

Paper Chain of Custody and On-Product Messaging



Quick Facts

The world's premier full-service global print provider and largest printing company in the world

Headquarters: Chicago, Illinois

2009 sales: **\$9.86 B**

Employees: Approx. 57,000 worldwide

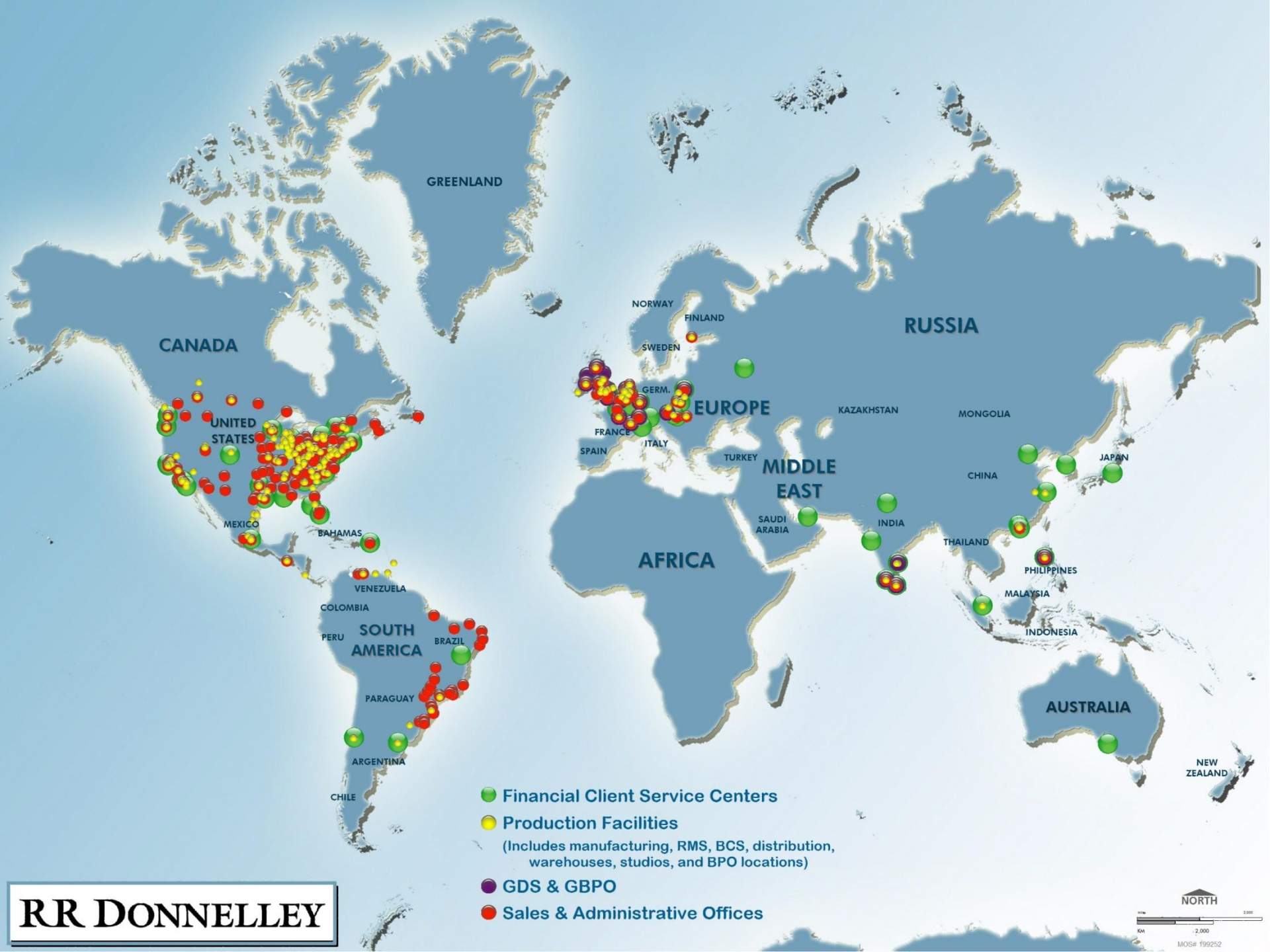
Locations: Approximately 550 worldwide locations, with manufacturing operations in North America, Latin America, Europe and Asia Pacific

Stock trading symbol: **RRD (NASDAQ)**

Year Founded: 1864
145+ year heritage of integrity

RR Donnelley prints for >90% of Fortune 500 companies





RR DONNELLEY

- Financial Client Service Centers
- Production Facilities
(Includes manufacturing, RMS, BCS, distribution, warehouses, studios, and BPO locations)
- GDS & GBPO
- Sales & Administrative Offices

