





Hal Rahn

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Consumer Sustainability Attitudes

- *Will not pay more for sustainability*
- *Will not sacrifice quality for sustainability*
- *Want reliable information about product sustainability*
- *Majority of Americans believe that companies should help consumers become more environmentally responsible*



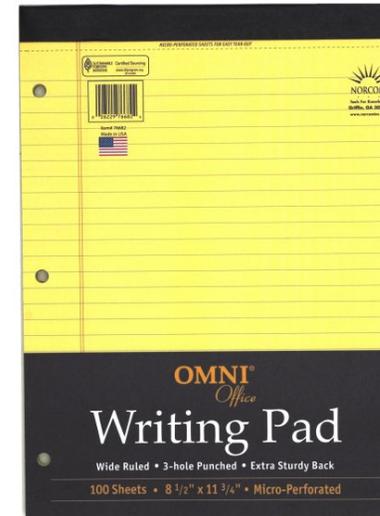
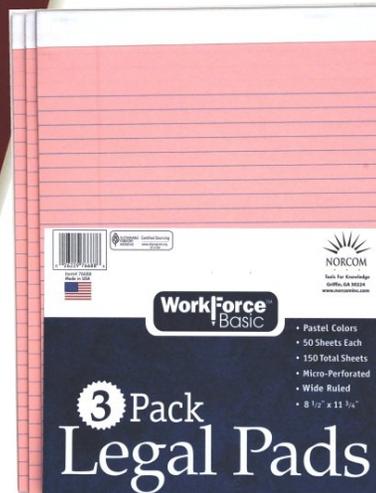
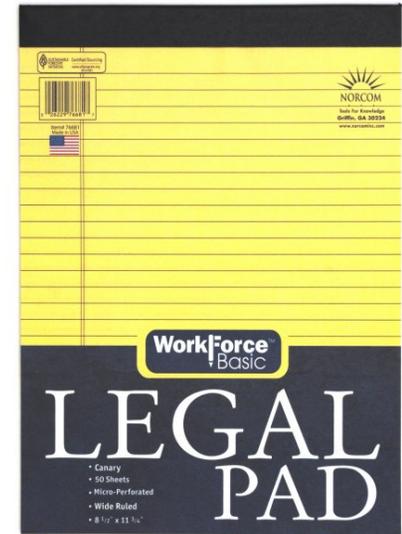
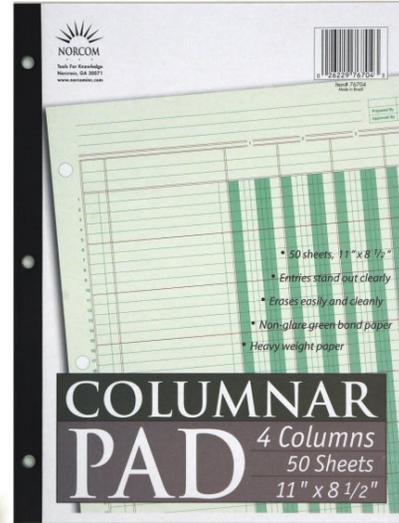
Reasons Retailers Drive Sustainable Practices

