



THINKING GREEN

ENVIRONMENTALLY FRIENDLY
PAPER AND PRINT



Several years ago I saw Al Gore deliver a lecture live. At least I think he was alive. I'm sure I detected some slight movements of his lips and torso, and I believe his voice rose slightly at one point late in the talk. Also, not everyone in the audience was asleep. (Many nodded off, but, in fairness, the audience largely consisted of senior citizens.) Looking back on the scene, yes, I'm almost certain that he was alive. I'd even place a bet on it — at least a small bet.

The lecture took place before Mr. Gore became a rock star via his docudrama, "An Inconvenient Truth." And while it increased the entertainment value of that movie when he walked around onstage and was raised off the ground with a forklift, there is something else about the movie that better explains his resuscitation as a serious force in American life. "An Inconvenient Truth" tapped into a broadly shared sense that we are collectively drifting toward self-destruction and that it is time to galvanize for action taken to protect our environment.

As I travel around in my roles as editor and advocate of the power of print communications, I am seeing this concern being taken to heart by paper specifiers, papermakers, printers and end-users.

First, there is renewed interest in recycled papers and other materials, and concern about related matters of post-consumer content and landfill tonnage. Graphic artists have had access to a wide range of premium recycled papers for many years. However, during that time the level of interest has swung like a pendulum, motivated by many factors, such as the state of the economy. Now — when you combine the zeitgeist of the era with the unprecedented quantity, quality and affordability of recycled — it appears that using recycled paper use is poised to become a mainstream activity.

Moreover, the recycled paper debate is no longer the end of the environmental conversation but rather only the beginning. The concept of environmental responsibility has broadened out to embrace issues of sustainability writ large, energy consumption and the impact of manufacturing, forest stewardship and natural resource regeneration, chain of custody and product life cycle usefulness, and finding green printers and other green vendors. The big picture — the total environmental and social consequences of making, buying, specifying, delivering, printing, converting, using and reusing paper — is coming into focus.

Finally, graphic artists are beginning to recognize that being green, and knowing how to produce green materials, is also good business for themselves and their clients. As Amy Graver of the graphic design studio Elements wrote in the October '06 issue of GDUSA, "Converting a design business into an environmentally friendly one has rewards that go beyond those that come with taking personal responsibility for your part of the world. It can also help define a corporate image. Many clients would like to cultivate that image but do not know how. Some enlist our help marketing their company environmentally responsible. The truth is: being known as a company that exceeds all environmental expectations can attract clients."

There is a new framework for thinking about environmentally friendly graphic design. It promotes recycled papers as a start, then moves to encompass notions of sustainability, accountability and aligning positive social acts with a positive bottom line. This 21st-century version of green design, papermaking and printing feels real. It may even provide the basis of meaningful and lasting change. I can even imagine Mr. Gore smiling. Well, sort of.

GORDON KAYE



Strathmore

SUSTAINABILITY

PORTFOLIO EMPOWERING

"What can I do?" When the topic of sustainability arises, that is often the first question asked by designers. The new Strathmore Sustainability Portfolio features stories about companies that are pioneers in environmental and social stewardship. It is intended to inspire a deeper dialog among designers about getting involved and leading their own sustainability initiatives at work, at home and in their communities. Mohawk Fine Papers asked the Kansas City-based Willoughby Design Group to explore the topic, and the result is a thoughtfully designed handbook, itself a model for sustainable design and print production, standing for the proposition "use only what you need." The handbook features real-life stories from six companies — Tricycle, Herman Miller, Aspen Skiing Company, Hewlett-Packard, Monterey Bay Aquarium and Seventh Generation — each story selected for its compelling philosophical value and the ways in which the company's sustainability practices permeate its culture and identity. The portfolio also includes examples of business collateral and identity materials that support the organizations' sustainability initiatives. The piece is printed on the newly reformulated Strathmore Script, which offers a range of sustainable choices, including 30% and 100% recycled options, and is made using renewable, wind-generated electricity. "This book was developed to empower designers," says Laura Shore, Mohawk's senior vice president, communications. "Whether creating better products using less material, educating the public using print or developing processes that convert waste into new uses, design has the potential to help us rethink things that get done every day. Designers can be a powerful force for sustainable thinking among business; we hope this book provides them with stories they can share with their own clients to initiate this important dialogue."

