

## ***FOR IMMEDIATE RELEASE***

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### **PRINTING CONCEPTS INC. BECOMES FIRST PRINTER IN THE TRI-STATE REGION TO BECOME ENVIRONMENTALLY CERTIFIED**

Erie, PA -- "It's not easy being green . . . unless you have the right partner."

That is the message being delivered by Printing Concepts Inc., as the company recently received notification that it is first printer in the tri-state region to be officially certified by the by the Forest Stewardship Council (FSC),by the

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Sustainable Forestry Initiative<sup>®</sup> (SFI) program and by the Programme for the Endorsement of Forest Certification schemes (PEFC).

Each of these organizations are focused on chain of custody (CoC) certification, which documents the entire path taken by a tree from the forest to the mill, to the printer, to the end-use consumer.

“Every day more and more companies are making a statement in support of environmental responsibility,” said Jason Metnick, SFI’s director of market access and product labeling. “When a company uses paper products which come from sources where environmentally responsible forestry efforts are in practice, they are doing their part to ensure the protection and sustainability of our world’s forests”.

“Every time a company communicates a written message or delivers a promotional message using a certified material, it tells customers, suppliers and stakeholders that it is serious about environmental responsibility,” added Metnick. “The use of certified paper products also tells employees or organization members that their company or organization has taken a leadership position in making good, environmentally aware business decisions,” he said.

Metnick said the process for certification requires a commitment by the company seeking certification.

“In order to be qualified, a company must develop a protocol for the proper handling of environmentally certified materials to ensure protection of the chain of custody from the time certified paper arrives, as raw material, at the printer, until the time finished goods are delivered to a customer. A formal audit of company processes, practices, inventory and material control is then conducted by a

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certified inspector from a company accredited to conduct such an audit. If the company passes the audit and a review by the certifying entity, that company is then permitted to handle certified material and may allow its customers to testify to the utilization of certified materials, via the use of a promotional logo on their printed business communications,” he said.

Despite the extra effort to be certified Metnick noted that the demand for certification is growing significantly. This year alone, SFI has seen chain-of-custody certificates grow by 90% and Metnick sees no sign of that slowing down.

Michael Martin, President of Printing Concepts said the decision to “go green” was an easy one, because it was something asked of him by his customers. “A customer came to us and said they wanted to be able to use chain-of-custody certified materials in their printed communication products. It was important to them and that made it important to us. We conducted some initial research and the more we learned, the more we knew that this was more than a simple investment we were going to make in order to be able to meet the requirements of a single customer. It would be an important step for Printing Concepts and could be an important tool for all our customers, many of whom operate educational and medical institutions, companies and organizations already focused on maintaining environmentally responsible practices,” Martin said.

“A documented path, attested to, via a chain of custody seal by one or more of these three globally recognized organizations (FSC/SFI/PEFC), will allow our customers to demonstrate their environmental stewardship by stating that the paper used in their business and organizational communication tools can be traced back to responsible forest management,” he said.

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“The requirements for certification were stringent, the audit was comprehensive and we’re a better company now, as a result of the certification we received today. We have already begun working with many of our customers to assist them in furthering their environmental stewardship in the selection and promotion of certified products in their business communication efforts. We will now be offering this option to all our customers, for all of their projects, moving forward,” he said. Martin said the company has also included the use of vegetable oil based inks in its efforts to provide environmentally responsible approaches for the business communication needs of its customers.

“We use inks which contain a wide variety of vegetable oils, utilizing a renewable and biodegradable resource, but also reducing emissions of volatile organic compounds (VOC’s) while reducing toxic waste in the environment,” Martin said. “We can provide an environmentally sound approach to the printing needs of our customers which is also good for their business,” he said.

Printing Concepts Inc. is the only printer in the tri-state area to have made this unique and substantial commitment to chain of custody certification.

To learn more about chain of custody certification, please call Mike Martin or Jim Colvin at Printing Concepts Inc. (814-833-8080).

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## About SFI

The Sustainable Forestry Initiative (SFI), Inc. has the sole responsibility for the SFI Standard and all aspects of the program. SFI, Inc is overseen by a 18 member Board of Directors, the members of which reflect the variety of interests in the forestry community. Of SFI Inc's 18 board members, six are the CEOs of nonprofit environmental groups; six board members are the CEOs of forest products companies; and the remaining board members represent stakeholders from the broader forest community. Through the balance of these stakeholders, the Board can ensure that the SFI Program is protecting the economic, environmental and social needs of our forests and communities. SFI, Inc. serves as the U.S. national governing body for PEFC, an international forest certification recognition organization. For more information, visit [www.sfiprogram.org](http://www.sfiprogram.org).

To learn more about the other efforts to support sustainable forestry, please visit the following web sites:

[www.fsc.org](http://www.fsc.org)

[www.pefc.org](http://www.pefc.org)



## Because We Care.

As a printer, we care about paper. Where it comes from, where it's made, and whether there will be paper in the future. We care about the environment. We know you, as an end user, feel the same way. So we made a commitment and became FSC, SFI and PEFC certified. What that means to both of us... we know where the trees are cut, how the paper is made, what we print on and deliver to you. We track this process, and by doing so, assure that trees are replaced, managed for the future. So for your next project, consider certified paper. We will print the certified logos on your pieces to show your commitment to preserving our environment.

**Let's "Go Green".**



**PRINTING  
CONCEPTS, INC.**