

Make informed decisions when purchasing Paper, Packaging and Print

 print house Ltd.
did anyone ever become what they wanted, by remaining as they were?





Key factors to consider:

Paper is based on wood, a natural and renewable material, and as young trees grow they absorb CO₂ from the atmosphere. Furthermore, as a wood product, paper also continues to store carbon throughout its lifetime.

www.twosides.info

‘To address climate change, we must use more wood, not less. Using wood sends signals to the marketplace to grow more trees.’

Dr Patrick Moore, Co-founder Greenpeace

‘Forestry, paper and packaging are among the most sustainable industries in existence.’

CEO Perspectives 2008, PriceWaterhouseCoopers



Key factors to consider:

- Sustainability
- Renewable Resources
- Responsible Forest Management
- Economic Viability
- Environmental Impact
- Recycling
- Carbon Emissions
- Advancements in Technology

Take the time to consider paper products sourced from sustainably managed, renewable forests. While recycling is important, it is not the total solution for improving our environment. Recycling used paper products requires huge energy resources, extensive processing and is carbon negative.

PRINT IS BIG

U.S. AND WORLDWIDE INDUSTRY STATISTICS

PRINT INDUSTRY
\$640 Billion
and drives \$3.8 trillion in related services

AUTO INDUSTRY
\$432 Billion

MUSIC INDUSTRY
\$67 Billion

ONLINE ADVERTISING INDUSTRY
\$47 Billion

VIDEO GAME INDUSTRY
\$33 Billion

45 TRILLION PAGES are printed annually

28 MILLION Business Cards ARE PRINTED DAILY

Handing out **2,000 BUSINESS CARDS** will give you an average **2.5%** increase in business

70% of today's ads and direct mail are printed on recycled paper

60% of the power used to produce paper in the U.S. is supplied by **ON-SITE RENEWABLE ENERGY SOURCES**

U.S. PRINT INDUSTRY profits were up every quarter in 2010 & 2011

Business printing grows at **6.8%** annually worldwide

ONLY 11% OF CUT FOREST TREES are used by the paper industry

51.5 MILLION TONS OF PAPER WAS RECOVERED FROM RECYCLING IN 2010
Enough to fill the Empire State building 124 times

FACT: There are more forests in the U.S. today than there were 50 years ago

THE PAPER INDUSTRY Plants three times more trees than it cuts

BUSINESS CARDS PRINTED EVERY YEAR, WHEN STACKED, WOULD REACH TO THE MOON AND BACK

SPAM email
WASTES 33 BILLION KILOWATT HOURS ANNUALLY
equivalent greenhouse emissions to 3.1 million cars using 2 billion gallons of gas

PRINT IS GREEN

"To address climate change, **WE MUST USE MORE WOOD, NOT LESS.**
Using wood sends signals to the marketplace to grow more trees."

GREENPEACE
Dr. Patrick Moore, Co-founder

FACT: Reading a newspaper instead of online news produces 20% less CO₂

An average person wastes 2.4X more electricity powering a single computer than on the energy used to produce the paper they use in a year





Bread from wheat, milk from cows, paper from trees.

“Go paperless”, “go green” and “save trees” are common themes these days as many corporations and governments encourage their customers and employees to switch to electronic transactions or communications.

But are these appeals to help the environment regardless of the facts?

Campaigns that seek to eliminate paper are often focused on a single characteristic and do not take into account every stage in the life cycle of both paper and on-line methods. Organisations that truly want to make responsible environmental choices should do so based on factual, verifiable information. Customers’ preferences and online access are also important. Rather than asking which is better, paper or electronic communication, we should use this life cycle thinking to figure out which combination of the two has the least impact on the environment while best meeting social and economic needs.

Swedish Royal Institute for Technology, Moberg et al, 2007

‘The area of forest in Europe has increased by almost 13 million hectares (an area roughly the size of Greece) in the past 15 years mainly due to planting of new forests and natural expansion of forests onto former agricultural land.’

MCPFE, Ministerial Conference on the Protection of Forests in Europe 2007



Some perceptions people may have about paper and printing:

- Ubiquitous - we see print everywhere
- Emotive - trees are cut down to make paper
- Old technology replaceable with new communication technologies
- Polluting - industrial

But times have changed and now we need to make decisions based on fact.



Did you know?

- Today the printing industry is more than 95% **less** damaging to the environment than it was in 1990!
- A CD or DVD produces 300-350 grams of CO₂ per copy. An annual report of 100 full colour pages releases about 80 grams of CO₂.
- European forest cover increases by four times the size of London every year.
- One email with a 400k attachment sent to 20 people is equivalent to burning a 100 watt light bulb for 20 minutes.
- Electronic waste is now the fastest growing component of the municipal waste stream. The amount of electronic products discarded globally has sky rocketed recently with over 20 million tonnes generated every year.
- Only 11% of cut forest trees are used by the paper industry.
- In the year ending March 2007, 99.7% of the timber produced in New Zealand was harvested from sustainable forest crops.