Contact: www.mohawkpaper.com or
800.THE.MILL

Mohawk Fine Papers

NEUTRALIZING CARBON FOOTPRINT

Mohawk Fine Papers is partnering with NativeEnergy to offset carbon dioxide emissions from its 2006 Sales Fleet and Local Product Transport. Mohawk calculated the mileage of its sales force and local product transportation in 2006, estimated at close to one million miles, or the equivalent of 748 tons of carbon dioxide. Carbon offsets enable people and organizations to reduce their carbon footprint by allowing carbon dioxide, one of the main greenhouse gases, to be either taken out of the atmosphere or reduced in another part of the country or world — in this case, by helping to build renewable energy projects that reduce the amount of fossil fuels used to generate electricity. "Mohawk has always had a strong commitment to sustainable manufacturing and being a responsible corporate citizen," said Thomas D. O'Connor, Jr., chairman and CEO of Mohawk. "Partnering with NativeEnergy is one more way we are building on that commitment. By offsetting our carbon outputs, in a way that brings new clean energy projects into being, we are taking responsibility for helping to combat global warming. Climate change is a major issue for everyone, and we are beginning to organize many of our own sustainability initiatives around it." Comments Tom Boucher, president and CEO of NativeEnergy, "Mohawk is the first U.S. paper mill dedicated to helping build truly new renewable energy projects in this manner. Without the support of Mohawk and our other clients, these distributed wind projects face significant hurdles — high costs for the farmers but poor chances of recovering the extra costs from the traditional REC market, given their relatively small annual output."

Contact: www.NativeEnergy.com

Finch, Pruyn & Co.

FSC AND SFI CERTIFICATIONS EARNED

Finch, Pruyn & Co., manufacturer of the Finch Paper line of uncoated printing papers, has now certified its forestry practices to the standards of two respected certifying organizations. In November 2006, Finch's forestry practices were certified to the standards of the Sustainable Forestry Initiative program, which attests that they promote the protection of wildlife, plants and water quality to ensure the future of our nation's forests. Finch earlier certified its forestry practices to the standards of the international Forest Stewardship Council. With the FSC certification, Finch Fine text and cover papers, Finch Opaque papers and Finch Digital printing papers are guaranteed to come from forests managed to conserve biodiversity. Both certifications were earned following extensive field audits by outside experts, including representatives of the Rainforest Alliance's SmartWood program. "Not only is Finch Paper a great choice for outstanding print reproduction, it's a great choice for people who care about responsible forestry and the environment," says Richard J. Carota, chairman, president and CEO of the independently owned paper manufacturer. Finch owns and manages more than 160,000 acres of healthy, growing forests in New York's famed Adirondack Region. The company has been a conscientious forest steward since the late 1800s and, in 1910, the company became one of the first major landowners in the nation to hire a trained professional forester.

Contact: 800.833.9983 or
www.finchpaper.com

Neenah Paper

MAJOR GREEN POWER PURCHASE
Neenah Paper is purchasing over 10 million kilowatt hours of renewable energy, making the company one of the largest purchasers of green power in the paper industry. Neenah Paper is also the largest purchaser of green power in the entire state of Wisconsin, where its mills are located. The purchase is 12% of Neenah Paper's total energy purchase for its Wisconsin fine paper manufacturing operations, and qualifies Neenah Paper for distinguished membership in EPA's Green Power Partnership, a program recognizing organizations for exemplary green power purchases. The purchase consists of environmentally preferable, renewable sources of energy such as wind, solar, low-impact hydro and biomass. The fast-growing recycled brand, Environment Papers, and two finishes of the Eames Paper Collection (Painting and Furniture finishes) will be made entirely with renewable energy. "It is Neenah Paper's great honor to be recognized as a major purchaser of green power in the paper industry and as the top purchaser of green power in the entire state of Wisconsin, a state that is nationally renowned for its significant environmental strides," said Bill O'Connor, president, paper group. "Our customers appreciate and support responsible stewardship of our natural resources and this purchase will make a difference that will be heard throughout the paper industry." This purchase reinforces Neenah Paper's ongoing commitment to using alternative energies. In January 2006, the company announced it would purchase 350 million pounds of Green Steam annually to dry paper during manufacturing and also to heat the mill in Neenah WI. This reduces both Neenah Paper's natural gas consumption and carbon dioxide emissions into the atmosphere by 80% every year. Interestingly, Neenah's innovative application of sustainable technology is to be featured on the History Channel's "Modern Marvels" program on January 24.