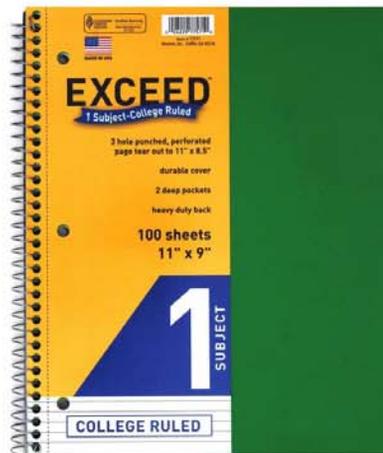
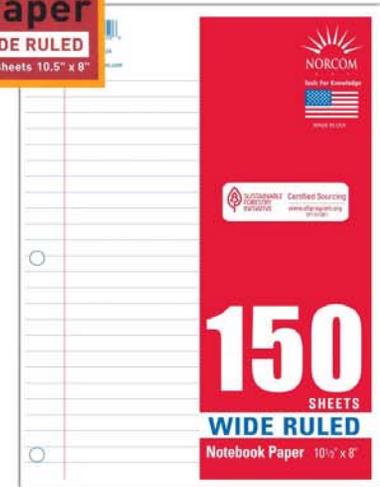
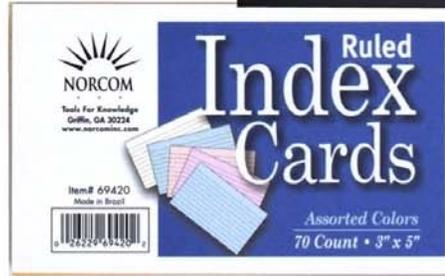
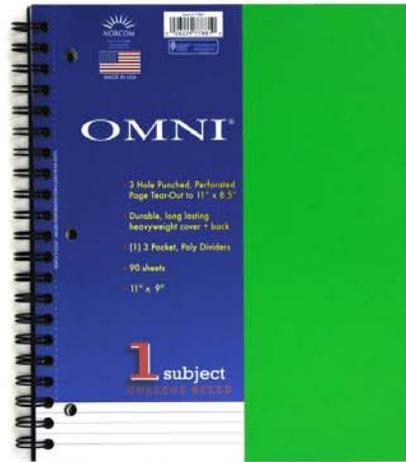
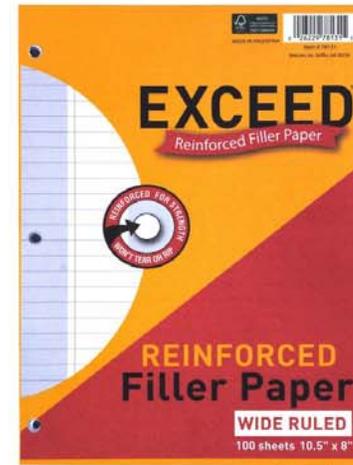
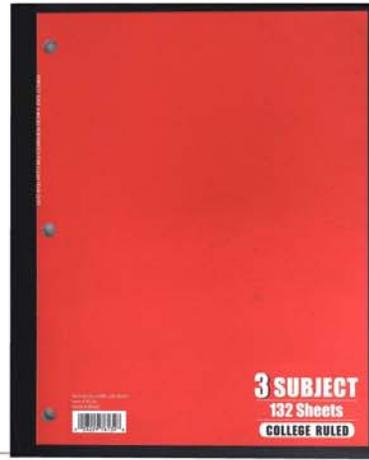
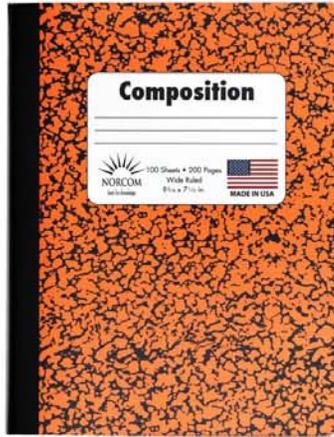
- ***Cost Reduction/New Revenue Streams***
- ***Reputation Enhancement***
- ***Employee Enthusiasm***
- ***Proactive Regulatory Strategies***
- ***Risk Management***

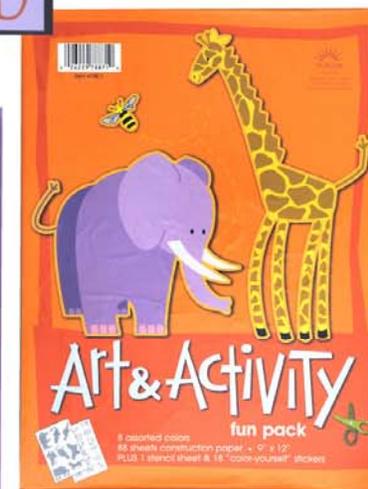
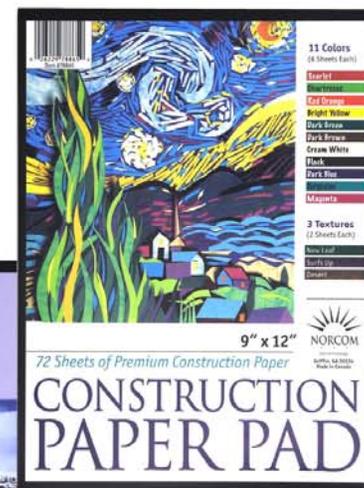
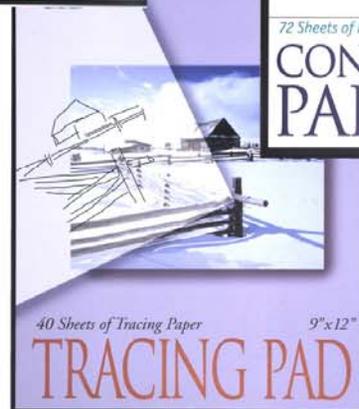
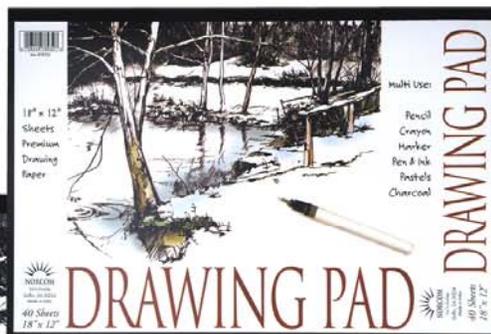
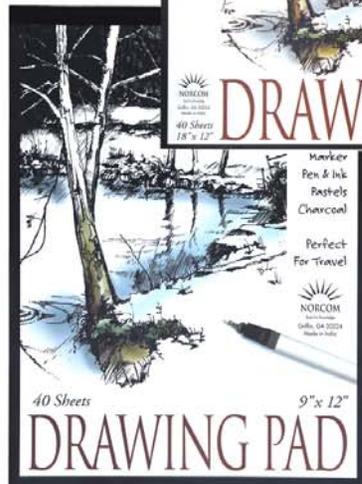
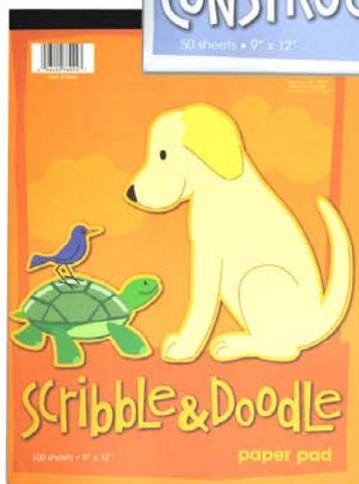
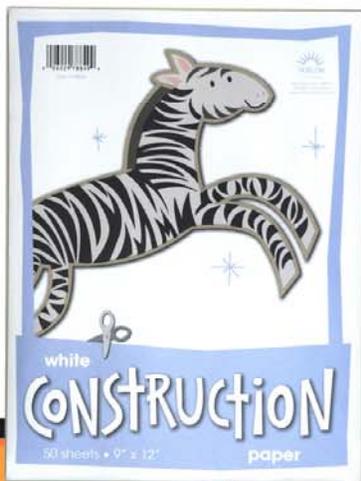


