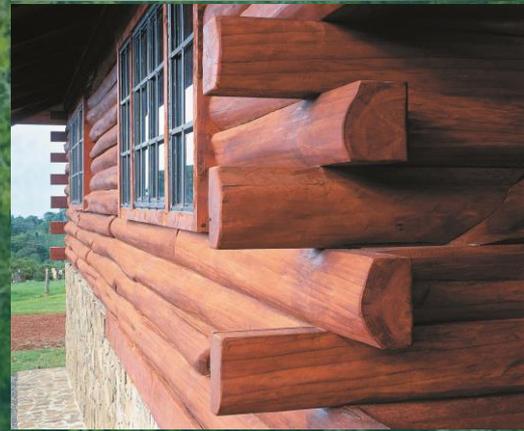




ITTO's new tool for timber enterprises and consumers

www.tropicaltimber.info

(Activity 33, ITTO's BWP 2013-2014)





www.tropicaltimber.info

1. Why this website?
2. Target audience
3. Initial features
4. Website's potential
5. Next steps
6. Demo 1. Verify species, find certified forest producer ("Simple search")
7. Demo 2. Select species for an end product ("Advanced search")
8. Demo 3. Speed search of past ITTO projects by topic
9. Demo 4. Learning, in Spanish, about kiln drying
10. Demo 5. Retail consumer learning about wood floors
11. Demo 6. Find substitutes for Mahogany ("Replacement search").



Why this website?

The screenshot shows a web browser window with the URL www.tropicaltimber.info/?s=. The page features a search bar with a magnifying glass icon and a green 'SEARCH' button. Below the search bar, there are two tabs: 'Timbers:' and 'Replacement For:'. The search results are displayed under the heading 'RESULTS' and consist of a grid of circular wood samples. Each sample is accompanied by its name and scientific name:

- Abarco (*Cariniana pyriformis*)
- Abura/Bahia (*Haltea ciliata*)
- Abura/Bahia (*Haltea stipulosa*)
- Acajou de l'Afrique (*Khaya senegalensis*)
- Acajou de l'Afrique (*Khaya anthotheca*)
- Acajou d'Afrique (*Khaya grandifoliola*)

The browser's taskbar at the bottom shows various application icons and the system clock indicating 12:14 PM on 11/18/2015.

- Serves priority needs of enterprises with information from ITTO's past projects:
 - Supports value added production, marketing of LUS
 - Promotes sustainable forest management practices
 - Educates end buyers on certified wood products
- Enhances two-way communication with frontline producers, consumers by ITTO and partners



Target audience

- Five *user groups*:
 - Sustainable forest producers
 - Lumber & panels
 - Builders & designers
 - Flooring & furniture
 - Buying public

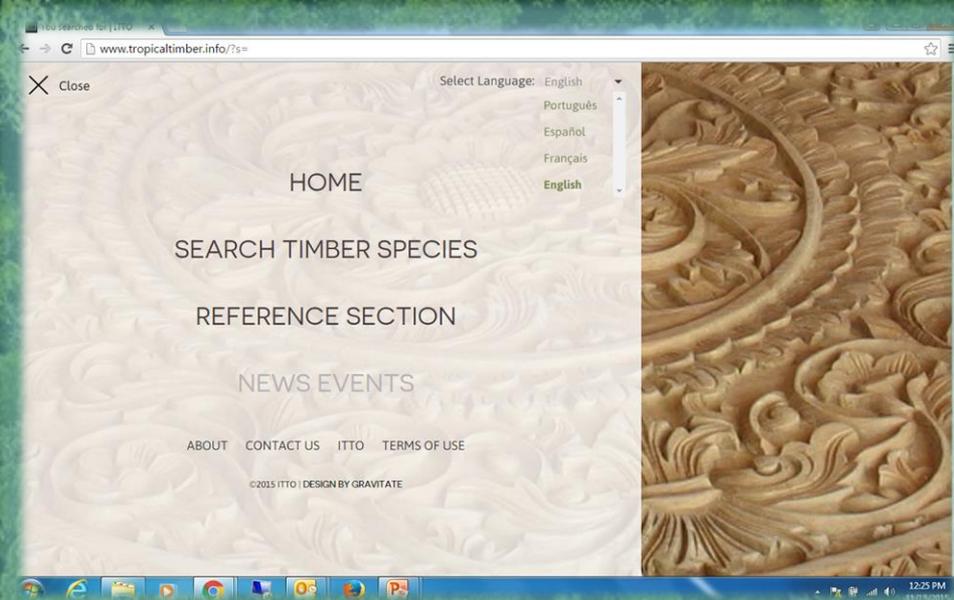
- Main focus is SMEs in ITTO member countries





Initial website features

- Smart search of properties, uses, processing for 984 tropical timbers. English, Spanish, French, Portuguese.
- Identifies tropical timber trees and their availability from certified forest sources (60 demo species, 5 producers from LAC region).
- Transfers technology, market development strategies and educates retail buyers.





Potential of this website

- ITTO may support and guide one specialized editorial panel for each *user group* by interested partners worldwide
- ITTO may add website features for technical articles, news, market development contacts and strategic support (not buy/sell).



Recommended next steps

- Activity 31 of BWP 2015-2016 for expansion of the website and which is seeking financing
- Identify potential local partners for first editorial panel worldwide
- ITTO supports partners to:
 - add translations
 - add images/photos
 - add certified producers
- ITTO should require shared-efforts by partners



Demonstration

www.tropicaltimber.info

Demo1-a. Verify species, find certified forest producer

“Simple search” Guaimaro or Ramón (*Brosimum alicastrum*)

The screenshot shows a web browser window with the URL www.tropicaltimber.info/?s=. The page features a search bar with the text "Ramón, Guaimaro (Brosimum" and a green "SEARCH" button. Below the search bar, there are filters for "WEIGHT (AIR DRY DENSITY)" and "HARDNESS", both set to "All". The search results are displayed in a grid under the heading "RESULTS".

