

# We Take the Red Tape Out of Using Green Paper.

There's more to being environment-conscious about your paper usage than just picking a stock labeled "recycled" without fully qualifying it. That means knowing everything you can about the paper and its fiber to insure that it's legally logged, originating from a sustainably managed forest, truly made from renewable resources and Chain of Custody certified. Who has the time and expertise for all that? Graphic Communications does.



We represent a vast number of North American and European paper mills and products that meet all these criteria. This gives your company the confidence to know that you're purchasing responsibly and helping conserve and protect our forests.

We're the first paper broker in the world to be triple Chain of Custody certified with the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI) and Program for the Endorsement of Forest Certification schemes (PEFC).

With 20+ U.S., U.K., Belgium and Mexico offices, GC sells more than 1 million tons of paper and more than \$120 million in printing annually, with combined sales exceeding \$1 billion. This makes us the largest independent North American buyer of coated and supercalendered paper.

## GRAPHIC'S GREEN PAPER PORTFOLIO

### Chain of Custody Certifications

North American and European paper partners:

**74** FSC-certified mills

**72** PEFC-certified mills

**38** SFI-certified mills

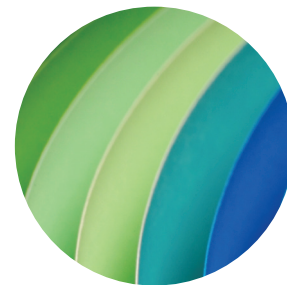
Of those:

**30** are dual-certified to two standards

**36** are triple-certified to three standards

### Recycled Papers

11 grades from our core suppliers that represent **hundreds of options** for newsprint to premium coated freesheet with recycled content ranging from **10%** to **100%**. This includes grades that have multiple finishes, such as gloss, matte, silk and satin, and grades with multiple basis weights.



## GC'S ENVIRONMENTAL CONSULTING SERVICES

### We Can Help Your Company:

- + Recognize increasingly complex environmental issues.
- + Develop an environment-friendly paper procurement policy.
- + Establish and accomplish your environmental goals.
- + Create strategies to lighten your environmental footprint.
- + Understand Chain of Custody and Forest Certification.
- + Gain perspective on NGOs and their environmental actions.
- + Produce environmental labeling for your products.

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**GRAPHIC COMMUNICATIONS**  
The leader in paper and print solutions

# How to be an Environment-Conscious Paper Consumer.



## GREEN PAPER RESOURCE LINKS

[Sustainable Forestry Initiative \(SFI\)](#)

[Program for the Endorsement of Forest Certification schemes \(PEFC\)](#)

[Forest Stewardship Council \(FSC\)](#)

[Canadian Standards Association \(CSA\)](#)

[American Tree Farm System](#)

[Northeast Master Logger Certification Program](#)

[Lacey Act](#)

[GC Environment Resource Center](#)

[Forest Products Association of Canada \(FPAC\)](#)

[American Forest & Paper Association \(AF&PA\)](#)

[FTC Green Guides](#)

[National Recycling Coalition](#)

[Metafore](#)

## Reduce, Reuse and Recycle Whenever Advantageous

- + Use recycled paper for your publication if it's affordable and doesn't have a negative economic impact.
- + Encourage others to recycle your materials, and use the "chasing arrows" recycled logo when they do.
- + Don't over-specify your paper; use the appropriate grade and brightness.
- + Use the lightest paper basis weight possible without compromising your finished product.
- + Consider reducing the trim size of your print material.
- + Remember, recycled content may not always be the best environmental choice.

## Learn All You Can About Your Paper and its Fiber

- + Where does it come from?
- + Has it been certified and if so, to which standards?
- + Are the mill and the broker Chain of Custody certified?
- + Does the supplier work to the ISO standard 14001?
- + Is post-consumer recycled content available?
- + Is any power or electricity created on-site from renewable sources?
- + Is energy consumption and the dependence on fossil fuels being reduced?
- + Is the amount of water processed per ton of paper being reduced?
- + What do you know about the carbon footprint?
- + Is the amount of waste going to landfills being reduced?

## RECOVERED PAPER DEFINITIONS

**Recycled Paper:** Paper that contains a minimum of 10% recycled fiber.

**Post-consumer Fiber:** Finished paper products that have served their original purpose and been diverted from the waste stream and recycled.

**Pre-consumer Fiber:** Waste generated in the paper and print production process that has been recovered and diverted from the solid waste stream for recycling. Unsold newspapers, magazines and other printed products that have not met their original purpose.

