



WEBSTER
ONE Source,
Unlimited Possibilities™

1069 W. Washington Street
Hanson, MA 02341
www.websterprinting.com

T 781-447-5484
F 781-447-6427



SW-COC-003251
The mark of responsible forestry
© 1996 Forest Stewardship Council A.C.

What does it all mean?

Dear Partner,

A few weeks ago, Webster held it's first seminar on the importance of being environmentally responsible. The subject was so well received and the materials so vast that I thought it prudent to provide this summary to all our partners.

Mohawk Paper and paper merchant Lindenmeyr Munroe joined forces to present the subject of "**Sustainable Forest Management**". The timely topic focused on the importance of responsible environmental behavior and sound business decisions co-existing to the benefit landowners, manufacturers, customers, and the environment for future generations.

The key points focused on during the seminar are the following:

Sustainable Forestry Initiative: This initiative has significantly improved the forestry practices in the United States. Their focus is on the reforestation, nurturing and harvesting of trees for useful products with the conservation of soil, air and water resources, wildlife and fish habitat and forest aesthetics.

FSC® (Forest Stewardship Council™) certified papers: This certification guarantees that the paper used to manufacture any product can be traced through the chain of custody process, protecting the supply chain from the forest, to the mill, to the merchant and the printer. This is a rigid certification process that is frequently reviewed and has a zero tolerance for failure to adhere to the principles of the custody process.

Third Party Non-Profit Guardian Groups: There are many environmental standard-setting organizations that are setting even higher standards and are recognized for environmentally sound manufacturing processes. These certification and verification programs such as the green-e logo; green seal; windpower; and carbon neutral all have a focus on using renewable energy.

The bottom line is that sustainability and environmental stewardship needs to be everyone's concern. Companies that demonstrate a respect for the environment establish a competitive advantage; enhance their public image and improve their earnings' power.

A lot of information was shared and I feel the information is so important to our industry that Webster will hold an additional event in the New Year. If you are interested in attending the event, please email me at ernie@websterprinting.com. If your company is looking into going "GREEN" as Webster is and I can help you kick off this initiative, I would be more than happy to make this presentation at your facility!

Happy New "Green" Year!*

Ernie Webster