Species Name	Scientific Name
Abarco	(<i>Cariniana pyriformis</i>)
Abura/Bahia	(<i>Hallea ciliata</i>)
Abura/Bahia	(<i>Hallea stipulosa</i>)
Acajou Cailcedrat	(<i>Khaya senegalensis</i>)
Acajou d'Afrique	(<i>Khaya anthotheca</i>)
Acajou d'Afrique	(<i>Khaya grandifoliola</i>)
Acajou d'Afrique	(<i>Khaya ivorensis</i>)
Adjouaba	(<i>Dacryodes klaineana</i>)
Adonmoteu	(<i>Anthonotha</i>)
Afina	(<i>Strombosia</i>)
Afina	(<i>Strombosia</i>)
Afromosia-Assamela	(<i>Brosimum alicastrum</i>)

Demo1-b. Verify species, find certified forest producer, *Brosimum alicastrum*, (“Simple search”)

RAMÓN, GUAIMARO (BROSIMUM ALICASTRUM)

Photos Of Leaves Flowers Fruit Bark Photo

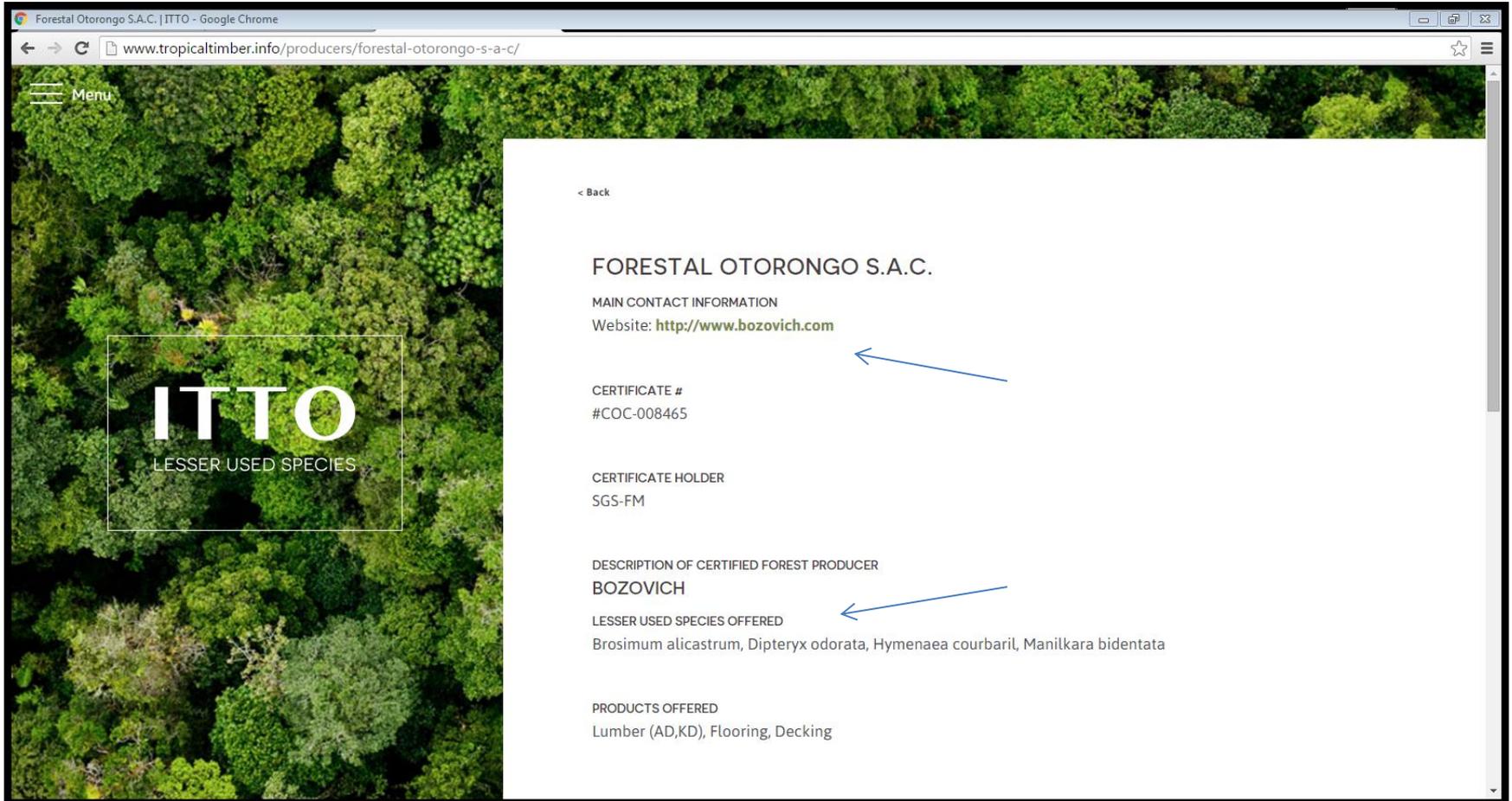
View More Information

NATURAL DISTRIBUTION MAP (RED DOT = CERTIFIED FOREST PRODUCER)

ITTO
LESSER USED SPECIES

Certified Forest Producer
Forestal Otorongo S.A.C.
View More Info

Demo1-c. Verify species, find certified forest producer, *Brosimum alicastrum* (“Simple search”)



Forestal Otorongo S.A.C. | ITTO - Google Chrome
www.tropicaltimber.info/producers/forestal-otorongo-s-a-c/

Menu

ITTO
LESSER USED SPECIES

< Back

FORESTAL OTORONGO S.A.C.

MAIN CONTACT INFORMATION
Website: <http://www.bozovich.com>

CERTIFICATE #
#COC-008465

CERTIFICATE HOLDER
SGS-FM

DESCRIPTION OF CERTIFIED FOREST PRODUCER
BOZOVICH

LESSER USED SPECIES OFFERED
Brosimum alicastrum, *Dipteryx odorata*, *Hymenaea courbaril*, *Manilkara bidentata*

PRODUCTS OFFERED
Lumber (AD,KD), Flooring, Decking

Demo1-d. Verify species, find certified forest producer “Simple search”)

Bozovich - Google Chrome
www.bozovich.com

Contáctenos | Mapa del Sitio | Idioma: English | Español | Intranet | Webmail

BOZOVICH
tu fuente responsable de madera

EE.UU. | MÉXICO | PERÚ

PRODUCTOS | MADERAS | TABLEROS | PISOS | DECKING | SOLUCIONES INTEGRALES | OTROS

PISOS
Gran variedad de pisos de interior, fabricados con los más altos estándares de calidad
[VER MÁS ▶](#)

Proyecto Centro de Entrenamiento TFF

Consolidado Forestal Otorongo

Galería de Fotos.