Contact: 800.558.5061 or
www.neenahpaper.com



xpedx

FIRST NATIONAL DUAL CHAIN OF CUSTODY CERTIFIED MERCHANT Paper specifiers have been beating the drum for environmentally certified grades since the mid '90s. The demand was created by the Sustainable Forestry Initiative and Forest Stewardship Council, two watchdog organizations committed to ensuring that foresters comply with the environmental policies set forth in their respective standards. With a "raised consciousness" firmly in hand, corporate America began directing its agencies and printers to specify grades that comply with their newly crafted corporate social responsibility statements. Now specifying recycled is no longer enough — there's a new set of labels to learn. Today, as mills release new lines of certified papers, graphic artists are scrambling to stay on top of which products are certified, what the certifications mean, and where they can tap a steady supply of the earth-friendly substrates. xpedx is answering the call, using its size and distribution expertise to demystify it all.

This month, xpedx becomes the first U.S. paper merchant to be nationally certified to both standards. As a paper merchant, xpedx is granted a chain of custody certification, which authenticates that the company has procedures in place to segregate certified paper from non-certified paper so print buyers are assured they receive what they've specified. Printers are the final link in the chain of custody, and must purchase paper from a certified merchant like xpedx if their client wants to make the claim that the end product is SFI- or FSC-certified. To support its chain of custody certification, xpedx is implementing a consumer education program via its team of paper specification representatives. To locate the spec rep serving your market, go to SuiteShopOnline.com and choose the "Contact Us" link in the top navigation bar. In addition, registered xpedx.com users can also search the company's online paper

catalog to download mill and merchant chain of custody certificates, or to access a comprehensive list of certified papers stocked by xpedx.

Fox River Paper

THE NATURE OF PAPER

The environmental buzz is all around us; however, by listening to their customers, Fox River Paper learned that there is a mixed understanding of environmental stewardship, and many consumers are very confused with all the eco-speak. "We knew we had an opportunity to not only educate consumers about environmentally sound papermaking in an easy-to-understand format, but to also showcase the efforts Fox River Paper is making every day to protect the environment," said Kathy Kemps, Marketing Manager at Fox River Paper. Fox River Paper's newly released environmental brochure, "The Nature of Paper: A Complete Story," provides a holistic view of environmental stewardship. It clearly identifies the three major components to producing paper (fiber, water and energy), how important each one is, and how Fox River Paper utilizes each in an environmentally sound fashion within their daily manufacturing processes. Nearly 70% of Fox River Paper's product offerings under the Fox River and Gilbert brands contain at least 30% post-consumer fibers. Ten of their premium paper lines also include tree-free fiber from cotton linters or bamboo, and EverGreen 100PC and 50/50 are FSC-certified. Fox River Paper's website features links to their eco-glossary and eco-calculator that will help you sift through the jargon and get to the heart of the matter. The eco-calculator allows consumers to see their environmental savings when using recycled papers in "easy-to-understand, real-life examples" as well as compare different percentages of recycled content to see the increase in savings that can be achieved with higher post-consumer fiber levels.

Contact: www.foxriverpaper.com or www.gilbertpaper.com



Domtar

BURDEN WINS BENNY

California-based “green” printer Insync Media was recently awarded the prestigious Benny (Benjamin Franklin) Award for its 32-page brochure showcasing legendary album cover artist Gary Burden’s album cover artwork printed on Domtar EarthChoice image papers. The Benny Award is conferred by the Printing Industries of America/Graphic Arts Technical Foundation. “Producing Gary Burden’s album art book was one of the biggest challenges we faced. In many cases Gary Burden had us change the original designs slightly so as to take advantage of technologies that were not available at the time the originals were produced,” said Gary Gonzales of Insync Media. “Gary [Burden] was very hands-on throughout the process. He chose the specific type of Domtar EarthChoice paper we used for each album cover reproduction and left it to us to demonstrate the quality that can now be achieved using environmentally responsible papers and printing processes. We are delighted to be recognized with a Benny for our work on this innovative project.” Adds Burden, “I was impressed with Domtar and Insync Media’s commitment to environmental sustainability. In fact, FSC-certified Domtar EarthChoice papers embody the spirit of classic rock ‘n roll. While the times have changed, the social and environmental ethics we advocated in the ‘60s and ‘70s are more relevant than ever.”

