



# PICTORIAL OFFSET CORPORATION

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## **FOR IMMEDIATE RELEASE**

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## **PICTORIAL OFFSET CORPORATION SELECTED FOR MEMBERSHIP INTO EPA'S NATIONAL ENVIRONMENTAL PERFORMANCE TRACK PROGRAM**

Carlstadt, NJ, October 3, 2006 - Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is proud to announce that it has been selected for membership into the United States Environmental Protection Agency's National Environmental Performance Track Program.

Pictorial Offset Corporation is the only major commercial printer in the program.

Five years old and more than 400 members strong, EPA's National Environmental Performance Track Program is leading the way toward a cleaner, safer environment. By encouraging industrial facilities across the nation to do more for the environment than is required by law, Performance Track has emerged as one of EPA's most recognized and effective performance-based programs.

Performance Track members include facilities from virtually all manufacturing sectors, including those from leading corporations such as Rockwell Collins, Johnson & Johnson, Lockheed Martin, and more. Public-sector facilities from major government agencies such as the Department of Energy and the Department of Defense also participate. Collectively, Performance Track members have reduced their water use by about 1.9 billion gallons, conserved close to 9,000 acres of land, and increased their use of recycled materials by approximately 120,000 tons. Individually, many members have achieved impressive reductions in greenhouse gas emissions, landfill waste, and energy consumption.

The benefits of Performance Track go beyond cleaner air, water, and soil. Performance Track members reach out to their local communities to identify and respond to concerns and to keep community members informed of their environmental performance.

Another benefit that Performance Track members enjoy is that they regularly share their knowledge and experience with other members and nonmembers, promoting the wider adoption of environmental best practices.

The value of these benefits is increasingly recognized at both the state and national levels. Many states now have their own performance-based environmental programs, and Performance Track was one of only 13 Federal programs to be recognized in 2006 as a top-50 Innovation in

American Government by the Ash Institute for Democratic Governance and Innovation at Harvard University's Kennedy School of Government.

Pictorial Offset's specific commitment objectives in the EPA National Environmental Performance Track Program are in four (4) parts. Pictorial Offset has committed to the reduction of emissions of volatile organic compounds (VOC's), the reduction of hazardous waste (including but not exclusive of solvents), the reduction of electric consumption, and its continued land conservation and reforestation initiatives. Within this program, these commitments extend to the end of 2008.

"We are delighted to be in the EPA Performance Track Program," says Lester Samuels, Managing Partner of Pictorial Offset Corporation. "Performance Track allows Pictorial Offset a national platform to continue with three of our core values – giving back to the local community, doing the right thing to lessen our impact on nature, and learning how we can do more to protect our environment. As the leading commercial printer addressing environmental initiatives for the last 25 years, this is a natural fit for us."



#### **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 through reforestation 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).*