

*NATURALLY BEAUTIFUL.
NATURALLY BETTER.*



For more information about wood and its role in attacking climate change, please go to www.naturallybetter.com.au

This floor, made of jarrah, contains up to 40kg of carbon.



*IT'S MORE THAN A
BEAUTIFUL
FLOOR
IT'S A HELPING HAND IN
CLIMATE
CHANGE*

Your ATFA Member

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www.naturallybetter.com.au

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TIMBER FLOORS.

A STEP IN THE RIGHT DIRECTION.

When you choose timber, you are not only selecting a beautifully individual floor made from a renewable resource, you're also making a positive impact on climate change.

EVERY FLOOR IS A DIFFERENT FLOOR

Look at a timber floor and you'll see a unique record of the growth of trees. Depending on the timber, you might be able to spot evidence of beetle attack, changing seasonal conditions – even bushfires. One thing you can be sure of is that there's no other floor exactly like yours.

A POSITIVE IMPACT ON CLIMATE CHANGE

Your timber floor is actually sequestering carbon (a long way of saying 'storing' carbon). Up to 50% of the weight of dried wood is carbon that's been absorbed from the atmosphere by trees as they were growing.

Lowering the amount of carbon dioxide in the atmosphere is one of the most important things we can do to reduce the damage associated with climate change.

A GREENHOUSE FRIENDLY INDUSTRY

Australian forestry is one of the most greenhouse-friendly sectors of our economy. In 2005 (the last year for which we have figures) it was the only industry sector to be carbon positive. That means that as an industry, forestry in Australia absorbed more carbon than it created.