Contact: www.domtar.com

International Paper

SUSTAINING THE ENVIRONMENT

It’s not just about the paper. Making an environmentally responsible paper choice has become a vital part of doing business in today’s marketplace. In its Sustaining the Environment promotion, International Paper reminds graphic artists of that point and assures customers “that you have a partner committed to environmental responsibility. As one of the world’s largest papermakers, International Paper’s entire business depends on the sustainability of the forest, and the company is committed to protecting

forest and other natural resources while producing the products its customers want and need. International Paper’s commitment is not just a line, and it’s not just a line of products. It’s a global perspective, a founding principal and a vital operating philosophy for the company.” The promotion emphasizes the company’s dedication to sustainability, forest certification, environmental conservation and recycling. Headquartered in the United States, International Paper is currently transforming its operations to focus on its global uncoated papers and packaging businesses, which operate and serve customers in the U.S., Europe, South America and Asia. These businesses are complemented by an extensive North American merchant distribution system. International Paper has a long-standing policy of using no wood from endangered forests.

Contact: www.internationalpaper.com

Wausau Paper

ASTROPAQUE LINE IMPROVED, FSC CERTIFIED

Wausau Paper’s improved Astropaque line now boasts 98 brightness, 150+ whiteness, superior formation and great printability. The premium white opaque product line has also earned Forest Stewardship Council certification, confirming Wausau Paper’s support for the responsible management of forests and forest resources. “Our customers have stressed the importance of finding premium white opaque papers that have striking aesthetics, excellent formation, environmentally friendly attributes, and are backed by trusted and reliable customer service,” says Jeff Fox, director of marketing in the printing and writing segment at Wausau Paper. “To meet their needs, we’ve elevated the Astropaque line to the peak of brightness and whiteness, while dramatically improving the smoothness and formation for crisp and vibrant printing results.” Astropaque is available in eight text and cover basis weights, including 50, 60, 70, 80 and 100 lb. text weights, as well as 65, 80 and 100 lb. cover weights. Swatchbooks are available from Wausau distributors nationwide.

Contact: www.wausaupaper.com



Stora Enso

TOP GRADES CERTIFIED

Stora Enso announced Forest Stewardship Council certification of its premium coated printing paper, Centura, and its industry-standard coated printing paper, Productolith. The label provides company end-users with the confidence that purchasing Centura and Productolith sheet products directly supports responsible forest management. Tony McDowell, vice president, branding and marketing communications for Stora Enso North America, observes, "Our top two coated freesheet grades will continue to enjoy the very best print quality, while demonstrating their respect for environmentally friendly solutions and quality printing. This means that our top two coated freesheet grades are now chain-of-custody certified, offering more options to printers and end-users everywhere." Stora Enso is also a part of the Dow Jones Sustainability Index, an active founding member of the Chicago Climate Exchange (a voluntary program for reducing greenhouse gas emissions through market-based trading) and was recently named one of the Global Most Sustainable Corporations in the World by the World Economic Forum. Contact: www.storaenso.com/na