FSC
www.fsc.org
FSC® C002648
The mark of responsible forestry

Certificación FSC.

EL BLOG
Conoce las noticias, notas de prensa y eventos importantes de Bozovich.

SOBRE NOSOTROS
Desde 1948
Más de 60 años en el sector maderero nos han convertido en líderes en la

R.S.E.
Responsabilidad Social y Medio Ambiental
En Bozovich estamos comprometidos con la sostenibilidad y conservación del

Demo 2-a. Select species for outdoor furniture, “Advanced search”)

weight: *heavy*; moisture movement: *small*; natural durability: *very high*

The screenshot shows the ITTO website's advanced search interface. The search filters on the left are set as follows:

- WEIGHT (AIR DRY DENSITY): **Heavy**
- HARDNESS: **All**
- MOISTURE MOVEMENT: **Small**
- DURABILITY NATURAL: **High To Very High**
- AVAILABILITY: **All**
- BENDING STRENGTH (MOR) 12%MC (KGF/CM²): **All**
- REFERENCED USES: **All**
- COLOR GROUPS: **All**

The search results are displayed in a grid under the heading "RESULTS". The species listed are:

- Abarco (*Cariniana pyriformis*)
- Abura/Bahia (*Hallea ciliata*)
- Abura/Bahia (*Hallea stipulosa*)
- Acajou Cailcedrat (*Khaya senegalensis*)
- Acajou d'Afrique (*Khaya anthothesca*)
- Acajou d'Afrique (*Khaya grandifoliola*)
- Acajou d'Afrique (*Khaya ivorensis*)
- Adjouaba (*Dacryodes klaineana*)
- Adonmoteu (*Anthonotha*)
- Afina (*Strombosia*)
- Afina (*Strombosia*)
- Afrormosia-Assamela (*Persea*)

Demo 2-b. Search species for outdoor furniture, “Advanced search”

weight: *heavy*; moisture movement: *small*; natural durability: *very high*; add color: *light brown*

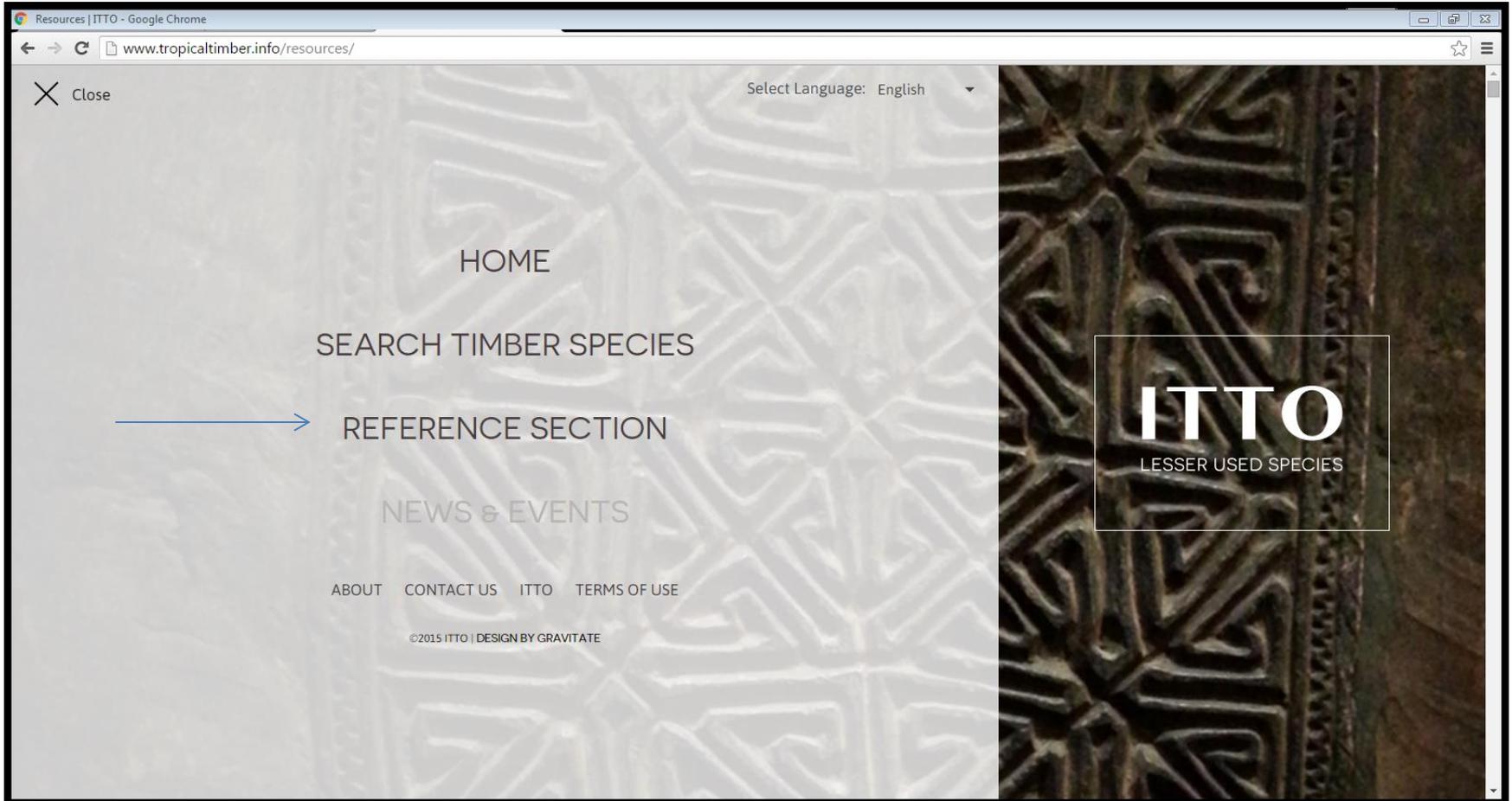
The screenshot shows the ITTO website's advanced search interface. The browser address bar displays the URL: `www.tropicaltimber.info/?s=&advanced_search=1&weight=Heavy&hardness=&moisture=Small&durability=High+to+Very+High&availability=&strength=&end_uses=&color=Light+Brown`. The search filters are as follows:

