

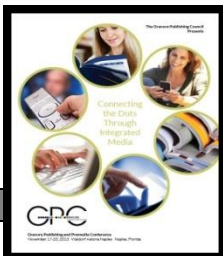
Environmental Workshop

Sustainability of Paper & Print
...the challenges, opportunities and rewards

June 19-20, 2013
Charlotte, NC



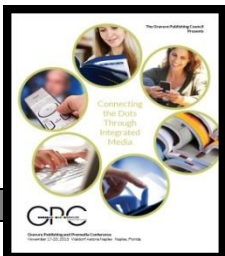
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Naples, Florida November 17-20, 2013

Green Guides

- Marketers should not make broad, unqualified general benefit claims like “Green” or “Ecofriendly”. Broad claims are difficult to substantiate, if not impossible.
- Marketers should qualify general claims with specific environmental benefits. Qualifications for any claim should be clear prominent and specific.
- When a marketer qualifies a general claim with a specific benefit, consumers understand the benefit to be significant. As a result, marketers should not highlight small or unimportant benefits.

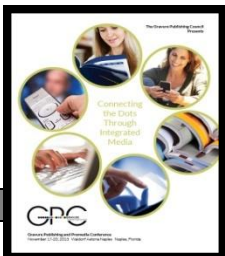


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Green Guides

- If a qualified general claim conveys that a product has an overall environmental benefit because of a specific attribute, marketers should analyze the trade-offs resulting from the attribute to prove the claim.
- Claiming “Green, made with recycled content” may be deceptive if the environmental costs of using recycled content outweigh the environmental benefits of using it.

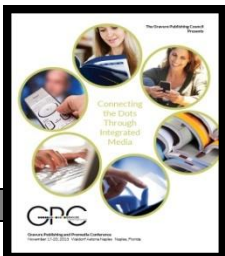
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Product Stewardship

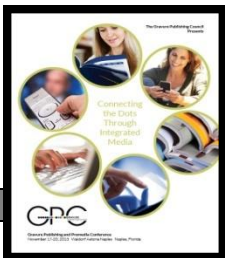
- American Forest & Paper Association
- Update on Extended Producer Responsibility (EPR)
- GreenBlue “Guidelines for Sustainable Paper Products”
- Water Certification Standards – Alliance for Water Stewardship
- AF & PA Check-off Program



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Printer & End User Sustainability

- Quad/Graphics “Comprehensive Environmental Business Strategy”
- Sustainable Green Printing Partnership (SGP) “Demonstrating a Commitment to Sustainability”
- IKEA “Creating a better everyday life”



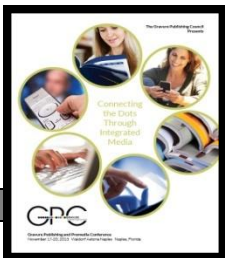
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Field Trip to Plum Creek Forest

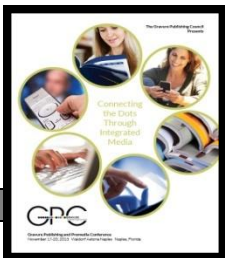


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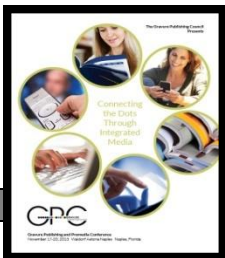
So, where do we go from here?



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