



FOR IMMEDIATE RELEASE

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## **XPEDX WINS NATIONAL SUSTAINABLE FORESTRY INITIATIVE AWARD**

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

xpedx is a Loveland, Ohio-based business of International Paper, and is one the largest business-to-business distribution companies in the US. It distributes a wide range of paper and graphics, packaging and janitorial-sanitary supplies and equipment to manufacturers worldwide. xpedx became the first merchant to be nationally certified for chain-of-custody under the Sustainable Forestry Initiative® Program.

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, xpedx has developed programs to increase awareness and expand the distribution channel for SFI-certified products.

“xpedx has made chain-of-custody forest certification a priority within their business by initiating printer certification programs, distributing tool kits, hosting workshops and providing ongoing assistance to their customers,” said SFI CEO and President Kathy Abusow.

“Companies and other organizations are increasingly incorporating social and environmental responsibility into their business strategies and forest certification is one way of achieving this,” said Jeff Higgins, corporate director of marketing services at xpedx. “Through our programs, we have been able to increase awareness of certification and help our customers meet their sustainability goals.”

Abusow presented the award to Gina Girardi, promotions specialist with xpedx, 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](http://www.sfiprogram.org)