- WEIGHT (AIR DRY DENSITY): Heavy
- HARDNESS: All
- MOISTURE MOVEMENT: Small
- DURABILITY NATURAL: High To Very High
- AVAILABILITY: All
- BENDING STRENGTH (MOR) 12%MC (KGF/CM²): All
- REFERENCED USES: All
- COLOR GROUPS: Light Brown

A blue arrow points to the **SEARCH** button. The results section, titled "RESULTS", displays five circular wood samples with their corresponding species names:

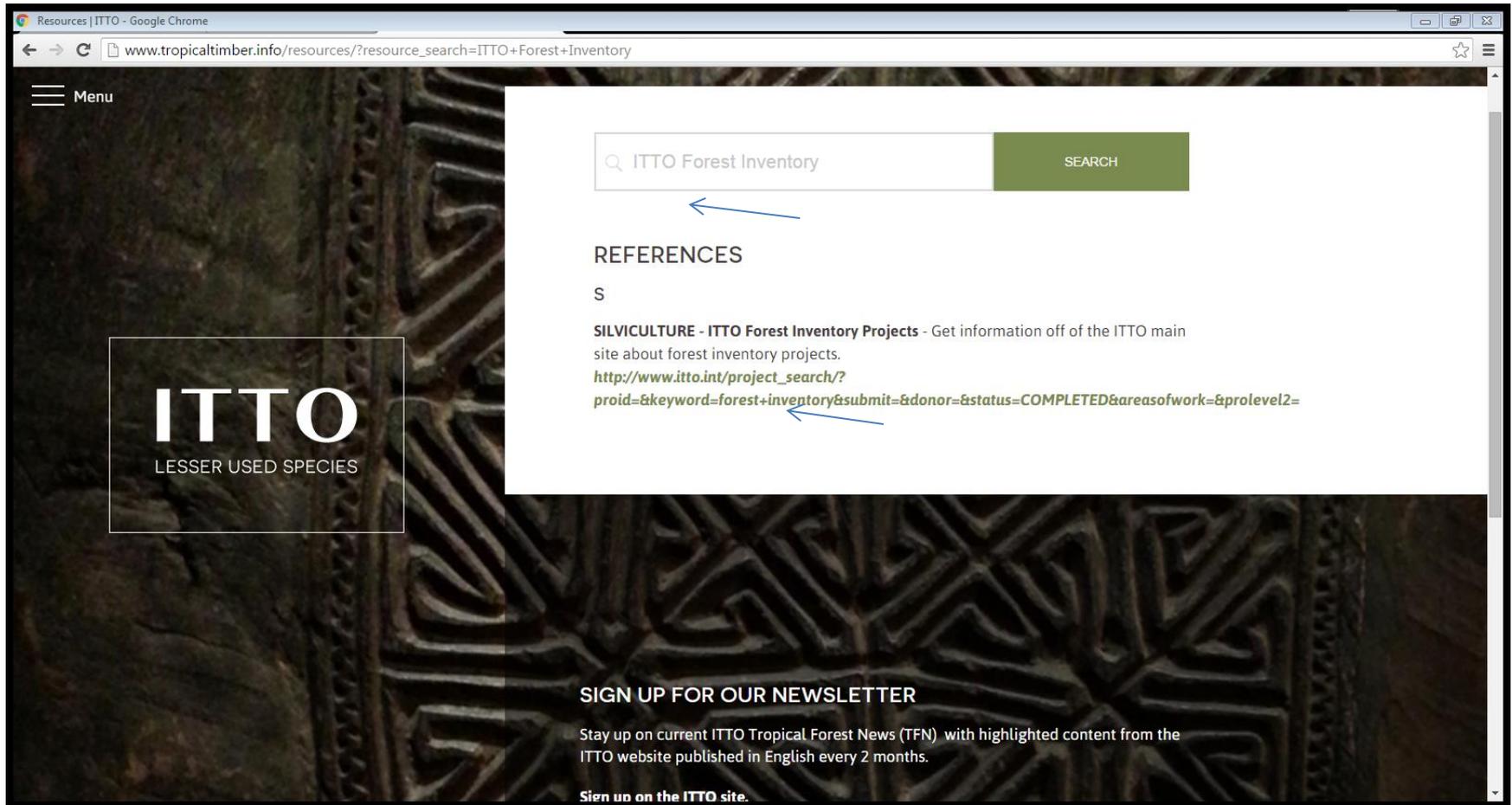
- Araribà (*Centrolobium paraense*)
- Difou (*Morus mesozygia*)
- Metondo (*Cordyla pinnata*)
- Moral (*Chlorophora tinctoria*)
- Tembesu (*Fagraea fragrans*)

Demo 3-a. Speed search of past ITTO projects by topic



Demo 3-b. Speed search of past ITTO projects by topic.

“ITTO Forest inventory”



The screenshot shows a web browser window with the URL www.tropicaltimber.info/resources/?resource_search=ITTO+Forest+Inventory. The page features a search bar with the text "ITTO Forest Inventory" and a green "SEARCH" button. Below the search bar, the word "REFERENCES" is displayed, followed by a section header "S". A reference entry is shown: "SILVICULTURE - ITTO Forest Inventory Projects - Get information off of the ITTO main site about forest inventory projects." Below this is a URL: http://www.itto.int/project_search/?proid=&keyword=forest+inventory&submit=&donor=&status=COMPLETED&areasofwork=&prolevel2=. A blue arrow points to the search bar, and another blue arrow points to the URL. In the bottom left corner, there is a logo for "ITTO LESSER USED SPECIES". In the bottom right corner, there is a section for "SIGN UP FOR OUR NEWSLETTER" with the text "Stay up on current ITTO Tropical Forest News (TFN) with highlighted content from the ITTO website published in English every 2 months." and a link "Sign up on the ITTO site."

