



FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. FSC's unique role is to bring together people, organizations and businesses of the Global South and North to develop consensus-based solutions that promote responsible stewardship of the world's forests.

It provides standard setting, trademark assurance and accreditation services for companies and organizations interested in responsible forestry.

Products carrying the FSC label are independently certified to assure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations.



The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

They set standards for sustainability that conserve wildlife and wildlands and promote the well-being of workers and their communities. They also work with tourism businesses, to help them succeed while leaving a small footprint on the environment and providing a boost to local economies.



Good for you. Good for our forests.™

SFI is a fully independent, charitable organization dedicated to promoting sustainable forest management. The organization works with conservation groups, local communities, resource professionals, landowners, and countless other organizations and individuals who share their passion for responsible forest management.

SFI's forest certification standard is based on principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value.



PEFC is a global umbrella organization for the assessment of and mutual recognition of national forest certification schemes developed in a multi-stakeholder process. These national schemes build upon the inter-governmental processes for the promotion of sustainable forest management, a series of on-going mechanisms supported by 149 governments in the world covering 85% of the world's forest area.



SW-COC-004044  
The mark of responsible forestry  
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### About This Brochure

This brochure was printed on our revolutionary DI printing press at 300 line-screen using 4-color process plus a spot gloss varnish. Paper stock is 100lb Flo Dull cover from Sappi Papers. It contains 10% post-consumer fiber and is FSC and SFI certified. It is also Elemental Chlorine Free. More than 75% of all energy used in Sappi's North American mills comes from renewable resources. Sappi is a corporate sponsor of Living Lands and Waters, a non-profit, environmental organization focused on protection, preservation and restoration of America's major rivers and their watersheds.

## ENVIRONMENTAL SUSTAINABILITY

*Working Together to Preserve and Renew our Resources for Future Generations*





# SUSTAINABILITY

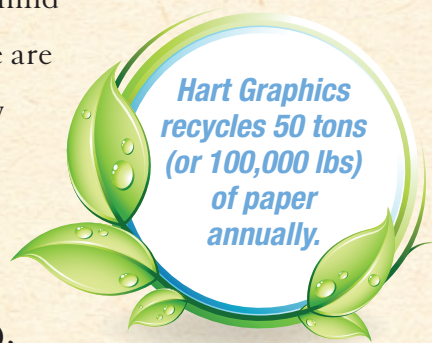
(sə-,stā-nə-'bi-lə-tē)

*noun* : Of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged.

Hart Graphics is proud to be a part of a worldwide effort to sustain and protect the environment, especially our planet's valuable forests. We have to act now to ensure the renewal and preservation of this valuable natural resource for future generations.

That's the idea behind Sustainability. We are Chain-of-Custody (CoC) certified with the Forest Stewardship Council™ (FSC™), Sustainable Forestry

Initiative® (SFI®) and the Programme for Endorsement of Forest Certification™ (PEFC™). CoC certification ensures that products made from trees pass from a certified, well-managed forest to a certified paper manufacturer and printer. Hart Graphics is also proud to be **Rainforest Alliance Certified™ (RAC™)**, an organization that is committed to conserving biodiversity by transforming land-use practices, business practices and consumer behavior.



## Importance of the Chain of Custody (CoC)



CoC is the path taken by raw materials harvested from certified sources through processing, manufacturing, distribution and printing until it becomes a final product ready for sale to the end consumer.

The certification is performed by an independent third party not affiliated with the FSC, SFI or the PEFC to ensure credibility of the certification process.

A CoC certified label proves to consumers that the forestry practices employed to produce the product are environmentally responsible, socially beneficial and economically viable.

## Why Should You Consider Hart Graphics?

Green printing shows your customers you care about the environment and the major environmental concerns:

- Energy
- Water
- Biodiversity and land use
- Chemicals, toxics, and heavy metals
- Air Pollution
- Waste management
- Oceans and fisheries
- Ozone layer depletion
- Deforestation
- Climate Change

Hart Graphics' staff has been expertly trained in the use of CoC standards so that they may help your organization specify papers that promote your environmental contribution.

## Using Paper From a Certified Forest Really Can Make a Difference.

The forest products industry in North America, Europe and South Africa has long been concerned that clear cutting, illegal logging and deforestation are harming biodiversity and the environment and contributing to global warming.

Every year around the world, 32 million acres – roughly the size of Greece – are destroyed due to these illegal operations. Yet as worldwide demand for paper and wood products increases, these illegal practices continue to expand and are even encouraged by unscrupulous governments willing to sacrifice their people and their land for monetary gains.

Forest certification programs aim to stop the damage to the world's forests by promoting environmental responsibility. Certification programs establish guidelines, criteria and standards that address economic, social and environmental issues.

These programs are a balanced approach to ensure the sustainability of our most renewable natural resource: trees.

By printing on certified paper products, you are both conveying a message to your customers and supporting your company's environmental policies.



**GREENWORKS™**

Hart Graphics is a recipient of the Agfa **GreenWorks Environmental Recognition Award** for progressively adopting green policies, business processes and reducing our ecological footprint.

In support of sustainability, Hart Graphics has also made an impact by initiating company-wide policies to reduce our impact on the environment:

- Hart Graphics has reduced paper waste through paperless billing, estimates via e-mail, printing on the back side of scrap paper, and paperless proofs via pdf.
- Our employees have set up a recycling area for newspapers, plastic, glass, and steel, with aluminum cans benefitting Habitat for Humanity.
- We utilize the laundry services of ARAMARK for their use of environmentally friendly detergents. They are a charter member of LaundryESP® (Laundry Environmental Stewardship Program).
- We use inks that contain a high percentage of plant-based ingredients and have low VOC's (Volatile Organic Compounds).
- We use chemical-free processing and recycle all printing plates.