Forest Stewardship Council® (FSC)

FSC was founded in 1993, in response to widespread concerns about deforestation and the social consequences of conventional forestry.

Since that time it has tirelessly promoted more responsible management of the world's forests and in doing so has become one of the world's most respected and widespread forest certification systems.

By setting standards for responsible social and environmental management practices and by using them as a basis for the certification and labeling of forest products, FSC has created tools for forest owners, other businesses in the forest products industry and consumers alike to have a positive influence on the future of forests around the globe.

Print House is proud to be a certified member of this organisation and has operational systems in place in its Hamilton factory to ensure chain of custody standards are met.

The print projects produced by Print House and endorsed with our certified FSC logo give our clients (and us) peace of mind that the raw source materials in the paper can be traced back to their origins and is from a renewable resource.



The mark of
responsible forestry
FSC® C006750

FSC The Vision

The world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

FSC The Mission

The Forest Stewardship Council A.C. (FSC) shall promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

Programme for the Endorsement of Forest Certification™ (PEFC)

PEFC's credible standards seek to transform the way forests are managed globally - and locally - to ensure that all of us can enjoy the environmental, social and economic benefits that forests offer.

In order to provide assurances that wood and wood-based products originate from sustainably managed forests, PEFC promotes Chain of Custody (CoC) certification.

CoC certification outlines requirements for tracking certified material from the forest to the final product to ensure that the wood contained in the product or product line originates from certified forests.

For a product to qualify for certification, all entities along the supply chain must possess a PEFC Chain of Custody certificate. Only then are companies eligible to use the PEFC label on their products and in product marketing to highlight the responsible sourcing of the raw material.

As certified members of PEFC Print House offers a full spectrum of paper products that are ultimately promoting the sustainable management of forests globally.



PEFC The Vision

Our vision is of "a world in which people manage forests sustainably". We are working to make this vision a reality through our mission.

- PEFC Chairman William Street

PEFC The Mission

To give society confidence that people manage forests sustainably.



In Summary

Print is all around us.

To ensure that your purchasing decision is the best one for the environment, choose organisations that are certified to use the PEFC™ and FSC® logos on print material.

That way, you are assured your product is being produced using best possible business practices and maintaining environmental integrity.

Certification numbers are only allocated to audited entities, they are not transferable and cannot legally be used by other parties.

Using FSC and/or PEFC statements and/or logos is a breach of copyright unless you are a CoC certified entity and have followed the strict Chain of Custody guidelines.

By choosing to use certified stock from certified suppliers you are assured that the world's forest crops will continue to be replanted at an increased level.



FSC
www.fsc.org

FSC® C006750

The mark of
responsible forestry

Wood Product Chain of Custody

Chain-of-Custody is the process of tracking certified wood fibre from the forest to the consumer, including all manufacturing, transformation and distribution links. It ensures the integrity of the supply chain so consumers can trust that the products they purchase originated from responsibly managed forests.



PEFC

PEFC/01-31-116

Promoting sustainable
forest management

www.pefc.org





Enviro-Mark



Enviro-Mark is New Zealand's original environmental certification programme and provides the resources and support required to implement a credible and effective environmental management system.

The audited programme helps to identify and reduce environmental impacts, save money, and understand legal obligations.

The Enviro-Mark programme is owned and managed by Enviro-Mark Solutions, a wholly-owned subsidiary of Landcare Research, a Government-owned Crown Research Institute at the forefront of organisational sustainability.

At Print House we recognise our responsibility for providing clients with a quality product while being able to assure that we are reducing our impact on the environment and operating a safe facility for our employees.

We are committed to responsible management that provides quality, sustainability and waste reduction by implementing best practice methods throughout our facility.

This is a prerequisite for all facets of our business operation and our aim is to not only comply with all lawful standards but to establish ourselves as leaders in setting better standards within the printing industry.

Responsibility lies with management and each and every employee to ensure best practice methods, environmental initiatives, waste management and health and safety policies set within company procedures are adhered to and improved where possible.

Our internal procedures include the monitoring, reduction and recycling of production waste and to ensure best practice methods are adhered to in accordance to Enviro-Mark standards throughout our operation.

Recycling of our paper waste, chemicals and production by-products is a standard procedural component of our prepress, printing and finishing operation.

Being awarded Enviro-Mark endorsement contributes to our clients' peace of mind that we operate a sustainable business model.



www.phprint.co.nz

www.videoinprint.co.nz

www.thebestlittlebookstore.co.nz

Other informative websites:

www.twosides.info

www.sappi.com

www.pefc.org

www.nzwood.co.nz

www.fsc.org

www.wwf.org



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