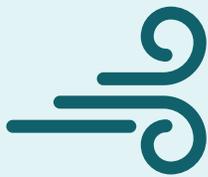


WHY SUSTAINABLE FORESTS MATTER

FORESTS MAKE OUR LIVES BETTER EVERY DAY BY...



CLEANING THE AIR WE BREATHE



COLLECTING RAINWATER AND IMPROVE WATER QUALITY



PROVIDING WILDLIFE WITH HABITATS



SUPPLYING US WITH FOOD AND MEDICINE



OFFERING AMAZING RECREATION SPACES



GIVING US THE PRODUCTS THAT IMPROVE OUR QUALITY OF LIFE



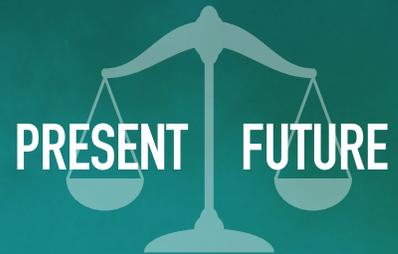
WE NEED FORESTS AND THEY NEED US

Deforestation, illegal logging and unsustainable forestry practices are still a threat worldwide. However, in North America, strong laws and frameworks like forest certification mean we get to focus on the benefits of responsible forestry and forest certification that go far beyond reducing risk of deforestation. Responsible forestry brings us and future generations things we can't imagine living without: clean air to breathe, fresh water to drink, outdoor recreation and the many thousands of products we use every day.



SUSTAINABLE FORESTRY HELPS ACHIEVE BALANCE

The goal of sustainable forestry: to meet the present needs without compromising the ability of future generations to manage, grow, nurture and harvest trees for useful products, and for the clean water, air and environmental values we all cherish.



THE SUSTAINABLE FORESTRY INITIATIVE PRINCIPLES



**FOREST
PRODUCTIVITY
AND HEALTH**



**BIOLOGICAL
DIVERSITY**



**PROTECTION OF
WATER AND AIR
RESOURCES**



**AESTHETICS AND
RECREATION**



**WILDLIFE
MANAGEMENT**



**PROMPT
REFORESTATION**



**RESPONSIBLE
FIBER SOURCING**



**LEGAL
COMPLIANCE**



**PROTECTION OF
SPECIAL SITES**



RESEARCH



**TRAINING AND
EDUCATION**



**COMMUNITY
INVOLVEMENT**



**TRANSPARENCY
AND CONTINUAL
IMPROVEMENT**

YOU CAN FEEL GOOD ABOUT BUYING SFI LABELED PRODUCTS

When you buy products with the SFI label, you're not only purchasing a product that meets rigorous certification standards, you're also helping support future forests, sustainable communities, conservation research, youth education, logger training and much more.

LOOK FOR THE SFI LABEL ON PRODUCTS YOU USE EVERY DAY



PAPER CUPS



SHIPPING BOXES



TOILET PAPER



BOOKS



MAGAZINES



RESTAURANT
MENUS



COPY PAPER



ENVELOPES



BUILDING
PRODUCTS



FURNITURE



SUSTAINABLE
FORESTRY
INITIATIVE

SFI-00001

SFI is an independent, non-profit organization dedicated to promoting sustainable forest management. Currently, over 250 million acres of responsibly managed forests are certified to the SFI Forest Management Standards, with millions more acres positively impacted by the SFI Fiber Sourcing Standard.

TO FIND OUT MORE ABOUT SUSTAINABLE FORESTRY AND SFI, VISIT [HTTP://WWW.SFIPROGRAM.ORG/](http://www.sfi-program.org/)

1. Source: <http://www.conservation.org/what/Pages/Forests.aspx>