



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.™*

FOR IMMEDIATE RELEASE

April 7, 2009

Contacts:

Karen Brandt, VP, Market Affairs  
703 875-9500 ext 28

Glenn Carter, 3M Corporate Communications  
651 737-0687 ([gacarter1@mmm.com](mailto:gacarter1@mmm.com))

**POST-IT® BRAND SHOWS ENVIRONMENTAL LEADERSHIP WITH  
SUSTAINABLE FORESTRY INITIATIVE® CHAIN-OF-CUSTODY CERTIFICATION**

ST. PAUL, Minn. – As part of a broad commitment to corporate social responsibility Post-it brand announces it has achieved the Sustainable Forestry Initiative® (SFI®) Chain-of-Custody Certification across all Post-it Note and Post-it Easel products that ship out of 3M facilities in the United States.

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. With more than 160 million acres (65 million hectares) of certified forests 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 with exceptional conservation value.

“SFI Chain-of-Custody Certification reinforces our environmental commitment with the ability to trace the fiber used to make Post-it products from forest source to final product,” said Jack Truong, Vice President and General Manager, 3M Office Supplies Division. “This assures consumers that the paper used to make Post-it Note and Post-it Easel products is sourced from well-managed forests where trees are replanted.”

By achieving SFI certification, Post-it brand joins a growing community of companies, landowners, and social and environmental organizations, which are committed to improving forest practices on a global scale.

“Demand for products from well-managed forests is increasing worldwide, and with today’s announcement Post-it brand 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, Post-it brand has taken a leadership role by supporting global efforts to improve forest practices.”

-more-





... 2/2

Post-it products are made in the United States and sold nationally at office superstores and mass merchandise retailers. For additional information about Post-it brand sustainability initiatives visit [www.Post-it.com/sustainability](http://www.Post-it.com/sustainability).

-30-

### **About 3M**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$25 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. For more information, visit [www.3M.com](http://www.3M.com).

*3M and Post-it are trademarks of 3M.*

### **About SFI Inc.**

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program ([www.sfiprogram.org](http://www.sfiprogram.org)), that is internationally recognized and among the largest in the world. It is one of the fastest growing forest certification programs with over 160 million acres (65 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands and a chain-of-custody certification, which is used to tell buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

For more information about the SFI program, visit [www.sfiprogram.org](http://www.sfiprogram.org)

