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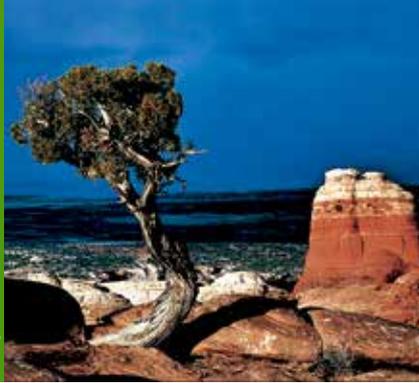
GREEN

BY DESIGN





## ENVIRONMENTAL MANAGEMENT SYSTEM



Sandy Alexander has been committed to the prevention of pollution and the reduction of waste before it was fashionable, establishing an Environmental Management System to ensure transparency and accountability. Sandy demonstrates a commitment to the sustainable management of the world's forests by being tri-certified for chain of custody paper including:

- Forest Stewardship Council (FSC)
- Sustainable Forestry Initiative (SFI)
- European Program for the Endorsement of Forest Certification schemes (PEFC)

In 2005, Sandy Alexander was the first in the country to power its operations with 100% wind-generated electricity. According to the EPA's Green Power Partnership, we were the country's 2<sup>nd</sup> largest consumer of green power in the printing/publishing sector in 2006. Sandy Alexander is also known as a leader in color management, applying this expertise to reproduce the most demanding color on paper with high-recycled content. This proven ability, combined with Sandy's ISO 14001, Chain-of-Custody certifications and renewable energy commitment, provides our customers with a clear choice when they need to produce environmentally responsible marketing materials.

## SUSTAINABILITY REPORT

Sandy Alexander publishes biennially a totally transparent sustainability report. It is the most in-depth report in the industry and outlines our performance over 8 years in reducing our carbon footprint and recycling.

We maintain our environmental leadership position by publishing the sustainability report, by being totally transparent, and by using 3<sup>rd</sup> party certification in all of our environmental efforts. This is supported by using 100% renewable wind energy, the offering of recycled paper and papers from sustainable forests, and the use of eco-friendly inks and substrates.

## WHAT THEY THINK! ENVIRONMENTAL INNOVATION AWARD

Several years ago, we were awarded the What They Think! Environmental Innovation Award for designing our new wide & grand/RVM facility in the most environmentally friendly way possible. The effort included converting a paper warehouse to a production facility and designing it in the most efficient way possible to conserve energy and minimize waste.

## SOCIAL RESPONSIBILITY

More recently, we expanded our efforts in social responsibility beyond protecting the environment. We have begun participating in sponsoring blood drives, charity runs and local park clean ups. Our effort in this area will continue as we identify additional ways to contribute to our local and global community.



## SOCIAL RESPONSIBILITY



### INKS

All of our sheetfed non-UV 4C process inks are low-VOC inks made primarily from renewable materials and have 75% fewer VOCs than conventional inks. These sheetfed inks use the highest possible percentage of vegetable-oil content. They maintain outstanding color stability on press, which also contributes to energy and paper savings. Sheetfed UV-curable inks emit virtually no VOCs. By contrast, the maximum vegetable-oil content can be only about 10% in the heat-set inks we use on our web presses, but over 99% of the VOCs generated are eliminated by the use of state-of-the-art thermal oxidizers.

### SGP CERTIFICATION

In 2012, Sandy Alexander's wide & grand/retail visual merchandising facility became SGP (Sustainable Green Printer) certified. The mission of SGP certification is to reduce the environmental impact and increase social responsibility of the graphic communication industry through continuous improvement of sustainability and best practices within a company's manufacturing operations. The SGP certification is audited on an annual basis.

