

Sustainable Forestry Initiative 2012 Annual Conference

The Future is Decided Now



Sourcing Paper Responsibly, and Consumer Perceptions

Courier Corporation
Peter Tobin
September 11, 2012

Courier

Courier Corporation

North Chelmsford, Massachusetts

- Since 1824
- Annual sales: \$250 million
- 1650 employees
- 3rd largest book manufacturer in the U.S.
- Certified to SFI, PEFC, FSC
- 5 U.S. book manufacturing plants – offset and digital
- 3 publishing companies
 - Dover Publications
 - REA (Research & Education Assn)
 - Creative Homeowner



Courier

Our Customers: Publishers

- **Educational**
 - Higher Education
 - Elementary / High School
- **Trade**
- **Religious**

Responsibly sourced papers printed at Courier plants: 100%

Books we produce that are certified to SFI, PEFC or FSC: <10%



Courier

**Why specify papers that
have been responsibly
sourced?**



Courier

Why specify papers that have been responsibly sourced?

How often do **altruism** and **commerce** share the same objective?



Courier

Responsibly Sourced Papers

- Environmental impacts are known
- Safe
- Commitment to EH&S standards
- Manage liability
- It's the right thing to do
- It's good marketing
- Consumers value it
 - Students
 - Professors
 - School teachers
 - Readers in general



Public Perceptions

- “Logging causes deforestation”
- “It’s not good that you cut down a tree to make this book”
- “Think of the environment before you print this email”

When consumers see a label with a tree and the words sustainable forestry, they feel reassured. Safe.



Global Publishing

- Pearson PLC
 - Elsevier
 - Random House
 - National Geographic Society
 - Wolters Kluwer
 - John Wiley & Sons, Inc.
-
- Worldwide distribution
 - Print certain books in Asia
 - Certified papers ensure the publisher knows the origin & controls the source of supply
 - Lacey Act: To date, there has been no landmark case against the publishing industry. But....
 - Using responsibly sourced paper improves a publisher's environmental scorecard



Publishers' Environmental Statements

- Demonstrate environmental responsibility
- Corporate stewardship
- Humanizes the company
- Good P.R.; I.R.



Publishers' Environmental Statements

Pearson

- "Respect for the environment is a principle shared by Pearson"
- "We work with our suppliers to ensure that the paper we purchase comes from certified, well managed forests"

Scholastic

- "...dedicated to responsible stewardship of the environment..."
- "We have instituted a program of random fiber testing of books to ensure product is free from tropical hardwood fiber"



Publishers' Environmental Statements

John Wiley & Sons, Inc.

- “Each supplier must have in place a comprehensive program of sustainable forest management certified by one or more recognized standards...”

National Geographic Society

- “...aims to be an international leader for global conservation and environmental sustainability. Leading by example, the Society has developed green initiatives... its mission to inspire people to care about the planet”



Some publishers committed to producing SFI-Certified books:

- Pearson
- Scholastic
- Oxford University Press
- Disney
- D. C. Comics
- Wolters Kluwer Law & Business
- Zaner-Bloser
- Peterson's
- Sinauer Associates
- Macmillan



Challenges



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Challenges

- We need to be more thorough in telling the marketplace that logging and paper making in North America are responsibly managed and tightly regulated. And reforestation programs more than replenish the trees that are harvested. Some good sources:
 - Domtar: www.paperbecause.com
 - Sappi: www.sappi.com/na "Taking the Guilt out of Paper"
 - I.P. "Go Paper Grow Trees"



Challenges

- Consumers don't understand certification
 - Publishers get it
 - Consumers likely recognize certification label
 - Consumers unlikely to know how much it stands for
 - If they did, many more books would be certified



Challenges

- FSC: it is generally true that publishers have a preference for FSC-certified papers
- SFI needs to assertively advocate its benefits and legitimacy to the publishing markets
 - More paper choices
 - More labeling choices
 - Transparency, accessibility
 - SFI has demonstrated that they want relationships with their stakeholders



Challenges

E-publishing, e-readers

- The permanence of paper, especially responsibly sourced paper, is a great counterpoint to e-readers.
 - Paper is a better tool for fully assimilating information
 - Reading on paper is 10 – 30% faster than reading online



Challenges

E-publishing, e-readers

- The book is the device
 1. It does not depend on an O.S., or
 2. A version of software or hardware, and
 3. It does not need to be turned off at takeoff & landing
 4. It is a satisfying tactile experience
 5. Does not deposit toxic chemicals in landfills
- 64% of paper is recovered for recycling in the U.S. (v. 27% glass, 8% plastic, 20% aluminum)



Bonus Challenge

E-book sales have grown tremendously in recent years.

Adult Fiction: on average, e-books account for what % of publishers' revenues?

1. 8%
2. 19%
3. 31%
4. 43%



Bonus Challenge

Answer: 3. 31%



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E-book sales: % of publishers' revenues

- Children's literature: 5%
- Trade business books: 9%
- ? : 70%



“I am a firm believer in the need for us to use certified fiber. That is the only way we can be assured that we are not a party to deforestation in any part of the world”.

**Hans Wegner
Chief Sustainability Officer
National Geographic Society
Washington, D.C.**



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Thank You



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