



Environmental Stewardship

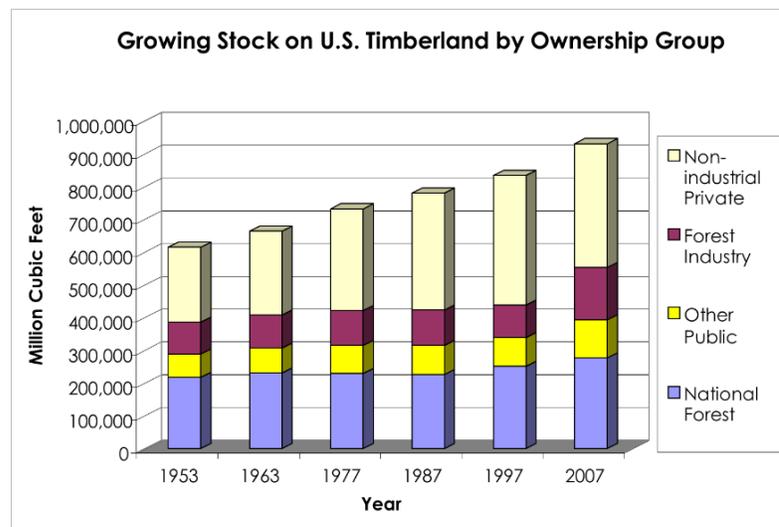
Today's consumers are more environmentally conscious than ever before and sustainability is a growing priority for many of them. They look for social and environmental awareness from the companies they support and now they're voting with their wallet.

A growing number of consumers want assurance that their buying decisions represent a sound environmental choice. The printing and publishing industry is feeling that pressure too, as more customers are asking for proof that wood, paper, and packaging products are made with raw materials from sustainably managed sources. Printers and publishers can convey that proof to consumers by using products certified by one of the major forestry certification organizations and displaying that certification in their products.

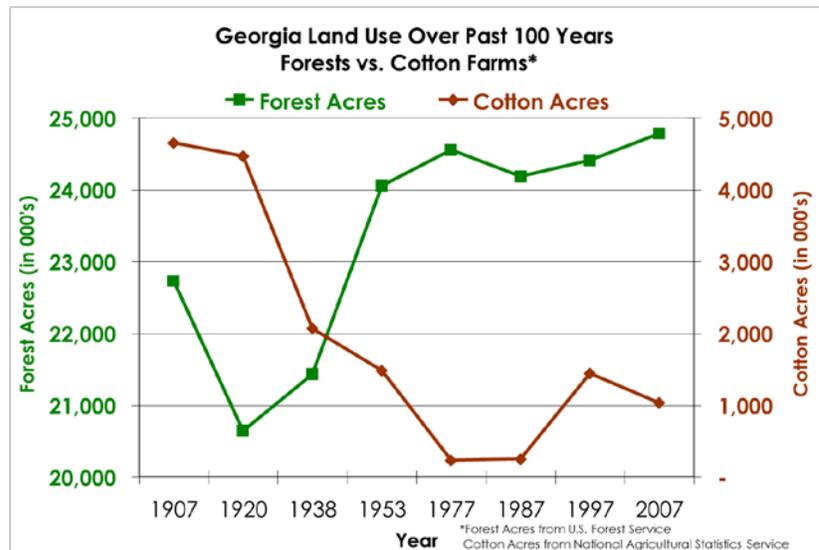
Combating Climate Change

Climate change is one of the major challenges facing us in the 21st Century; sustainable forestry is an effective means to mitigate climate change. Trees absorb carbon dioxide from the atmosphere as they grow. When harvested, carbon can be stored (sequestered) in long-lived products such as books, furniture, and timber-framed houses. Shorter-lived wood-based products can also continue to help sequester carbon when they are recycled.

Globally, only around 17% of cut forest trees are used by the paper industry. Since both the paper and publishing industries rely on thriving forests to meet demand, deforestation and unsustainable forestry are a threat both to the world's forests and to the industries themselves. A common notion is that using fewer forest products will protect forests, but that is not necessarily the case. Especially when they are privately owned, pressure to convert forests to non-forest uses increases if there is diminished demand for forest products. During the 20th Century, the United



States was successful in keeping its forest land stable, as measured by acreage, while during the second half of the Century, the amount of live wood growing on U.S. forest land increased by 50% (See chart at right). More live wood in U.S. forests translates into more carbon stored in that wood. A major portion of this increase has come



from forests on privately owned land. Not all of that increase would have occurred had there not been economic benefits which the land owners could have received from their forests. For instance, in recent years one of the country's top states for wood production is Georgia. Since cotton farmers suffered devastation from the boll weevil in the 1930s, the amount of land devoted to cotton production in Georgia has declined by about 3.5 million acres, while the amount of forest land has increased by the same amount. Many acres previously used for growing cotton in Georgia are used today for growing trees for wood-based products.

When it comes to climate change and carbon storage, what really matters is whether forests are removed permanently, or reforested with new trees. By depressing the market for paper and wood products, we encourage landowners to "cut and run" – harvest their forest land for quick income and then sell the land instead of growing more trees. When this happens, much of the forested land gets converted to other uses, such as development or agriculture.

Certification

Organizations including the Forest Stewardship Council (FSC®), Sustainable Forestry Initiative (SFI®) and Programme for the Endorsement of Forest Certification (PEFC™) offer businesses certification to show the products they use are made from materials harvested from well-managed forests.

PEFC and SFI's Chain of Custody certifications outline requirements for tracking certified material from the forest to the final product to ensure that the wood contained in the product or product line originates from certified forests. For a product to qualify for certification, all entities along the supply chain must possess a Chain of Custody certificate. Only then are companies eligible to use the PEFC or SFI label on their products and in product marketing to highlight the responsible sourcing of the raw material.

Wood, and other tree-based products, sourced from forests can undergo many processes before they become a product, so FSC Chain of Custody certification tracks FSC-certified material from forest to store. Being FSC certified means that your forest, or supply chain, is managed responsibly; that you comply with FSC's environmental, social, and economic standards. This covers much more than the trees themselves – among other things, it makes sure that local communities are respected, habitats are protected, and endangered plant and animal species are protected. When a printer becomes certified, the products they print can carry an FSC label. It is a trusted symbol that shows consumers and businesses that a product comes from a sustainably managed forest and supply chain. It is public recognition of your responsibility.

Edwards Brothers Malloy is certified by SFI, PEFC, and FSC. We're proud to say that we recently scored a perfect 100% on our annual certification audit. In doing that, Edwards Brothers Malloy needed to show full reliability in processes such as inventory control, employee training, reporting and invoicing so that we can track raw materials from certified forests, certified sourcing and, when it applies, recycled content, through production and manufacturing to the end product.

How to Use an FSC, SFI or PEFC Label in Your Book

Call your Edwards Brothers Malloy sales representative, who will help you select an FSC, SFI or PEFC certified paper. Once your files are received, we'll submit a proof of the appropriate Chain of Custody logo in your title to the certifying agency for final approval.

Conclusion

A Chain of Custody Certificate ensures consumers of responsible management of forests with new trees growing and absorbing more carbon – a key factor in battling climate change. At the same time, certification requires the maintenance or enhancement of the biodiversity of forests and demands that communities depending on those forests benefit from forestry operations.

So buy your children a printed copy of a beloved book knowing that the pages are made from a renewable resource and are ultimately capable of being recycled for use as another paper product in the future. Paper really does grow on trees.