Potlatch Forest Products

NATURAL SELECTIONS

In today's information-enriched, and therefore more consumer-savvy world, a company and its products are increasingly indistinguishable. According to Mark Ohleyer, director of marketing, and Chris Elskamp, product manager, Potlatch Forest Products is navigating against this current "by demonstrating superior environmental performance. The days of simply throwing the chasing arrows recycled bug on a package to promote the environmental friendliness of a product are coming to an end. Once believed too complicated to interpret and apply to the demands of daily commerce, businesses and environmental groups are focusing on 'sustainability' in the bigger picture. This includes everything from energy consumption during manufacturing and delivery to natural resource re-generation, as well as product usefulness throughout its entire lifecycle to,

finally, its recycle-ability. A 'product' does not exist independent of the processes that created it, but rather is very much an emblem of those processes. Accordingly, Potlatch Forest Products Corporation positions its two paperboard brands, Candesce and Ancora as the 'Natural Selections' because they are made by a company that respects the environment, practices verified forest stewardship, has a consistent commitment to third-party, independent certification of forestland management practices and key manufacturing sites from major environmental and standards groups, and supports extensive research into resource management. Thus, the paperboard brand message: 'Candesce and Ancora provide the best fusion of environmental harmony and superior functionality throughout the product's life cycle contained in a substrate that offers the best impact for the marketer.'" At Potlatch, conclude Ohleyer and Elskamp, "our Candesce and Ancora products are emblems of our people's commitment."

Contact: www.potlatchcorp.com

Cougar

BRIGHT AND RECYCLED

Cougar, a premium #1 opaque that enjoys strong brand awareness with designers, printers and print buyers throughout North America, is now produced with 10% recycled content and an improved 98 brightness. Not only an excellent alternative to the higher priced text and cover sheets, Cougar also gives buyers the winning combination of a superior 98 brightness, a bright blue-white shade, high opacity, excellent print quality and consistent performance. Imitators pale in comparison to Cougar's superior formation and print uniformity, steadfast quality, consistent runnability, quick turnaround and availability. Made acid free for archival quality, Cougar is now 10% recycled to meet environmental needs. In addition, users can be assured that Cougar is manufactured to meet rigorous standards of responsible purchasing. Available in both White and Natural, a new 160 lb. Double-Thick Cover has recently been added to Cougar's broad range of text and cover weights including digital guaranteed sizes.

Contact: www.cougarpaper.com

The Paper Mill Store.com

FSC CHAIN-OF-CUSTODY CERTIFIED

The Paper Mill Store.com recently became a Forest Stewardship Council Chain of Custody certificate holder. TPMS, the only online multi-mill paper supplier to achieve such status, offers a large selection of FSC-certified paper and envelopes available online, including hundreds of premium mill-branded items. This already includes all FSC-certified envelopes currently manufactured by National Envelope — that is, envelopes manufactured with FSC-certified paper from Domtar, Finch Paper, Fox River Paper, Mohawk Fine Paper, Monadnock Paper Mills, Neenah Paper, Smart Papers and Strathmore. The FSC CoC certification authorizes The Paper Mill Store to handle FSC-certified paper and envelopes, meaning that when it sells a customer FSC-certified paper or envelopes, the customer can be certain the claim is credible and that the fiber used to manufacture the products came from well-managed forests. TPMS was certified by the Rainforest Alliance SmartWood program as meeting the FSC CoC requirements. “We believe that all of us have an obligation to contribute to the health of our planet and the welfare of its people,” said Brian Cowie, CEO of TPMS. “We are proud to deliver our customers paper and envelope products that meet the high standards of the FSC.”

Contact: www.thepapermillstore.com

Gruppo Cordenons

COMMITMENT FLOWS

Gruppo Cordenons, a paper mill headquartered in Milan, Italy, with sales offices that extend into more than 80 countries, has dedicated itself to resolving issues that engage environmental concerns. Implementing principles that can assist to insure protection, such as using water and energy resources as efficiently as possible, in addition to the use of fibrous and auxiliary raw materials will have a positive effect. The production of products that are 100% recyclable and working with forests that are well managed and have recognized interna-

tional standards such as FSC, ATFS, CERTF, CSA, PEFC and SFI are another example of a proactive approach to environmental matters. Producing paper products that have a conscience requires a commitment that starts from the top and flows through every level of the company. This is done by informed training that helps to involve employees by taking an active role in understanding their responsibility toward the environment.