"Today, for instance, the only real threat to Apple computer's sales is not Dell, HP, Nokia or Research In Motion, but rather consumers connecting with the company about environmentally and socially irresponsible behavior. This is the same threat the Nike brand faced in the late 1990s. And the one Wal-Mart fears, with a new generation of consumers who do not want to shop at a retailer connected to sweatshops, pollution and toxic products."

New York Times, July 30, 2012







Norcom Customers

- ***Mass Market Retailers***
 - ***Big-Box Stores (Wal-Mart, Target, etc.)***
 - ***Grocery***
 - ***Drug***
 - ***Dollar Stores***
 - ***Office Superstores***
 - ***Club Stores***



What Retailers Want from Suppliers

- *Forestry Certification for Timber-Based Products*
- *Carbon Footprint Reporting*
- *Measure, Report Plan Reductions*
 - *Energy, Water and Solid Waste*
- *Storm Water Management*
- *Hazardous Materials Inventories and Reductions*
- *Social Responsibility Programs*
- *Stakeholder Engagement*



Sustainability Umbrella

- ***Energy and Climate***
- ***Materials Efficiency***
- ***Nature and Resources***
- ***People and Community/Social Compliance***



Benefits of SFI Labeling for Norcom

- *Credible Forestry Certification and Labeling Scheme*
- *Account Access*
- *Risk and Cost Reduction*
- *Helps Level Playing Field with Off-Shore Suppliers*
- *Brand Development*
- *Consumer Engagement*



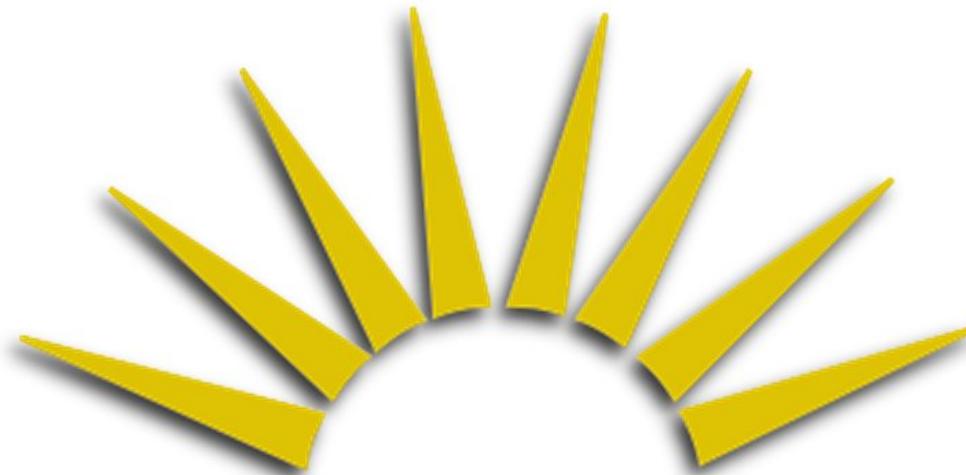
Importance of SFI Labeling



- ***Point of Difference vs. Competitors***
- ***Consumer Engagement***
- ***Brand Development***







NORCOM



Tools For Knowledge