

## **From Niche to Now: SFI Certified Printers Play a Significant Role in Sustainability**

**By Kathy Abusow, President and CEO, SFI Inc.**

There was a time when eco-options available for printers and paper manufacturers were largely centred on recycled content, and the market for eco-friendly products was considered by some as niche. That time is gone.

Now more than ever before, the printing industry is taking meaningful steps towards sustainability. Today, hundreds of printers and paper producers play an active role in responsible forest management by achieving Sustainable Forestry Initiative® (SFI) certification or specifying SFI® certified paper.

The SFI program - managed by SFI Inc., a non-profit organization - is an internationally endorsed certification program that enables companies to meet the growing market demand for forest products from well-managed forests.

As of spring 2008, there are over 152 million acres of forest land independently certified to the SFI forest management standard. This makes SFI one of the largest forest certification programs in the world translating into a reliable supply for customers.

Forest certification also extends to the market. Companies that are certified to the SFI Standard can label their products as such, which means consumers can be confident that the paper they purchase comes from well-managed sources. The SFI label is a visual cue - like the recycling logo - that provides the marketplace with a valuable tool to buy responsibly.

By achieving certification, printers join a growing community of companies, land-owners, and social and environmental organizations all committed to improving forest practices on a global scale. This momentum is especially important given that only 10% of the world's forests are currently certified.

To keep this momentum going, SFI launched a marketing initiative in 2007 to raise awareness of forest certification and promote the SFI brand. From last year's record growth in demand for SFI certification to the recent announcement of SFI's 100<sup>th</sup> certified printer, the initiative is clearly working.

With SFI certification, not only do printers meet their own sustainability goals, but they help their clients meet theirs too. It is good for business and good for the forests. You can learn more about SFI, including where to source certified products or how to become chain-of-custody certified at [sfiprogram.org](http://sfiprogram.org).

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