Resources | ITTO - Google Chrome

www.tropicaltimber.info/resources/?resource_search=ITTO+Forest+Inventory

Menu

ITTO
LESSER USED SPECIES

ITTO Forest Inventory

SEARCH

REFERENCES

S

SILVICULTURE - ITTO Forest Inventory Projects - Get information off of the ITTO main site about forest inventory projects.

http://www.itto.int/project_search/?proid=&keyword=forest+inventory&submit=&donor=&status=COMPLETED&areasofwork=&prolevel2=

SIGN UP FOR OUR NEWSLETTER

Stay up on current ITTO Tropical Forest News (TFN) with highlighted content from the ITTO website published in English every 2 months.

Sign up on the ITTO site.

Demo 3-c. Speed search of past ITTO projects by topic.

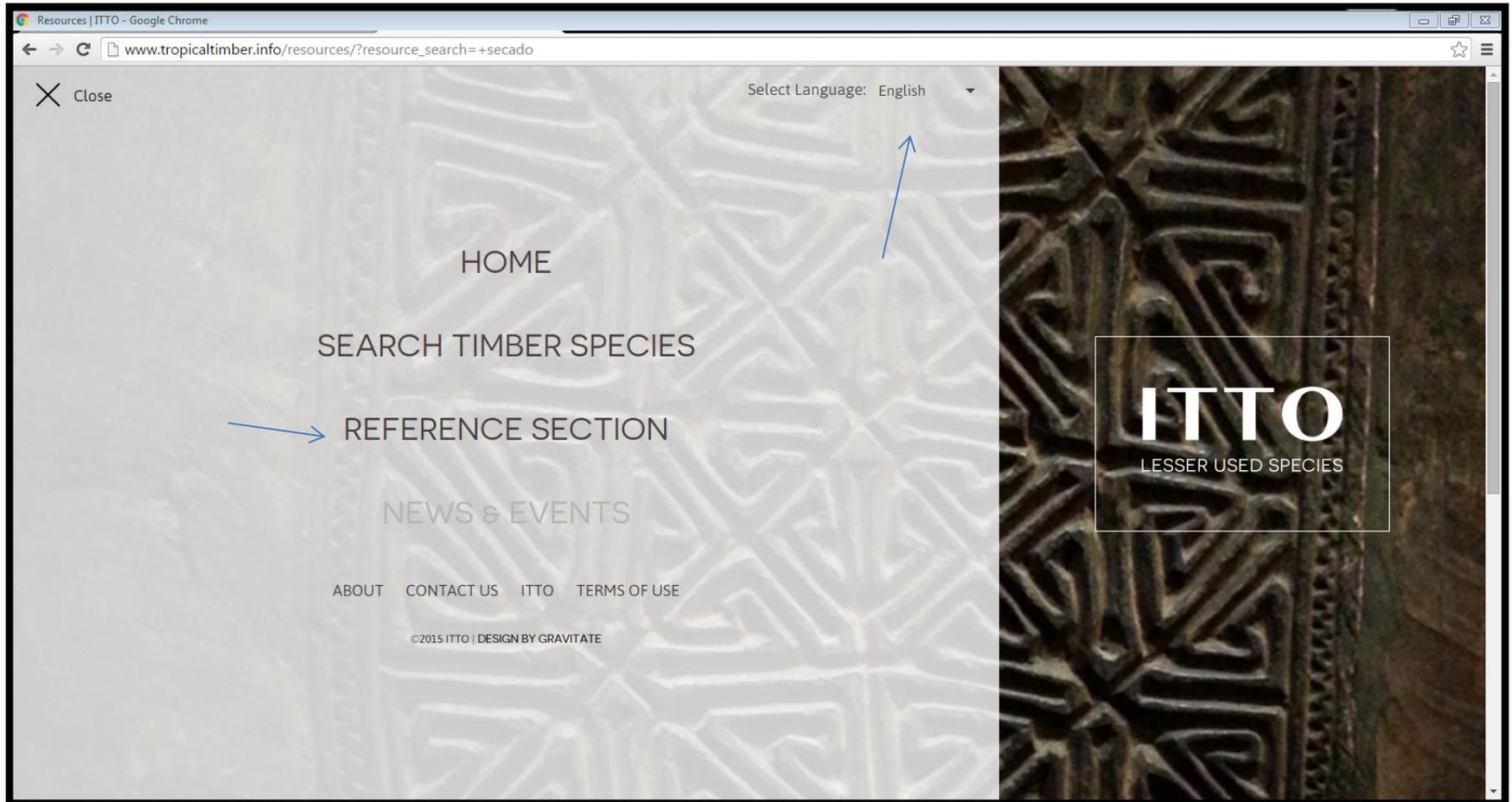
“ITTO Forest inventory” Results in ITTO main site

The screenshot shows the ITTO Project Search interface. The search results are as follows:

Project ID	Title	Country	Status
PD297/04 Rev.3 (F)	IMPLEMENTATION OF THE SUSTAINABLE FOREST MANAGEMENT PROGRAMME OF THE IWOKRAMA INTERNATIONAL CENTRE	GUYANA	COMPLETED
PD251/03 Rev.3 (F)	EVALUATION OF COMMERCIAL STOCKS AND STRATEGY FOR THE SUSTAINABLE MANAGEMENT OF MAHOGANY (SWIETENIA MACROPHYLLA) IN PERU	PERU	COMPLETED
PD239/03 Rev.1 (F)	DEVELOPMENT AND INSTALLATION OF A FOREST RESOURCES MONITORING SYSTEM (FORMS) BY UTILIZING THE FOREST CANOPY DENSITY (FCD) MODEL DEVELOPED IN ITTO PROJECT PD 66/99 REV.1 (F)	PHILIPPINES	COMPLETED

Navigation: 1-20 of 23 1 2 Next Last

Demo 4-a. Learning, in Spanish, about kiln drying



Demo 4-b. Learning, in Spanish, about kiln drying

Enter “*secado*” or “*drying*” in English or Spanish version

The screenshot shows a web browser window with the URL www.tropicaltimber.info/resources/?resource_search=secado. The page features a dark background with a wood grain pattern. On the left, there is a logo for ITTO (International Tropical Timber Organization) with the text "LESSER USED SPECIES". A search bar at the top contains the word "secado" and a green "SEARCH" button. Below the search bar, the word "REFERENCES" is displayed. Under "REFERENCES", there is a section for "D" with a list item: "DRYING - Manual de Secado de Maderas, Grupo Andino - 'Manual de Secado de Maderas', Grupo Andino". Below this item is a link labeled "Bajar Documento". Two blue arrows point from the search bar to the "REFERENCES" section and from the "Bajar Documento" link to the right.

