



FOR IMMEDIATE RELEASE

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Contact: E. Stephen Forbes
(828)758-0024

**FORBES PRINTING SHOWS ENVIRONMENTAL LEADERSHIP
WITH SFI CHAIN-OF-CUSTODY CERTIFICATION**

Lenoir, NC Caldwell County – As part of a broad commitment to corporate social responsibility, Forbes Printing, celebrating 25 years of service during 2009, announced today it has achieved certification to the independent Sustainable Forestry Initiative® (SFI®) chain-of-custody standard at its Downtown Lenoir facility.

- *“At Forbes Printing we have a strong commitment to the environment, and so do our customers,” said Donna Byrd, sales manager “SFI chain-of-custody certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the printed products they buy.”*

With more than <160 million acres/65 million hectares> certified across North America, the non-profit SFI sustainable forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote sound forest management including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. Through SFI chain-of-custody certification, companies must have a tracking system in place so they can tell customers the amount of certified, uncertified and recycled content in the forest products they buy, use or sell.

“At a time when just 10 percent of the world’s forests are independently certified, Forbes Printing of Lenoir joins a growing community of companies, landowners, and social and environmental organizations who have demonstrated their environmental commitment and leadership by achieving SFI certification,” said SFI Inc. President and CEO Kathy Abusow.

Forbes Printing is located on Harper Ave SW in downtown Lenoir, half a block up from the corner of Willow St. and Harper Ave. SW.

an award winning printer

FORBES PRINTING COMPANY
POST OFFICE BOX 2430
1035 HARPER AVE. SW
LENOIR, NC 28645
828-758-0024 (TEL)
828-754-0313 (FAX)
WWW.AFORBESCOMPANY.COM



- *“Chain-of-custody certification means we will be able to service the increasing market demand for forest products from responsible sources, which is good for our business and good for our forests,” said Holly Poarch, VP*

Since 1984 Forbes Printing has been providing the highest quality advertising, marketing and corporate printing to its loyal customers- celebrating 25 years in 2009.

“ We have been an employee owned company since 2005 so on behalf of all our employees I want to thank you for trusting us to get the job done and we look forward to serving printing needs for many years to come.” E. Stephen Forbes, president

About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), which is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with over 160 million acres (65 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands and a chain-of-custody certification, which can communicate to buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification schemes, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.*SM

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