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GRAPHIC COMMUNICATIONS WINS NATIONAL SUSTAINABLE FORESTRY INITIATIVE AWARD

Salt Lake City, UT – Graphic Communications is the recipient of the Sustainable Forestry Initiative’s first-ever President’s Award for innovation in marketing and communications.

Headquartered in Cleveland, Ohio, Graphic Communications has 20 offices located across the U.S. and the U.K to service the paper, print and packaging needs of major regional and national businesses with nearly 1.5 million tons of paper annually. Graphic Communications was the first broker to receive SFI chain-of-custody and actively promotes third party forest certification.

The SFI® program is a comprehensive sustainable forestry certification system that encompasses more than 135 million certified acres across North America and includes 220 program participants. The SFI program offers a labeling system for program participants to use to indicate that their products are independently, third-part certified demonstrating that the product comes from a well-managed forest. Over the past year, Graphic Communications consulted with end users of paper products to ensure understanding of the complexities of paper purchasing, including providing assistance on environmental policies and forest certification.

“Graphic Communications has done an outstanding job of promoting forest certification to the market and throughout its supply chain,” said SFI CEO and President Kathy Abusow. “Their inclusive approach to forest certification is helping to grow the demand for certified product and demonstrating that making sustainable business decisions can be achieved.”

“Our customers are increasingly asking us to help them make responsible purchasing decisions that are best for the environment. Independent, third-party forest certification standards like SFI are integral to accomplishing this,” said Ralph O’Connor, director of environmental affairs at Graphic Communications.

Abusow presented the award to O’Connor at SFI’s annual conference in Salt Lake City, Utah.

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About SFI, Inc.

SFI, Inc. is a 501c(3) non-profit organization and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative Program. SFI, Inc. directs all elements of the SFI program including the SFI Standard, chain of custody certification, labeling and marketing. SFI, Inc. is overseen by a three-chamber Board of Directors representing social, environmental and economic sectors.

For more information about the SFI program, visit www.sfiprogram.org