



FOR IMMEDIATE RELEASE  
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## **GOETZ PRINTING SHOWS ENVIRONMENTAL LEADERSHIP WITH SFI® CHAIN-OF-CUSTODY CERTIFICATION**

**Springfield, Virginia** – As a part of a broad commitment to corporate social responsibility, Goetz Printing, a favored mid-Atlantic choice for commercial sheet-fed printing, announced today that it has achieved certification to the Sustainable Forestry Initiative® (SFI Inc.)

“At Goetz Printing we understand the need for healthy and sustainable business practices and so do our customers,” said Kevin McKenney, environmental initiatives manager, Goetz Printing. “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 paper utilized in the manufacturing of their print collateral. We believe in helping our customers find the right solution to fit their unique environmental initiatives. The Sustainable Forestry Initiative ® Program is one of those solutions.”

With over 152 million acres (62 million hectares) certified across North America, the SFI sustainable forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote responsible environmental behavior and sound forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and forests of exceptional conservation value. Chain-of-custody certification means a company has a tracking system in place that identifies the amount of certified, uncertified and recycled content in the forest products it buys, uses or sells.

“Demand for products from well-managed forests is increasing worldwide and with today’s announcement, Goetz Printing joins a growing number of companies that are demonstrating their environmental commitment through certification to the SFI program,” said SFI Inc. President and CEO Kathy Abusow. “At a time when just 10 percent of the world’s forests are independently certified, Goetz Printing has taken a leadership role by supporting global efforts to improve forest practices.”

“Our SFI chain of custody certification links Goetz Printing to a network of progressive paper manufacturers and merchants who offer environmentally-friendly paper products. We are proud to participate in a program that offers sustainable solutions for our shared environment. After all, we too want our children to have planet Earth left in a condition worthy of inheriting,” said Kevin McKenney.

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## About Goetz Printing

Since 1926 the Goetz Printing Company has served the Greater Washington DC Metro Area with high quality, full color sheet-fed lithographic services. It is an all Heidelberg shop with the sole exception of its H-P Indigo 5000 digital color press. All inks and coatings are non-petroleum, vegetable based. Spent fountain solutions are handled in accordance with EPA and state regulations. All excess paper and metal plates are recycled. For more information about Goetz Printing and their environmental initiatives program contact Kevin McKenney at 703.569.8232 or look them up on the web at [www.goetzprinting.com](http://www.goetzprinting.com).

## 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 Sustainable Forestry Initiative program including the SFI Standard, chain-of-custody certification, fiber sourcing requirements, 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)