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SOLE-SOURCE DIRECT MAIL. SMARTER. FASTER.™

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PRESS RELEASE

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Freedom Graphic Systems Shows Environmental Leadership with SFI Chain-Of-Custody Certification



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™

Milton, WI – As part of a broad commitment to corporate social responsibility, Freedom Graphic Systems, one of America's largest independent direct mailers, announced today it has achieved certification to the independent Sustainable Forestry Initiative® (SFI®) chain-of-custody standard across all locations strategically positioned across the country; Grand Prairie, Texas, Ontario, California, Milton, Wisconsin and Aurora, Illinois.

"Freedom Graphic Systems is in the business of one-to-one direct mail and commercial printing, we have a strong commitment to the environment, and so do our customers," said Chief Executive Officer Marty Liebert. "SFI chain-of-custody certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about their printed pieces they buy."

With more than 160 million acres/65 million hectares certified across North America, the non-profit SFI sustainable forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote sound forest management including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. Through SFI chain-of-custody certification, companies must have a tracking system in place so they can tell customers the amount of certified, uncertified and recycled content in the forest products they buy, use or sell.

"At a time when just 10 percent of the world's forests are independently certified, Freedom Graphic Systems joins a growing community of companies, landowners, and social and environmental organizations who have demonstrated their environmental commitment and leadership by achieving SFI certification," said SFI Inc. President and CEO Kathy Abusow.

The following locations have achieved SFI® SFI chain-of-custody certification: Milton, Wisconsin, Aurora, Illinois, Grand Prairie, Texas and Ontario, California.



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“Chain-of-custody certification means we will be able to service the increasing market demand for forest products from responsible sources, which is good for our business and good for our forests,” said EVP Sales and Marketing Jon Singer. From publishers and bankers to catalogers and retailers, production at these facilities ranges from short-run snap pak’s, multi-million piece direct mail packages to commercial print. Freedom has the capacity to handle over 10 million pieces per day as well as an additional 10 million In-Line Self Mailers per day.

About Freedom Graphic Systems

Freedom Graphic Systems is a leading provider of one-to-one direct mail printing (web, sheetfed, digital, roll-to-roll), mailing and logistics solutions. Freedom facilities are strategically located across the U.S. to provide extensive personalization, in-line finishing, collating, fulfillment, kitting, inserting, mailing and commingling capabilities. As a solution-based company, Freedom offers a significant competitive advantage to our clients, with our creative services, robust proprietary technology systems and data intelligence. For more information, visit the company’s web site at www.fgs.com.

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), which 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 can communicate to 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 schemes, 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.

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