Resources | ITTO - Google Chrome

www.tropicaltimber.info/resources/?resource_search=secado

Menu

ITTO
LESSER USED SPECIES

secado SEARCH

REFERENCES

D

DRYING - Manual de Secado de Maderas, Grupo Andino - "Manual de Secado de Maderas", Grupo Andino

Bajar Documento

SIGN UP FOR OUR NEWSLETTER

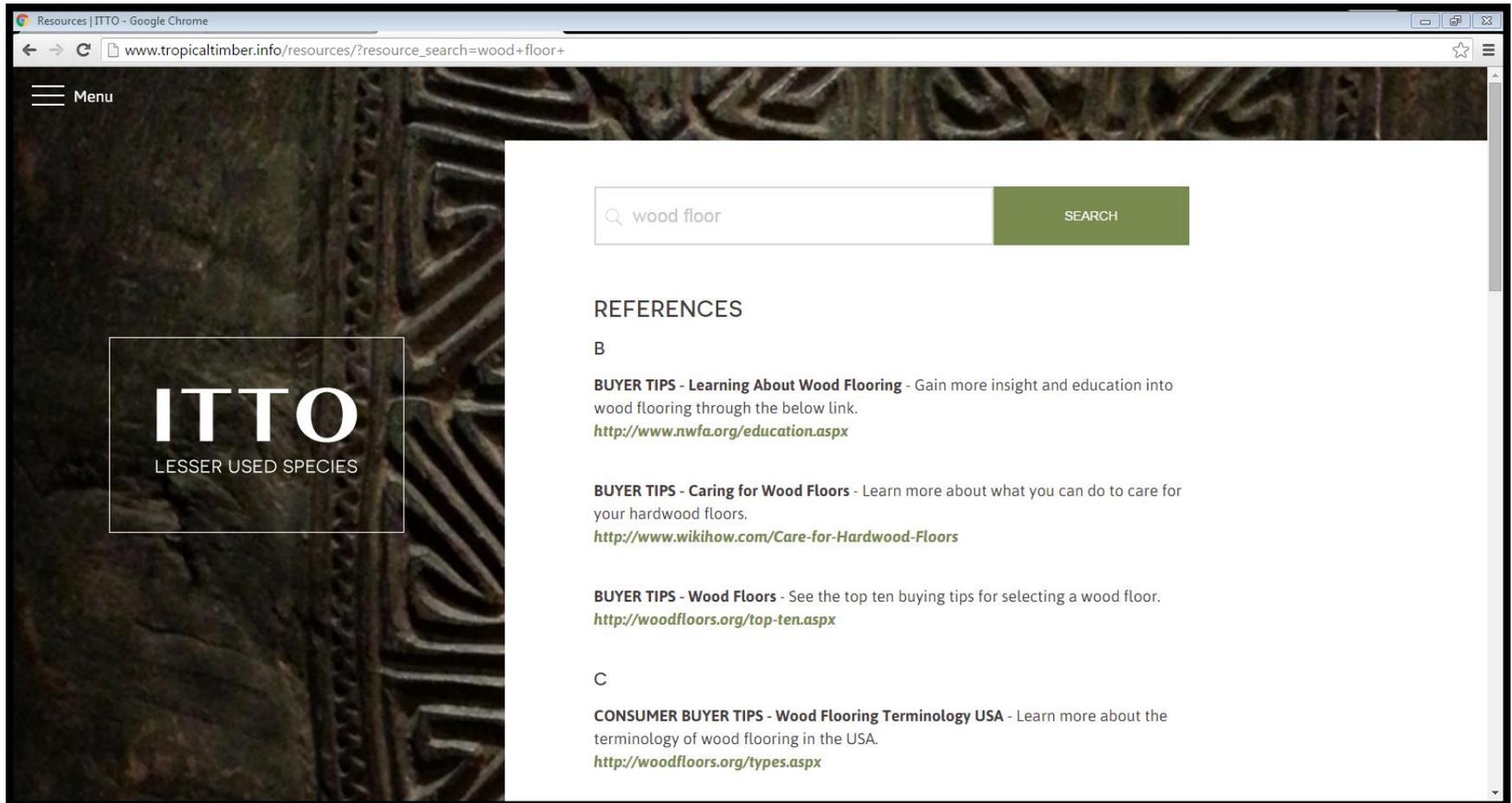
Stay up on current ITTO Tropical Forest News (TFN) with highlighted content from the ITTO website published in English every 2 months.

