

Sustainable Forestry Initiative: Begins at Home

George D'Urso
Director of Sustainability



SUSTAINABLE
FORESTRY
INITIATIVE



RockTenn

RockTenn is one of North America's leading integrated manufacturers of corrugated and consumer packaging. We are committed to creating and delivering value by:

- ◆ Satisfying our customers every time
- ◆ Product innovation
- ◆ Cost-effective manufacturing
- ◆ Investing in our people and technology



Providing Customers a Competitive Edge

RockTenn is unique in its ability to provide a full portfolio of food, beverage and consumer non-durable packaging which contains, ships and markets our customers' products.



RockTenn and SFI Relationship

- Founding Member of SFI
 - Early 1990's engaged in the creation of *Sustainable Forestry Initiative Principles and Implementation Guidelines*.
 - 2000 participated in Sustainable Forestry Board
 - Past board member
- Actively Engaged with Standards Updates
- RockTenn holds the largest SFI single multi-site certification



RockTenn Forestry Certification

Consumer Packaging	SFI Certified Sourcing	SFI CoC	PEFC
Coated Mills (CRB:5 and SBS:1)	✓	✓	✓
Folding Plants (17)	✓	✓	✓
FoldPak Plants (3)	✓	✓	✓
Corrugated Packaging			
Containerboard Mills (12)	✓	✓	✓
Food Board Converting (1)	✓	✓	✓
Corrugated Converting Plants (98)	✓	✓	✓
Specialty Packaging			
Uncoated Recycled Mills (4)	✓	✓	✓
Merchandising Displays			
Converting and Assembly Plants (17)	✓	✓	✓

*Certificates issued in December 2012



Why SFI??

- State of the American Forests*
 - Total forest area has been stable for 100 years.
 - Standing inventory has increased by 49% since the 1950s.
 - 751 million acres of forest lands (1/3 of our land mass)
 - Nearly 86% of forest land is available for recreation
 - 4th most forest rich country
- So why SFI??
 - Help customers and consumers hear the healthy forest message
 - Tree-centric and tree focused Consumers

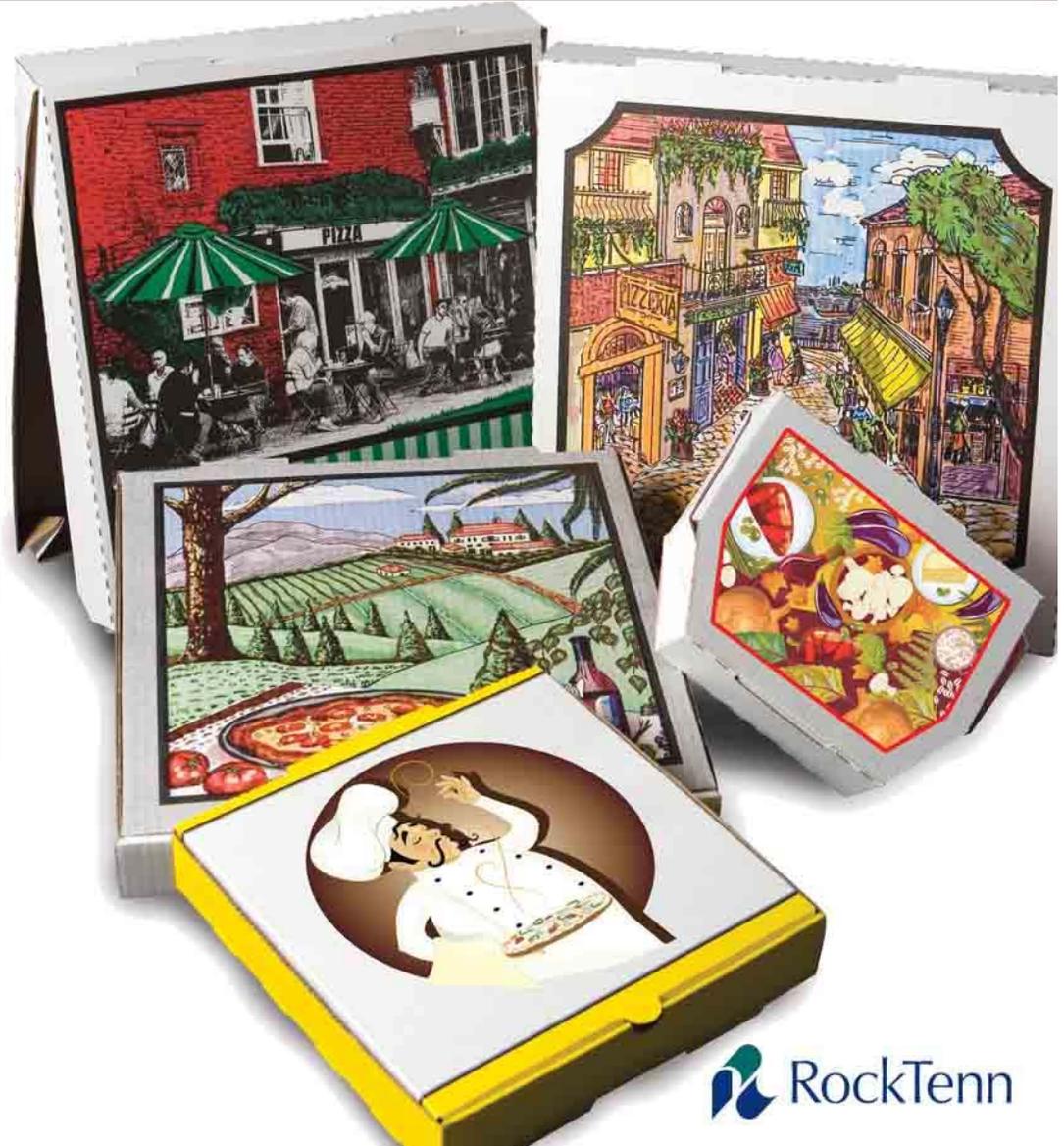
*Alvarez, M. 2007. The State of America's Forests. Bethesda, MD: Society of American Foresters. ©2007 Society of American Foresters



I need a “Green Claim”!!!

- Answers the consumer facing need for claims and labels
- First response is always SFI Certified Sourcing
 - Ensures responsibility through out entire supply chain
 - Truly impacts forest land management not just about on product claims
 - Presents a consistent message regardless of packaging markets and format

Quality Ingredients from Sauce to Box



On Product Claims



ROCKTENN
Made in the U.S.A.

This box was manufactured to meet
 FDA requirements for direct
 food contact including
 21 CFR 176.170.



We Support the Sustainable Forestry Initiative®
 which integrates the protection of wildlife, plants, soils
 and water with a continuous fiber supply for future generations.

16"

The Future

- Continue to partner with SFI
 - Promote the SFI brand
 - Promote SFI Certified Sourcing
- Work with our customer base
 - Understand the value of certified sourcing
 - Promote forestry tours
 - Engage other stakeholders in the Partner Program