

Sustainable Forestry Initiative: Another way to show that you - and your client - care.

As graphic arts professionals, you see first hand that quality and responsible options for paper are much greater than in the past. This is partly because of the hundreds of paper producers and printers who play a role in supporting and promoting responsible forestry through the Sustainable Forestry Initiative (SFI) certification.

SFI Inc. is an internationally-recognized, non-profit organization representing a growing community of foresters, manufacturers, merchants, printers and social and conservation organizations committed to improving forest practices on a global scale. We have more than 700 organizations working with us to ensure the marketplace – including printers and their clients – have access to products from well-managed forests and that we have healthy forests for future generations.

The SFI Forest Certification Standard is a comprehensive system of values, objectives and performance measures developed by professional foresters, conservationists and scientists. The standard includes 13 objectives, 34 performance measures and 102 indicators that are based on nine core principles, in addition to a commitment to continuously improve sustainable forest management.

The SFI® Forest Certification and Chain of Custody programs are valuable tools for companies along the supply chain, especially printers, because companies certified to the SFI standard can offer a steady supply of paper products. SFI also offers consumer and customer tested on-product labels that provide assurance that the fibre is from a known, responsible source and, in turn, can help printers and their clients meet their sustainability goals. This is especially true during a time in which customers are increasingly looking to trusted eco-labels to help them with their purchasing decisions.

For printers, seeking SFI certification and promoting your commitment with the SFI label are two ways to show you care. And for SFI, our commitment is to keep growing our community and raising awareness of responsible forest management and to continue promoting the SFI brand value across North America.

A STEADY SUPPLY

Supply is an important issue for companies working towards a variety of project deadlines. The SFI program participants deliver a steady supply of certified fibre from well-managed forests because SFI now

The nine principles of the SFI Standard include:

- Sustainable forestry
- Responsible practices
- Reforestation and productive capacity
- Forest health and productivity
- Long-term forest and soil productivity
- Protection of water resources
- Protection of special sites and biodiversity
- Legal compliance
- Continual improvement

has over 60 million hectares of certified forest land across North America. What's more, SFI's on-product label can be used to identify fibre from 82% of the certified forests in North America. That's good news for your business and good news for our forests!

The market continues to recognize this supply strength and the importance of sourcing products from well-managed forests. In 2008, SFI experienced a four-fold increase in certifications and today has over 1000 certified locations and more than 400 Chain of Custody certificates across North America.

THE IMPORTANCE OF ECO-LABELLING

The SFI label on products – including envelopes, corporate materials and packaging, among others – is a way to make responsible forestry



less anonymous and a great way to show your commitment to the environment. The SFI label is a visual cue – like the recycling logo – that helps responsible purchasing. Recycling is one way consumers and designers have been able to show they care, and with SFI, there is another way – a way that often addresses a larger portion of the fibre in a product. SFI certification helps complete the equation.

It is important to note that while recycled content plays a role in some paper products we really need to look at the big picture. It's important to consider the total life cycle and the energy used to create the product; this includes looking at the carbon footprint of generating the product.

A Paper Fibre Cycle study by the non-profit Metafore (www.metafore.org) found that new and recycled fibre are both required to meet the paper needs of North Americans. Without fresh fibre from saw-mill residues and harvesting, paper supplies for items like magazines would disappear in weeks.

At the end of the day, we know that eco-labels such as the mobius loop and SFI's mark are important tools for customers.

At SFI, we see this through the growing number of brands looking to include the SFI label on their product. SFI Inc. is processing, on average, five label use requests a day. You can now see the SFI label on a number of brands in Canada, like Kit Kat, TD Mutual Funds, Telus, Majesta Tissue and Grand & Toy.

We are not the only ones that see product labelling backed by credible claims as a valuable tool. A study by Canada's Terrachoice found that a majority of customers polled agree that eco-labels help purchasing decisions and that having a choice of eco-labels is important. SFI's label was included in purchasers' top 10 most used eco-labels, which is no wonder when you consider that today there are more than 1000 SFI-certified locations.

Another study by GFK Roper Public Affairs and Yale University

found that consumers believe it is important or essential to have eco-labels that describe the environmental impacts caused by the manufacture, use and disposal of products.

Canada's Competition Bureau also recognizes the importance of credible claims and labels, and in their report *Environmental Claims: a Guide for Industry and Advertisers* they encourage consumers and businesses to look for forest products "that were certified to a sustainable forest management standard," and specifically cites SFI among a select few other forest certification standards.

SFI IN CANADA

As the only North America-wide program, forest certifications to the SFI Standard in Canada are of major importance to the global supply of certified products. Likewise, according to the Canadian Sustainable Forestry Coalition, Canada has the most certified forest area in the world – a significant portion of which is SFI. So, over the course of 2009, SFI will be ramping up outreach activities in Canada, especially among the graphic arts sector and print consumers in Canada.

SFI will be present in the community, participating in events, working with trusted media like Graphic Arts Magazine, and hopefully helping companies meet their responsible procurement goals and those of their customers. We've recently hired a Canadian director who will be based out of Montreal, and we have a host of information and marketing materials available in French as well as English.

MULTIPLE CERTIFICATION - A PRACTICAL AND STRATEGIC CHOICE FOR PRINTERS

There are three main Chain of Custody certifications sought after in North America – SFI, FSC and PEFC. For the hockey fans out there, we call this the certification hat-trick.

So, why do companies seek multiple chain of custody certification? At SFI, we think it is simple – to keep options open and to help meet clients' sustainability goals however they can. With only 10% of the world's forests currently certified, multiple certification is practical, but it also helps send a message to the marketplace – a message that will hopefully aid efforts to push that global certification level past 10%.

By including SFI Chain of Custody certification in your corporate social responsibility plan, you're supporting a program whose participants plant over 650 million trees a year and have invested nearly a billion dollars in sustainable forestry research since 1995.

And, by encouraging the use of SFI-labelled paper products, you clearly demonstrate your commitment to the environment and help your clients meet their own sustainability goals. SFI is another way to show you care. Together you raise the bar for sustainability in business, promote responsible forestry and, ultimately, play a role in finding environmental solutions that benefit everyone. Learn more about SFI and how to become chain of custody certified at www.sfiprogram.org.

Two ways to show you care about our forests.



Ever since the recycling symbol appeared, more and more paper products have been recycled. Today, there's another symbol to look for when you shop for wood and paper products: the symbol of the Sustainable Forestry Initiative®. The SFI® symbol on a product means it has wood or paper content from well-managed forests. To find SFI-labelled products, visit www.sfiprogram.org.

