

Natural Driftwood Sculptures

Distinctly Canadian and Simply Unique



The sculptures have been formed from Canadian Western Red Cedar, which have been immersed in water for over 70 years. They are the remnants of the lumber industry from the turn of the 19th century after which certain areas of British Columbia were then flooded to produce reservoir lakes for hydro-electricity.

During the years that followed the stumps and unused timber have made their way to the lakes' surfaces drifting until they are recovered. These wonderful sculptures have been formed naturally over time as a result of the constant buffeting and chafing of wood on wood whilst floating on lakes' surfaces and constant exposure to the elements.

Western red cedar contains natural preservatives, a 'plicatic acid' which retards the decaying process of the wood and an 'aromatic phenol', which prolongs its ability to withstand attack by insects, making it ideal for use in the garden in all conditions.



In January 2004 we were awarded SmartWood Rediscovered certification. SmartWood is part of the Rainforest Alliance working to protect ecosystems and their surroundings.

The programme was developed to certify reused, reclaimed, recycled and salvaged wood products and our sculptures can be categorised as all of the above. The award is in keeping with NDS' commitment to offering products originating from a sustainable source that have been collected in an ecologically sound manner.

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PRESS RELEASE 23/05/04

Natural Driftwood Sculptures return to Chelsea with SmartWood Rediscovered certification and their NEW Driftwood Decking and Garden Room

Following a very successful year in 2003 Natural Driftwood Sculptures have already made a positive start in 2004 being awarded SmartWood Rediscovered certification. The award is in keeping with NDS' commitment to the environment, offering products originating from a sustainable source and collected in an ecologically sound manner. NDS are positive that this official certification will be another feature to add to their sculptures' existing appeal.

SmartWood Rediscovered is part of the Rainforest Alliance. The programme was developed to certify reused, reclaimed, recycled and salvaged wood products. NDS' beautiful driftwood sculptures can be categorised

as all of the above, having been formed naturally on the lakes of Western Canada

and so it was considered of paramount importance to NDS that they were affiliated to SmartWood.



NDS first applied for SmartWood Rediscovered status in July 2003 with the final certification being awarded 6 months later. The rigorous process included an on-site audit at the collection source in British Columbia, Canada, where NDS' collection operation was found to be in full compliance with requirements for eco-system preservation.



Conditions of the certification are strict and encompass all stages of the NDS process, from collection and transporting to selling. NDS were however more than willing to take on these conditions, with their Canadian operation already being heavily involved in conservation measures within the British Columbia area and adhering to strict exporting guidelines.

Natural Driftwood Sculptures have always been an ecologically aware company, indeed their original conception stems from environmental roots. The initial collection of driftwood sculptures originated from a need within the British Columbia area for a salvage operation to deal with surplus wood accumulations on the lakes, the licence for which, was originally granted to and is still held by the Canadian branch of NDS.

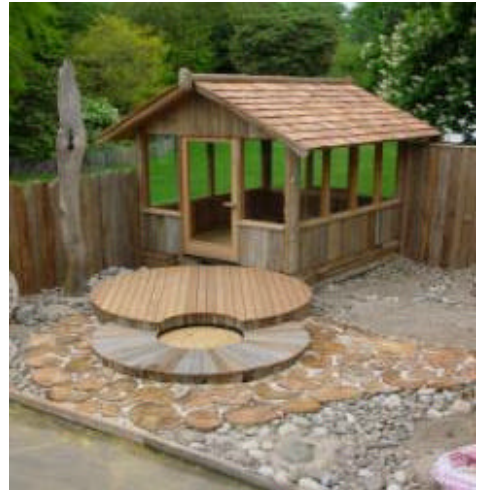
This latest addition to their driftwood reclamation operation is another in a long list of awards and accolades. The genuine natural beauty of their sculptures has taken the UK, and increasingly the EU, by storm over the past 5 years that they have been established. The company lists awards at the Chelsea and Hampton Court

Flower shows amongst their collection and the popularity of using driftwood to enhance the garden and home continues to grow steadily. As consumers are becoming more environmentally conscious they are seeking out products that originate from sustainable sources. NDS are pleased that they are able to offer this assurance to their customers and are confident that their new certified status will add to the existing appeal of their sculptures at this year's Chelsea Show.

This year's display will feature a Garden Room and decking made from reclaimed cedar logs collected from the same source as NDS' sculptures. Alongside this will be our Sculptures, Fencing and Paving, showing how reclaimed driftwood can be used to achieve an unusual and striking look in the garden.

Produced from reclaimed Western Red Cedar NDS' Driftwood Decking is a step forward in their commitment to recycling driftwood to create beautiful gardening materials and features.

Previously they had created fencing and paving that had a natural development sees them creating an entirely new product processed from the same cedar driftwood as their other products. The timber produced from reclaimed first growth cedar driftwood is a superior timber possessing a depth of colour and closeness of grain not present in modern day species and can be used for decking or fencing. Like NDS sculptures, the timber also bleaches silver over time from exposure to sunlight and weathers to an attractive finish requiring no preservative treatment. The recycled nature of the timber makes it appeal environmentally as sustainability becomes a bigger issue within gardening.



NDS are also conscious of maintaining a good standing within the community that its collection and reclamation operation is based. By employing local people to collect the cedar as well as making use of the local sawmill to cut and prepare the timber NDS are providing invaluable employment opportunities within this small rural area.

NDS are hoping that their Driftwood Decking will prove a success, as Director Magnus Harding concludes *“Our customers are getting the very best quality seasoned timber decking and fencing whilst contributing positively to the environment. NDS is committed to the long-term utilisation of this recycled timber and we are delighted to be able to showcase our cedar decking at Chelsea.”*

[ENDS]

About Natural Driftwood Sculptures

Natural Driftwood Sculptures Ltd (NDS) is a family enterprise; founded five years ago to collect and import Western Red Cedar driftwood sculptures from Western Canada.

The sculptures are the remnants of the early 20th Century lumber industry, recovered from British Columbia's hydro-electricity reservoir lakes.

They have been formed by the effects of the elements and from drifting on the lakes' surfaces gently rubbing against the shoreline and each other.



The company is managed in the UK by husband and wife team Magnus and Tracey Harding. The sculptures are retailed through a national network of stockists and distributors as well as direct via an online and mail order catalogue.

Notes to the Editor:

Press pictures

A selection of high-resolution digital images depicting a full range of the driftwood and the areas from which it is gathered as well as images of driftwood displays and show gardens, demonstrating how driftwood can be used imaginatively in the garden are available on request.

View the driftwood sculptures

The natural beauty of the driftwood sculptures can only really be appreciated when viewed and handled in person. Viewing can be arranged by appointment and at the company's regular open days and annual sale weeks. These are held at the permanent display centre, in Bournemouth, where there is an extensive range of pieces in stock. Details of these events can be found on our website.

For further information please contact:

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NDS catalogues

NDS publishes a regularly updated online catalogue of its current collection of driftwood sculptures, fencing and paving. Printed, and electronic versions (available on CD) are also available. Catalogues can be ordered via the company's website, by phone, fax, email or post.