



# PICTORIAL OFFSET CORPORATION

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## FOR IMMEDIATE RELEASE

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## PICTORIAL OFFSET CORPORATION IS FIRST PRINTER IN THE WORLD TO ACHIEVE SUSTAINABLE FORESTRY INITIATIVE (SFI) CHAIN-OF-CUSTODY CERTIFICATION

Carlstadt, NJ, August 16, 2006 - Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is proud to announce another first – Pictorial is the first printer in the world to achieve Sustainable Forestry Initiative (SFI) chain-of-custody certification.

Pictorial Offset Corporation was recently certified as the only SFI chain-of-custody printer in the world by SGS – the same accrediting body that certifies for the International Standards Organization. After an intense audit procedure in July, Pictorial Offset was awarded the certification.

According to Gary Samuels, Managing Partner of Pictorial Offset Corporation, "This SFI certification continues to exhibit our commitment to our customers, our employees, our community and our world. These audits and certifications are not inexpensive, but we believe that a third-party validation is a testimonial to our core beliefs. Everyone who knows Pictorial knows that the environment – protecting it for our grandchildren's great grandchildren – is of great concern for us. It's the 'right thing to do' and it's what we believe in very strongly. By making these beliefs and achievements public information, we are providing our customers a unique value they can't get anywhere else."

The Sustainable Forestry Initiative (SFI) program is a comprehensive system of principles, objectives and performance measures developed by professional foresters, conservationists and scientists, among others, that combines the perpetual growing and harvesting of trees with the long-term protection of wildlife, plants, soil and water quality. There are currently over 150 million acres of forestland in North America enrolled in the SFI program, making it among the world's largest sustainable forestry programs. To ensure forests are protected, the American Forest & Paper Association (AF&PA) developed the SFI program to document the commitment of their members and the program's licensees keep our forests healthy and practice the highest level of sustainable forestry.

The SFI program was adopted by AF&PA in 1994, and as a testament to the association's strong commitment to the goal of sustainable forestry, and participation in the SFI program is a condition of membership for AF&PA. Since 1994, AF&PA has asked 17 members to leave the association for failing to meet the SFI Standard.

The SFI Program is overseen by the Sustainable Forestry Board (SFB), an independent 501(c)3 organization, which is responsible for maintaining and enhancing the SFI Standard and verification procedures. The SFB has 15 members, two-thirds of which come from a wide range of non-industry interests, including: environmental/conservation organizations; public officials (state and/or Federal

agencies); professional/academic groups; logging professionals and, non-industrial landowners. The remaining five representatives on the SFB consist of AF&PA members

**About the Sustainable Forestry Initiative:**

*The SFI program provides a means for foresters, landowners, loggers and wood and paper producers to satisfy the growing demand of the American people for environmental responsibility while still being able to produce -- at an affordable price -- the forest products upon which people have come to rely.*

**About Pictorial Offset Corporation:**

*Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is the largest privately-owned, single-facility commercial printer in the United States. Family-owned since 1938, Pictorial is one of the nation's fastest growing commercial printing companies, serving many of the Fortune 500 corporations with 'Design to Destination™' services. Pictorial Offset Corporation is the first commercial printer of its kind in the world to earn dual quality and environmental compliance accreditations of the International Standards Organization (ISO 9002:1994 and ISO 14001:1996, respectively). Pictorial Offset is the first company in the world to be both Forest Stewardship Council (FSC) chain-of-custody certified and Sustainable Forestry Initiative (SFI) chain-of-custody certified. Pictorial was recently honored by the Rainforest Alliance as Corporate Sustainable Standard-Setter for Environmental Leadership and was named "2005 Printer of the Year" by Printing News Magazine. Pictorial Offset is the first printer in the world to become carbon-neutral via the Conservation Fund. To learn more about Pictorial Offset Corporation and "Design to Destination™" services, please visit [www.pictorialoffset.com](http://www.pictorialoffset.com).*