Contact: www.gruppocordenons-usa.com

UniKeep

ENVIRONMENTALLY FRIENDLY BINDERS AND MAILERS

UniKeep offers a range of products that allow users to make environmentally-sound choices for storage and presentation without sacrificing durability or functionality. According to the company, the polypropylene products require up to 30% fewer materials to manufacture than traditional vinyl binders; they also avoid the toxic waste generated in both the manufacture and elimination of PVC. The standard UniKeep binder is a single component with NO PVC, completely injection molded from 100% polypropylene. There are no mixed materials or metal rings, which makes it easily recyclable. And the company's Enviro-Binder is manufactured with over 85% post consumer content. As for mailers, the EnvyPak offers an improvement over traditional poly bags and poly mailers, because the premium construction and high resolution printing delivers superlative results for about the same cost as most comparable alternatives. In addition, EnvyPak mailers and envelopes offer clear advantages with recyclable content. The mailer is a crystal clear, 100% polypropylene envelope that offers high impact for direct mail by showcasing the contents, catalogs and marketing materials from origin to delivery. By special order, EnvyPak mailers can be custom manufactured using 100% compostible and biodegradable PLA corn poly, a renewable resource bioplastic.

Contact: www.unikeep.com



Yupo

A Q&A ABOUT

ENVIRONMENTAL IMPACT

Although synthetic paper is not new to the market, its growing popularity has made many designers interested in knowing more about its environmental impact, sustainability and recyclability. Dave Jeffers, technical service manager with Yupo Corporation America (Chesapeake VA), the largest synthetic paper manufacturer in the western hemisphere, sat down to explain Yupo's relationship to the environment. Excerpts follow:

GDUSA: What is synthetic paper made of?

YUPO: Synthetic papers are typically made from different types of plastic like polyolefin resin or polypropylene. Because synthetic paper is entirely inorganic, no trees are utilized in the manufacturing process.

G: How is it manufactured?

Y: Synthetic paper is created through the extrusion of melted plastics, which are then stretched to create the flat, multilayered surface and then cut to required dimensions. The process takes place in a computer controlled, sterile environment, minimizing waste and potential hazard. No ozone layer threatening emissions and nearly no waste byproducts are produced during the manufacturing of synthetic paper. Scraps are recycled within the production line and reused. The overall manufacturing process also consumes significantly less energy than a comparably sized traditional paper mill. Synthetic paper production requires no bleach, chlorine, peroxide or halogens to achieve its brilliant whiteness.

G: How is synthetic paper disposed of after use?

Y: Synthetic paper is disposed of in one of three environmentally advanced ways: recycling, incineration and certified landfills.

Recycling: Synthetic paper is 100% recyclable. Recycled polypropylene plastic, for example, is recovered as

plastic resin and may be used in food containers, yarns and fabrics, upholstery, luggage and car seats. The recovered resin demonstrates the same performance as virgin plastics. Polyolefin can be recycled along with other plastic packaging materials and does not need to be separated.

Incineration: Synthetic paper yields only carbon dioxide, water and ash when properly incinerated. It generates no detectable amounts of sulfur, chlorine, nitrogen or dioxin gases and less heat when incinerated, making the process itself more cost-effective.

Certified Landfill: Because of synthetic paper's durability, it will enter the waste stream at a much slower rate than conventional paper. In a properly approved landfill, synthetic paper remains inert.

G: How is traditional paper manufacturing different?

Y: Because of the relative youth and the expanding popularity of the market, synthetic paper plants are some of the most state-of-the-art facilities that boast the newest computer-controlled technology in the industry. Traditional paper manufacturing, on the other hand, has remained essentially unchanged in the last century. Thus, among other things, the manufacturing of synthetics requires less energy and water consumption, synthetic paper plants generate no perceivable smell and do not emit harmful chemicals, and it produces no sludge.

G: How is traditional paper disposal different?

Y: Awareness about recycling is on the rise among consumers, more and more communities are implementing aggressive recycling programs. Most consumers are not aware, however, that synthetic paper is easily recycled in much the same way as plastic containers. The key difference between traditional and synthetic paper recycling is that paper may only be recycled once without losing much of its strength, while plastics can be recycled almost indefinitely.

