Brazil last night. They are, however, not the only Swiss to make a true difference in Brazil. Through our sustainable forestry and timber activities, Precious Woods is significantly contributing to the preservation of the tropical rain forests in Amazonia. Swiss TV SRF presented the activities of Precious Woods in one of its background features on life in Brazil, a series called “Intimo Brasil” broadcast in the context of the World Cup.

With its sustainable forestry and timber operations in the tropical rain forests of Brazil and also in the African state of Gabon, the Swiss Company Precious Woods is significantly contributing to the long-term preservation of tropical rain forests – a truly unique heritage of mankind which is of utmost importance to keep the global climate in balance. “We are only harvesting up to four trees per hectare”, explains Katharina Lehmann, Delegate of the Board of Directors of Precious Woods. This very considerate and respectful use of this valuable natural resource leaves the dense foliage canopy intact. What is more, harvesting selected trees attributes commercial value to the forests and saves the globally important rain forests from slashing and burning to gain agricultural land or pastures – a usage which is only short-term lucrative and ecologically extremely short-sighted.

“The contribution of sustainable forestry and timber even goes beyond that”; explains Professor Ernst Brugger, Chairman of Precious Woods. “With the kind of sustainable forestry and timber operations Precious Woods pioneers now for over two decades, we are making vital contributions to protecting biodiversity (flora, fauna, fungi), avoiding slash and burn CO<sub>2</sub> emissions, and safeguarding water and oxygen cycles. In addition, our work also creates jobs and better economic prospects for many families in Brazil and in our African operations in Gabon.” The sustainably harvested wood is locally refined in saw mills and then sold as FSC certified timber and timber products on the world market. In Brazil, all not commercially usable wood is used as biomass to generate energy in a CO<sub>2</sub> neutral manner.

„We were delighted in realizing that the Swiss TV SRF was featuring the activities of Precious Woods in Brazil in the context of the World Cup. The movie brings an important global aspect of sustainability to the attention of many viewers. Along with all shareholders of Precious Woods we would like to thank SRF for their work.”



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For further information on Precious Woods, please visit our website [www.preciouswoods.com](http://www.preciouswoods.com).

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Precious Woods is an international company active in the sustainable management and use of tropical forests. The company's core activities include sustainable management of tropical forests, timber processing and the trading of FSC-certified timber products. The generation of emission rights and electricity from wood waste represent further integral elements of the company's business. Additional information about Precious Woods can be found at [www.preciouswoods.com](http://www.preciouswoods.com)

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