

## Natural Driftwood Sculptures PRESS RELEASE 01/02/04

Spring Fair 2004 NEC, Stand F54, The Arena

**A good start to 2004 for Natural Driftwood Sculptures as they are awarded SmartWood Rediscovered certification for their sustainable driftwood sculptures.**

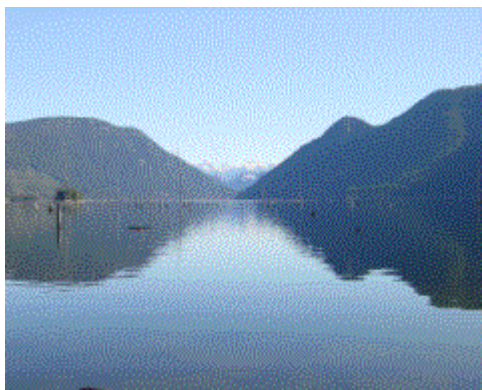
Following a very successful year in 2003 Natural Driftwood Sculptures have already made a positive start in 2004 being awarded SmartWood Rediscovered certification. The award is in keeping with NDS' commitment to the environment, offering products originating from a sustainable source and collected in 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 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 to transporting to selling. NDS were however more than willing to take on these conditions, with their Canadian operation already being very 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.

The company has made moves over the past year or so to enter the European gardening market. They exhibited at the GAFA 2003 trade fair in Cologne, Germany where they were received with great interest as they stood out as a new and unique product. They will be returning there later on in the year with their new SmartWood Rediscovered status and are confident of the response there. The German market is known for favouring environmentally aware products and NDS are confident that their new certified status will prove to add appeal of their sculptures. Indeed sales are already positive, as current German stockists have already begun to place orders for the forthcoming season. **[END]**

#### **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 20<sup>th</sup> 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.