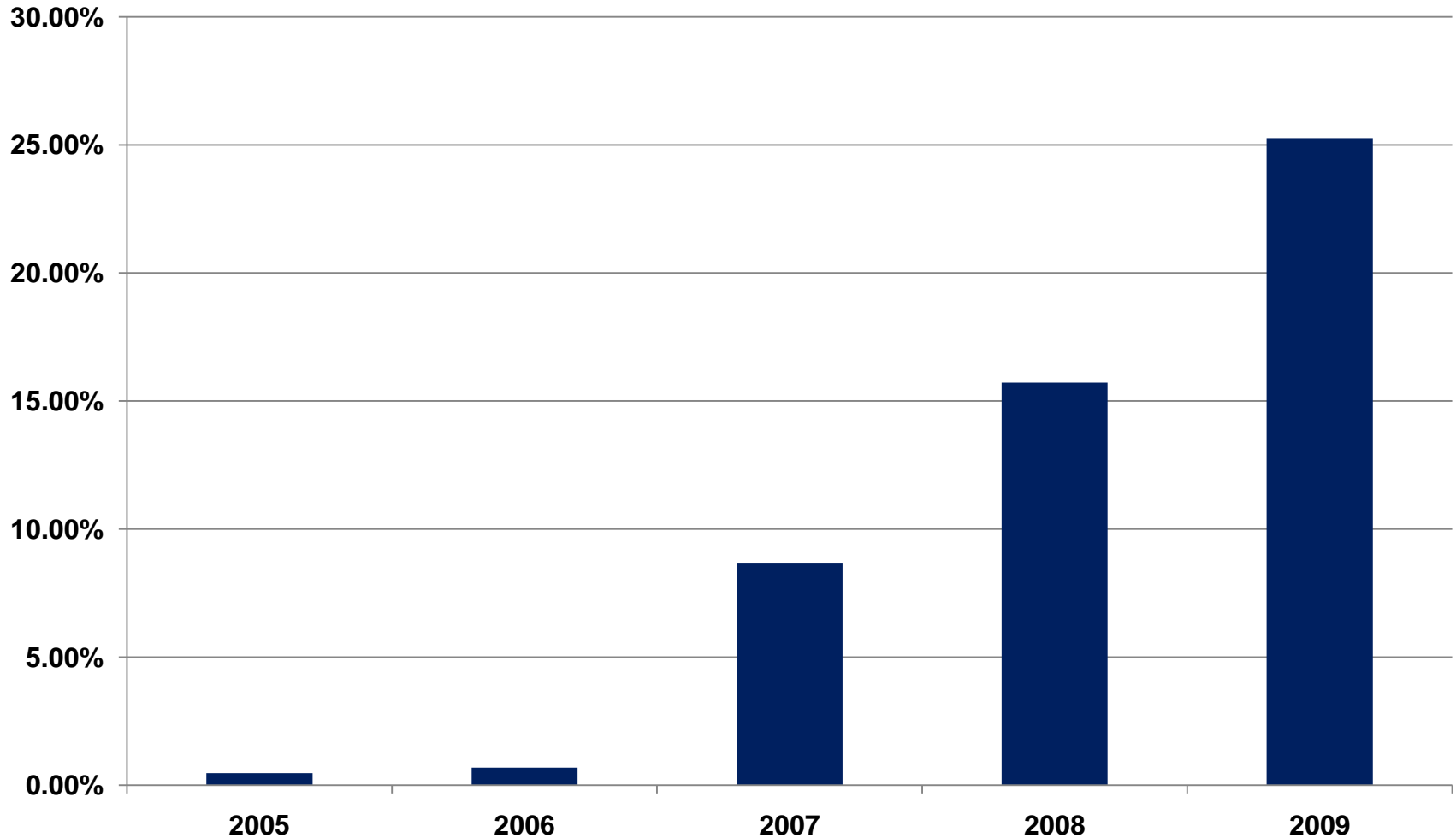


A Printer's Perspective

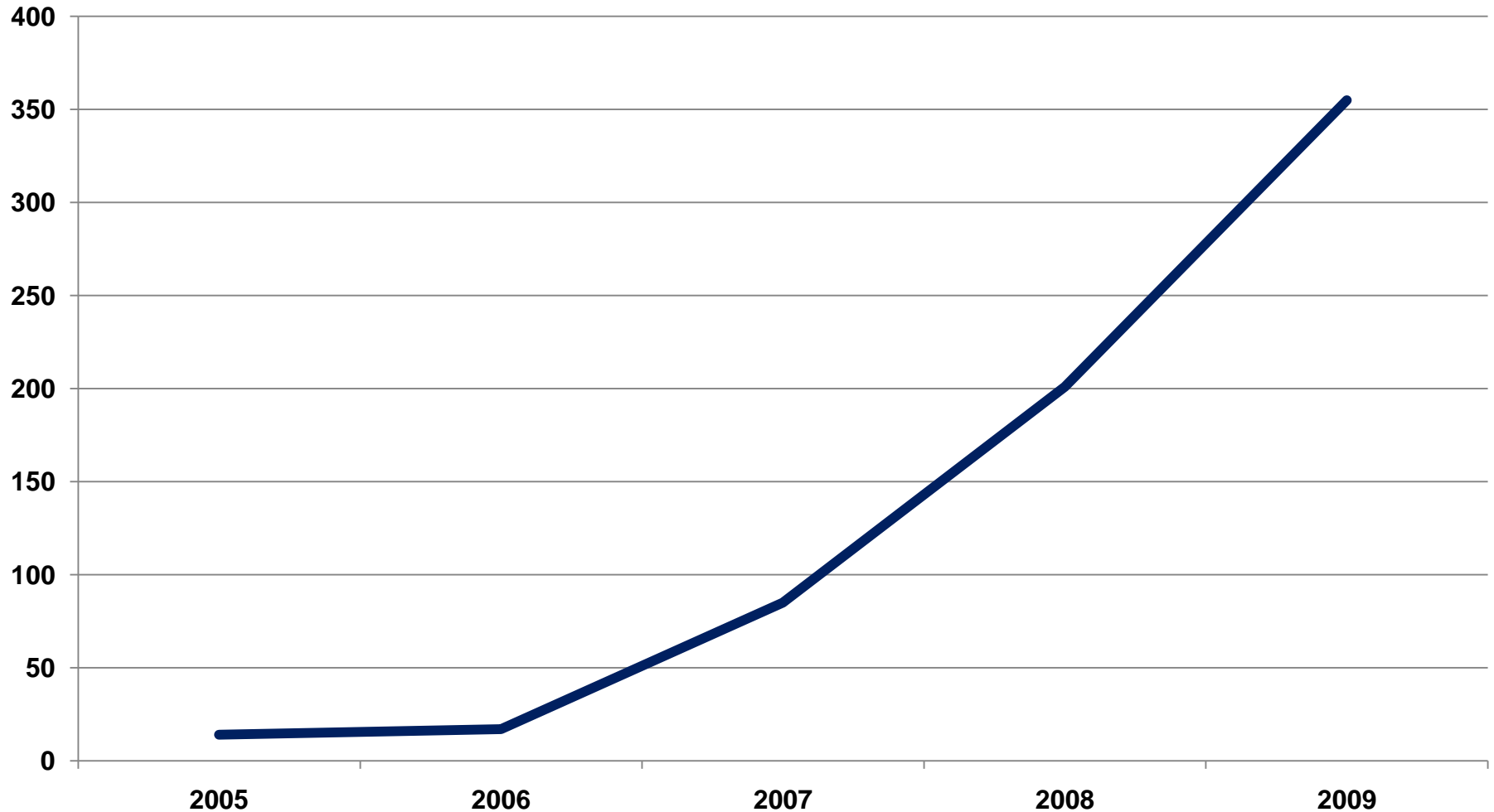


Tim Lundberg
GAA Environmental Workshop

COC Certified Paper Volume



Number of Jobs w/Printed Logo



Industry Goals for Forestry

- **Growth of Certified Forestland**
- **Public Outreach to Educate Consumers**
- **Credibility of Claims**

Generic Forest Certification Claim

- Product Claim
- Brand Neutral
- Less Hassel
- Lower Cost
- Honor System
- No 3rd Party Check
- Potential to be Abused

“Well-Managed Forests”

“Renewable, Certified Forests”

“Sustainably-Managed Forests”

“Responsibly Sourced Paper”

“Healthy and Vibrant Forestland”

Official Trademark Usage

- Product Claim
- Brand Specified
- Hassel
- Cost
- Accounting System
- 3rd Party Audit
- Fully Backed Claims



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SUSTAINABLE FORESTRY INITIATIVE
www.sfi.org
Certified Chain of Custody
Promoting Sustainable Forest Management
www.sfiprogram.org

ENVIRO/T
ENVIRO/T
ENVIRO/T
Environ is a reg



Off-Product Certification Claims

EX: Supplying paper mills for 2008 production averaged 45% forest certified content.

- Production, Not Product Claim
- Brand Generic
- Drives Demand Directly through Suppliers
- Low Cost / Low Hassle
- Simple and Transparent
- Partial Accounting System
- 3rd Party Auditing at Mill Input Level

Industry Goals for Forestry

Certification Growth

Public Outreach

3rd Party Credibility

“Well Managed Forests”



Full Trademark Usage



Off Product Reporting



Questions?



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