



Press release

White olivewood, a work handmade and respectful of the environment

About AFC:

AFC is a company who produce for 72 countries various utensils and kitchen accessories since 1992. initially, AFC was a little handmade workshop, in the suburb of Tirana, Albanian capital. The beginning of the company is in Drôme, a little county in France, where our founder and director was trained at the beginning of the 90'. He learned a know-how and decided to use it for French companies and the Albanian's society. He created jobs in a difficult and complex social and political context. Now, AFC is viable and a recognized company with 70 employees and 4 industrial buildings.

Ecology and raw material:

AFC, very concerned by the environment, put a priority until its creation to limit its impact. It is why when our director had to choose a supplier for the olivewood, he chose to begin a collaboration and to build a strong relationship with an eco-responsible plantation.

For 30 years, our only supplier of wood doesn't kill any tree. Indeed, this plantation is in a first time a fruit producer. In the process of fruit production, it's necessary to prune a branch when it doesn't produce any more fruits. In this way, a new branch can grow up and can produce new fruits. All trees are centenaries, their branch have a diameter of minimum 20 centimeters.

What about certificates?

Today, almost all of certificate about wood were created to avoid major deforestation. So, to pretend to this type of certificate, it's necessary to get wood by cutting down trees. Our wood comes from a natural and necessary pruning process. So, our wood cannot be submitting to a certification as FSC because any tree is killed. Instead of that, pruning branch help the tree to find healthy branch, which can produce good fruits.

Why to buy an article in white olivewood is an ecological way?

AFC has wanted to do another thing to help our planet and to preserve it.

Indeed, almost all producer and suppliers of olivewood utensils and accessories decided to select only the veined olivewood (also named heart). So, in this way, they have a huge part of the raw material, healthy and good to used that they considered as an industrial waste to throw away.

AFC has decided to valorize this material. The choice is now to stop throw away this material, but to transform it in a beautiful, useful, respectful and sustainable product.



Indeed, we can find the same and superior technical characteristic in white olivewood that in veined olivewood, as density, resistance, and a very important advantage that the white part have less defects, hole or rift than veined part.

The main difference between white and veined is the physical aspect. Indeed, white olivewood is creamier, more elegant, with a color softer.

Its time of life, with a daily use is more than 10 years. During these 10 years, the wood changes and lives. Its color going to be little browner.

Handmade, what does it mean?

When we choose a non-automatic production, but only a handmade production, we need to know some elements before.

The first element is social. It seems obviously, but when you buy our products, you contribute to maintain and to create jobs in a country which is in a development way.

Then, the flexibility. You can choose your packaging and the way to package easier. Bulk packaging or batch packaging, you choose what you like.

Hand work needs some tolerance. Indeed, we don't ask our employees to be a machine. Instead of that, we want to keep their sensibility and the handmade aspect of our pieces. We put tolerance range about dimension.

This therefore implies that each piece is unique. Your product is built in the expert hands of women and men who are passionate about their profession, and who possess indisputable know-how. Before each workstation, a quality check is carried out. Likewise, at the end of production, where each part is inspected to provide you with the best products.