Demo 4-b. Learning, in Spanish, about kiln drying Results: Manual JUNAC, long out of print, PDF



Demo 5-a. Retail consumer learning about wood floors

Enter “*wood floor*”



Resources | ITTO - Google Chrome
www.tropicaltimber.info/resources/?resource_search=wood+floor+

Menu

ITTO
LESSER USED SPECIES

wood floor SEARCH

REFERENCES

B

BUYER TIPS - Learning About Wood Flooring - Gain more insight and education into wood flooring through the below link.
<http://www.nwfa.org/education.aspx>

BUYER TIPS - Caring for Wood Floors - Learn more about what you can do to care for your hardwood floors.
<http://www.wikihow.com/Care-for-Hardwood-Floors>

BUYER TIPS - Wood Floors - See the top ten buying tips for selecting a wood floor.
<http://woodfloors.org/top-ten.aspx>

C

CONSUMER BUYER TIPS - Wood Flooring Terminology USA - Learn more about the terminology of wood flooring in the USA.
<http://woodfloors.org/types.aspx>

Demo 5-b. Retail consumer learning about wood floors

Results of “wood floor” search

The screenshot shows a web browser window displaying the NWFA website. The address bar shows the URL woodfloors.org/top-ten.aspx. The page features the NWFA logo with a '30th ANNIVERSARY' badge. A search bar is visible with the text 'Search:' and a 'GO' button. The main navigation menu includes links for 'ABOUT HARDWOOD FLOORS', 'HARDWOOD IN YOUR HOME', 'FIND A PROFESSIONAL', 'FREQUENTLY ASKED QUESTIONS', and 'ABOUT NWFA'. The page title is 'Top 10 Questions to Ask When Buying Wood Flooring'. A sidebar on the left lists 'FREQUENTLY ASKED QUESTIONS' with sub-links for 'Top 10 Questions', 'Top 10 Myths', 'Environmental Applications', 'Care & Maintenance', 'Troubleshooting & Repair', and a 'View Digital Edition' button. The main content area lists 10 questions about wood flooring, such as 'Which type of wood floor is right for me, solid or engineered?' and 'How long after I order my floors will it take before they are installed?'. A right sidebar contains a 'FIND A PROFESSIONAL' button, social media icons for Facebook, Google+, LinkedIn, Pinterest, and Twitter, and a 'See On Pinterest' link. The footer of the page includes 'nwfa.org FOR PROFESSIONALS' and 'nwfaexpo.org FOR EXPO'.

Top 10 Questions to Ask about Wood Flooring - Google Chrome

woodfloors.org/top-ten.aspx

nwfa 30th ANNIVERSARY

Search: GO

nwfa.org FOR PROFESSIONALS nwfaexpo.org FOR EXPO

Educating consumers for more than 25 years

ABOUT HARDWOOD FLOORS HARDWOOD IN YOUR HOME FIND A PROFESSIONAL FREQUENTLY ASKED QUESTIONS ABOUT NWFA

Top 10 Questions to Ask When Buying Wood Flooring

1. Which type of wood floor is right for me, solid or engineered?

2. Which wood species is right for me?

3. Is a factory-finished floor or a site-finished floor better for me?

4. My room is 400 square feet, but we're being told to order 450 square feet of flooring. Is this really necessary?

5. I've seen different finish sheens on wood floors; some are shiny and some are not. How do I choose the one that's right for me?

6. I'm concerned about pets scratching my floors. Is there anything I can do to prevent this?

7. How do I keep my floors looking new?

8. How long after I order my floors will it take before they are installed?

9. I've seen instances where wood floors fade over time. Is there anything I can do to prevent this?

10. Installation is so expensive. Why can't I just do it myself?

1. Which type of wood floor is right for me, solid or engineered?
That depends on where you want to install it. Both solid and engineered wood floors are made using real wood, so both are environmentally friendly.

Solid wood flooring is exactly what the name implies: a solid piece of wood from top to bottom. The thickness of solid wood flooring can vary, but generally ranges from 3/4" to 5/16". Solid wood can be used in any room that is above grade (above ground). One of the many benefits of solid wood flooring is...

Hardwood Floors RESOURCE BOOK

Check out the *Hardwood Floors Resource Book* with more than 3,400 listings of manufacturers, distributors, contractors and other NWFA members.

View Digital Edition

FIND A PROFESSIONAL

See On Pinterest

Demo 6-a. Find substitutes for Mahogany, Caoba “Replacement search”.

The screenshot shows a web browser window with the URL www.tropicaltimber.info/?s=. The page features a search bar with the text "Maho" and a dropdown menu showing "Mahogany, Caoba, Mara (Swietenia)". A green "SEARCH" button is visible. Below the search bar, there are filters for "WEIGHT (AIR DRY DENSITY)" and "HARDNESS", both set to "All".

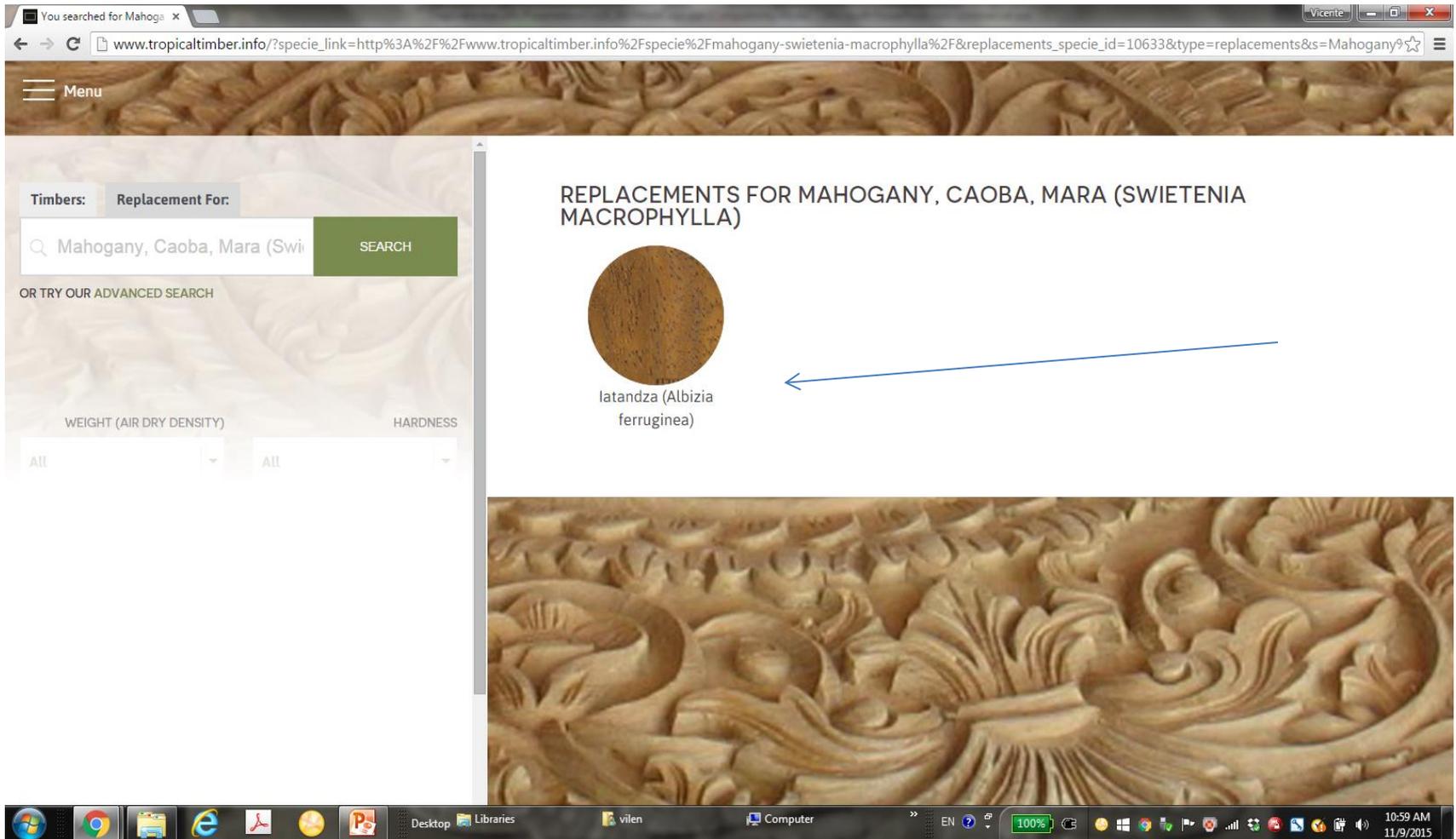
The search results are displayed under the heading "RESULTS" and consist of 12 circular wood texture samples arranged in a 3x4 grid. Each sample is accompanied by its name and scientific name:

- Abarco (*Cariniana pyriformis*)
- Abura/Bahia (*Hallea ciliata*)
- Abura/Bahia (*Hallea stipulosa*)
- Acajou Cailcedrat (*Khaya senegalensis*)
- Acajou d'Afrique (*Khaya anthotheca*)
- Acajou d'Afrique (*Khaya grandifoliola*)
- Acajou d'Afrique (*Khaya ivorensis*)
- Adjouaba (*Dacryodes klaineana*)
- Adonmoteu (*Anthonotha foveata*)
- Afina (*Strombosia grandifolia*)
- Afina (*Strombosia*)
- Afrormosia-Assamela (*Persea molle*)

The Windows taskbar at the bottom shows the system tray with the date and time: 10:48 AM, 11/9/2015.

Demo 6-b. Find substitutes for Mahogany or Caoba, *Swietenia macrophylla* (“Replacement search”).

Results: Iatandza, *Albizia ferruginea*



The screenshot shows a web browser window with the URL www.tropicaltimber.info/?specie_link=http%3A%2F%2Fwww.tropicaltimber.info%2Fspecie%2Fmahogany-swietenia-macrophylla%2F&replacements_specie_id=10633&type=replacements&s=Mahogany. The page features a search bar with the text "Mahogany, Caoba, Mara (Swi)" and a "SEARCH" button. Below the search bar, there are filters for "WEIGHT (AIR DRY DENSITY)" and "HARDNESS", both set to "All". The main content area is titled "REPLACEMENTS FOR MAHOGANY, CAOBA, MARA (SWIETENIA MACROPHYLLA)" and displays a circular image of a wood sample. Below the image, the text reads "Iatandza (Albizia ferruginea)". A blue arrow points from the right side of the image to the text. The background of the page is a large, detailed image of a wood carving. The Windows taskbar at the bottom shows the time as 10:59 AM on 11/9/2015.

Demo 6-c. Find substitutes for Mahogany / Caoba (“Replacement search”). Results

***Albizia ferruginea* Benth., Mimosaceae - Leguminosae**

- latandza or Western africa albizia is an important species
- Widely distributed in secondary forests, dry dense forests and sandy soils.
- Used in agroforestry. (It coppices, charcoal, goat feed)
- Bole is straight and cylindrical, from 10 to 13 m in length, without a buttress.
- Highly durable; used for light and heavy construction, flooring, staircases, furniture, cabinet making, joinery, turnery, carvings, glued-laminated timber and veneer.



Thank you for your kind attention!

Menu

OUR THANKS

In the creation of this website, many entities and individuals worldwide have shared contacts, publications and **photos**, authorized weblinks to valuable reference resources, and provided advice. In particular we acknowledge the use of information published by the following institutions: **IPT Sao Paulo** (Brazil); Area Metropolitana del Valle de Aburrá, **SENA**, **Sinchi** and Universidad Nacional Sede Medellín (Colombia); **CATIE** (Costa Rica); **Universidad Nacional de Loja** and Universidad Técnica del Norte (Ecuador); **FAO**; Dept. of Forestry (Fiji); **CIRAD** (France); **COATLAHL**, **CUPROFOR** and **ESNACIFOR** (Honduras); Nagoya University (Japan); **Forest Stewardship Council**; INAFOR, ex IRENA (Nicaragua); **INIA** (Perú); Grupo Andino; **Universidad Autónoma de Chapingo** and **Universidad de Guadalajara** (México); the **Oxford Forestry Institute** and **TRADA** (UK); and the **American Wood Council**, Missouri Botanical Garden (for the use of www.tropicos.org), **Oregon State University**, the **Field Museum**, the **University of Wisconsin, Stevens Point** and the **USDA Forest Service** (USA). We are also indebted to the following producer associations: **ANPM** (Brazil); Cámara Costarricense Forestal; Consejo Boliviano para la Certificación Forestal Voluntaria; Gremial Forestal de Guatemala; and the Forest Products Development and Marketing Council (Guyana).

The team that gathered content for this website comprised: Inês C. Galina (Brazil); Hector Maza and Walter Palacios (Ecuador);

12:43 PM
11/18/2015