Contact: yupo.com or 888.USE.YUPO

Monadnock Paper Mills

EMS SYSTEMS RECOGNIZED

Monadnock Paper Mills has received certification for compliance with ISO14001:2004 — a widely accepted international standard for environmental management systems (EMS). Systems and Services Certification, a member of the SGS Group and leader in third-party registration, conducted an independent audit and granted certification to Monadnock's Bennington, NH facility for successfully meeting the ISO requirements and having the processes in place to maintain that system. Richard Verney, chairman and CEO, says, "We began building our environmental management system in 2003 with the assistance of the EPA and are pleased to have this third-party validation of our hard work. This is a formal, objective, quantifiable method of demonstrating to our customers our commitment to the environment." Monadnock has identified all of the environmental aspects (operations that affect the environment) and impacts (changes to the environment resulting from those operations) associated with the papermaking process. "We will continue to focus on improvements in the areas of recycling, energy conservation, materials management, water conservation, solid waste reduction, emission reduction, and pollution prevention," states Michelle Hamm, manager of environmental services. Monadnock's sustainability initiatives have earned it the New Hampshire Governor's Award for Pollution Prevention, as well as certificates of achievement from the Sierra Club, the EPA, the American Forest and Paper Association, the Society for the Protection of New Hampshire Forests, the New Hampshire Timberlands Association and a variety of other state and local environmental organizations. In 2005, Monadnock generated 45% of its total energy demand from company owned on-site low-impact hydroelectric power, greatly reducing their dependence on fossil fuels. Most recently, it became an EPA Performance Track company.

Contact: 877.877.2098 or
www.mpm.com

Wheal-Grace

GREEN PRINT PROGRAM

Wheal-Grace Corporation, a commercial printing company located in Belleville NJ, has been at the forefront of printing green since the creation of their Green Print program in the late 1980's. Long before sustainability was in vogue, Wheal-Grace owner Emil Salvini developed Green Print, a program which analyzes the positive impact that using paper with a high post consumer waste has on the environment. At a time when recycled papers were scarce, cost-prohibitive and of questionable quality, Wheal-Grace sought to educate its clients as to the benefits of post- vs. pre-consumer waste. To its frustration, many major mills at the time, thinking the movement was a fad, did not take the Green Print program seriously.

In an effort to encourage clients to use more recycled papers, Wheal-Grace began to sharing information with customers in the form of a two color certificate which was designed in-house. The certificates were so well received that in 1996 Wheal-Grace trademarked Green Print and developed the brand in the form of a certificate and a tagline — a sort of environmental report card that appears on each printed piece. The tagline details the project's specific savings of trees, greenhouse gases, water, energy and waste kept out of a landfill. Wheal-Grace shared the program with competitors and provided royalty free licenses to their client's print teams. Clients that used the Green Print program now find themselves ten years ahead of the market.

Today Wheal-Grace continues its "green philosophy" with FSC certification. For a printer to qualify for FSC certification, it must be certified by an independent auditor to participate in the "chain-of-custody" process that involves the paper manufacturer, merchant and printer. The goal of the program is to eliminate water pollution, habitat destruction and displacement of indigenous peoples. The process begins with

an FSC-certified printer purchasing FSC-certified paper through an FSC certified merchant. The FSC logo can be displayed on your printed project and is only available through FSC certified printers. The logo shows the world that a project was printed on paper that came from a well managed forest with a pedigree that can track its chain-of-custody from harvesting, to pulp to paper to printed piece. Wheal-Grace always believed in sustainability and the company cannot be happier to see the rest of the industry get on board.

Contact: www.greenprint.com or
FSC@wheal-grace.com

National Envelope

GREEN-E RENEWABLE ENERGY CERTIFICATION

National Envelope has received Green-e Renewable Energy Certification from the Center for Resource Solutions in San Francisco CA. The certification recognizes the company for environmental leadership through a significant purchase of renewable wind power energy that contributes to cleaner air and the reduction of dependence on fossil and nuclear fuels. The Green-e program is designed to promote renewable energy markets by instilling customer confidence in renewable power products. Green-e certified renewable energy products are distinguished by high environmental quality and the credibility that comes from independent verification by a reputable organization. The company is already well known for its advocacy of envelopes made with FSC-certified grades, stocked for shipment and/or custom manufactured. Mills whose grades are represented include Domtar, Finch, Fox River, Mohawk, Monadnock, Neehan, Smart and Strathmore.

Contact: www.natenv.com