“One RR Donnelley”: An Unmatched Portfolio

Books



Customized, variably-imaged statement printing



Document Outsourcing and Management



Premedia Services



Catalogs



Commercial Printing



Direct Mail



Directories



Office Products



Financial Printing & Communications



Forms



Kitting, Fulfillment and Supply Chain Services



Distribution, Logistics and Co-Services



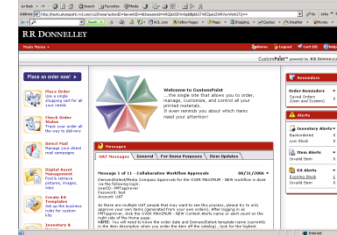
Magazines



Labels & Label Systems



eCommerce Tools



Retail Inserts



Sustainability Approach

RR Donnelley Global EHS Policy

”Utilize practices that protect the environment, including reducing the quantity of emissions, developing opportunities for recycling and pollution prevention and using paper, energy, and other resources more efficiently”



Green Procurement at RR Donnelley



- Raw Materials Specifications
 - Global Compliance Requirements
 - Customer Requirements
- Compliance Management
 - Environmental Purchasing Specifications
 - Supplier Compliance Systems
- RR Donnelley Printed Materials
 - Certified Paper Chain of Custody
 - On-Product Messaging

Paper Chain of Custody (CoC)

NEWS RELEASE

RR Donnelley Expands Sustainability Certifications at More Than 125 Facilities Worldwide

Triple Certified to Chain-of-Custody Standards of Forest Stewardship Council(TM) (FSC (R)), Sustainable Forestry Initiative(R) (SFI(R)) and the Programme for The Endorsement of Forest Certification Schemes (PEFC(TM))



Location	Certification							
	ISO9001	ISO14001*	OHSAS 18001	ISO13485	ISO27001	FSC CoC*	SFI/PEFC CoC	VPP
Angola, IN	✓					✓		
Arlington ,TX (PL)							✓	
Austell, GA (Atlanta PFD)	✓							
Avon, CT (PL)						✓	✓	
Baraboo, WI						✓		
Bedford, MA (W.E. Andrews)	✓	✓				✓	✓	
Bloomsburg, PA	✓					✓	✓	
Bolingbrook, IL								
Boston, MA (Hyde Park)						✓		
Breinigsville, PA (Allentown)	✓							
Brenham, TX	✓					✓		
Carol Stream, IL	✓							
Chamblee, GA (Atlanta North)	✓					✓	✓	
Chanhausen, MN (Twin Cities)	✓					✓		
Charlestown, IN						✓	✓	
Cincinnati, OH	✓					✓		
Clinton, IL	✓					✓		
Columbia, SC (State Printing)	✓	✓				✓	✓	
Columbus, OH (Grove City)	✓							
Covington, TN (TOPS)						✓	✓	
Cowansville, PQ	✓					✓		
Crawfordsville, IN	✓					✓	✓	
Danbury, CT						✓	✓	
Danville, KY						✓	✓	
Durham, NC (Litho Industries)						✓		
Dwight, IL	✓					✓		
East Point, GA (Atlanta West)						✓	✓	
Edmonton, AB						✓		
Eldridge, IA	✓					✓	✓	
Elk Grove Village, IL (Bruce Offset)	✓					✓		

CoC Standard – Print Challenges & Solutions

Standard Challenges

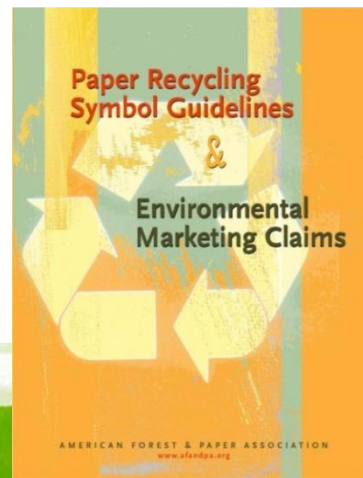
- Paperwork Requirements: CoC number and FSC claim
Solution: automated system enhancements, training
- Transfer system vs. percentage-based system
Solution: Market analysis, procedure updates
- Non-certified inputs / minor components derogation
Solution: Market analysis, blanket approvals

Other Challenges

- Selling certified as a sustainable solution (use is customer-driven)
Solution: Expand platform, enhanced sales tools
- Costs: 3rd party registrar fees, site resources, accreditation fees increasing
Solution: Single registrar/certificate with uniform site procedures, audit requirements, and procedure interpretations allow us to avoid passing along costs to customers

On-Product Messaging – Avoiding Greenwash

- The Federal Trade Commission proposed revisions to guidance it gives marketers, to help them avoid making misleading environmental claims (16 CFR Part 260)
- AF&PA Recycling Symbol Guidelines and Environmental Marketing Claims
- Environmental Defense Fund Paper Calculator
- Book Industry Environmental Council Eco-Logo



Book Industry Environmental Council

BIEC