



PEFC



certified *forest friendly*



PRINCETONIAN GRAPHICS



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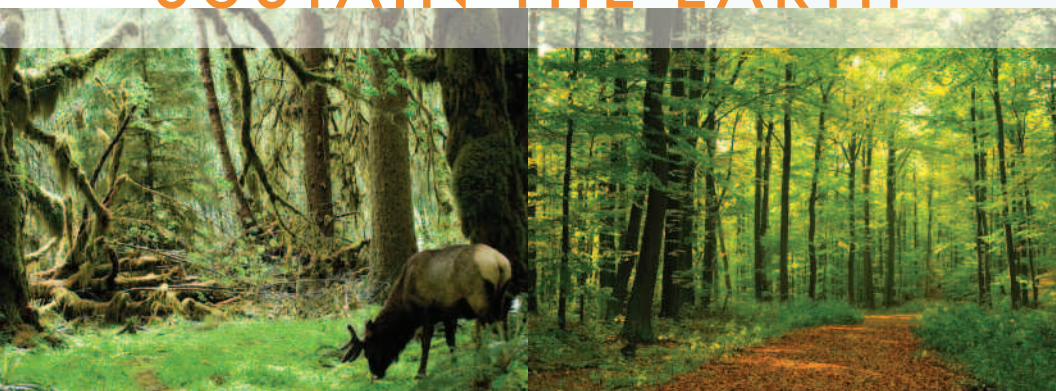


What does participation in the certification program mean to Princetonian Graphics? It means we can afford our clients a paper product that supports sustainability and ensures our forests are managed responsibly. Our chain-of-custody certification indicates that every phase, from planting and harvesting to transportation and production to point-of-sale, has been carried out in a sustainable fashion. We want future generations to have the same opportunities and resources that we have now – this is our way of helping to achieve that goal.

Now, a chain-of-custody certification does not necessarily mean that the paper is recycled. Certification is available for both virgin sheets as well as varying degrees of post-consumer waste. In reality, it takes both kinds of fiber in a mutually supporting cycle to make paper one of the most sustainable products in the world.



SUSTAIN THE EARTH



But not all papers are certified. In fact, less than 10% of the world's forests are third-party certified. If we all do our part to deepen our understanding of the paper industry and paper certification in particular, we'll discover that it's easy to purchase paper that preserves our forestland. Thus, assuring there will be plenty of trees for the foreseeable future.

Certification in the forestry and paper industry is a growing trend, and credible certification comes from several organizations in North America, including the Forest Stewardship Council® (FSC®), the Sustainable Forestry Initiative® (SFI®), and the Programme for the Endorsement of Forest Certification® (PEFC®). At Princetonian, we adhere to the strict guidelines imposed by these organizations to guarantee sustainability from forest to consumer.



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Forest Stewardship Council® is an international, independent, non-profit organization that develops standards and certifies that wood harvesting is done to strict environmental standards from responsibly managed forests.



Programme for the Endorsement of Forest Certification Schemes® is an independent, non-profit global umbrella organization supported by 149 governments promoting sustainable forestry practices worldwide.



Sustainable Forestry Initiative® is a program based on the principle of balancing environmental responsibility with sound business decisions. Through training and management, SFI® ensures best practices for the sustainability and protection of millions of acres of forests.



Mixed Sources
Product group from well-managed forests, controlled sources and recycled wood or fiber
www.fsc.org Cert no. BV-COC-047135
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