### WIND ENERGY

Conventional electrical power is comprised of non-renewable resources, including coal, oil, and natural gas. Burning these fuels generates carbon dioxide, the primary source of greenhouse gas (GHG) emissions. We have purchased credits of 100% renewable wind energy to cover the energy we use in our facilities since 2005:

- Annually we acquire approximately 18,855,000 kWh of RECs
- Green-e certified wind energy RECs

Annual benefits of using wind energy include:

- Preventing emission of over 21,096,105 lbs of CO<sub>2</sub>
- Comparable to planting over 8,471 acres of trees
- Equal to eliminating 23mm miles of automobile travel

### CHAIN-OF-CUSTODY PAPER

- Guarantees a project is printed on paper from sustainable sources
- Emission of CO<sub>2</sub> is a significant cause of global warming
- Forests play a vital role in the absorption of CO<sub>2</sub>
- Multiple certifications guarantee accurate documentation of unbroken CoC from the forest all the way to the pressroom





## RECYCLING



### RECYCLED PAPER

Paper is one of the most important decisions to be made for a project.

The myriad of options available along with the variety of recycled content can be confusing: Should we use recyclable content? What is the right amount for my project?

Sandy Alexander has supported recycled fiber in paper for over 20 years:

- We offer expertise in printing with 10 – 100% recycled content
- Our experts provide information on unique printing characteristics of each type of paper

There are many reasons why customers specify recycled paper when making a final paper selection for a project:

- Saving trees
- Landfill reduction
- Unique color and texture
- Assuming it's just “the right thing to do”

Everyone should consider recycled paper usage. However, what is right for a project can vary greatly. Our team of experts is poised to provide insight and guidance into the maze of recycled papers.

Additionally, we offer other paper options, including tree-free paper and paper from alternative organic source (i.e. straw, coffee, mango, and “rock” paper, etc.).

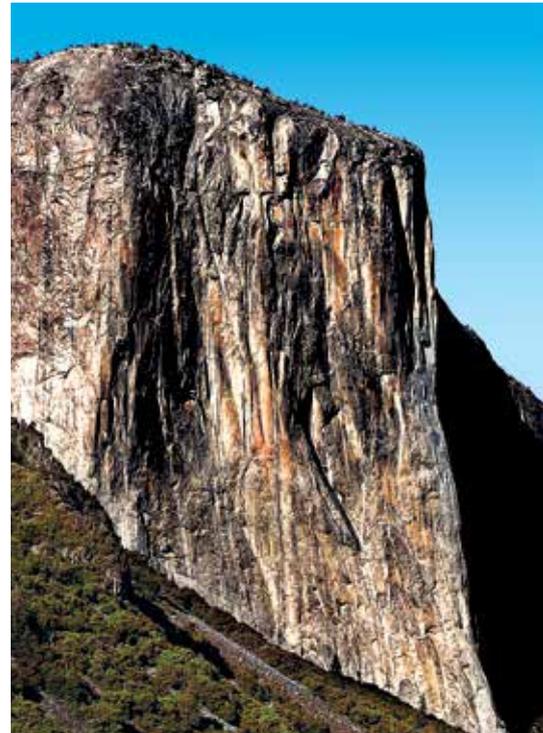
### RECYCLED PAPER VS. VIRGIN FIBER

Recycled paper usage is the right thing to do. Most paper mills in this country are the largest supporters of proper forest management on the planet; their futures are dependent on the availability of trees for harvest. Further, there is not enough high quality recycled fiber available to maintain the current demand because recovered fiber has a finite life.

Many experts believe that the paper recycling/de-inking process utilizes more energy than the manufacturing of virgin fiber paper. They also report that recycled paper during certain life cycle analyses actually create more CO2 emissions than virgin fiber.

### RECYCLING OTHER MATERIALS

Sandy Alexander also recycles wood, aluminum, plastic, ink, press wash, and even cell phones, while working to reduce the amount of overall waste originally generated. This is not only good for the environment but good for business. Recycling by item is reported in our published Sustainability Report.



**AUTOMATED MARKETING**

ISO 14001

BUREAU VERITAS

**CROSS PLATFORM COLOR MANAGEMENT**



**Sandy Alexander**  
100% wind energy

**DIRECT MAIL**

**MARKETING SOLUTIONS**

**MULTIPLE PRINTING PLATFORMS**

**SALT STUDIOS**



**SINGLE SOURCE**

**SUSTAINABILITY**



**SandyAlexander**

ISO 14001

BUREAU VERITAS  
Certification

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**Sandy Alexander**  
100% wind energy

