



YELLOW WARBLER*
(*Dendroica Petechia*)

CHOICES STEWARDSHIP | PRESERVATION

As a printer, we love color. We work to perfect it everyday printing colors like sky blue, ocean teal, forest green and canary yellow. What inspires us to be this passionate about color? The real thing. After all, when we step outside our building, nothing is more breathtaking than a summer breeze, the crash of a wave, the scent of a forest or the trill of a songbird. We realize these are the natural resources that make our work possible today and the heirloom we will pass on to our children.

To be sure future generations enjoy the same colorful view of the world that we do, inside and out, Abbott Communications Group recognizes the need to preserve our natural resources and is committed to sustainable practices such as recycling, cleaner operation, reduced natural resource consumption and chain of custody forest management systems. We are proud to offer you these choices.

PAPER CHOICES

FSC® Certified | www.fscus.org



The mark of
responsible forestry

In March 2008, Abbott Communications Group earned the **FSC (Forest Stewardship Council™)** certification. The Forest Stewardship Council is a nonprofit entity that supports environmentally appropriate, socially beneficial and economically viable management of the world forests. Established in 1990 by an international group of timber users, traders and representatives from human rights and environmental organizations, the independent body agreed upon a set of principles for responsible forest management and created an auditing system to inspect and verify that a forest was operated in accordance with FSC standards. As of August 2009, there were over 100 million acres of FSC certified forest in the United States and Canada.

FSC Chain of Custody begins with forest management and stops with the end-user, thereby assuring customers that they are buying products sourced directly from responsibly managed forests. FSC independently tracks, traces and identifies wood fibers from the forest through every step of the procurement, manufacturing and printing process, confirming that each supplier in the chain follows rigorous controls, management and reporting practices.

FSC is the world's second largest forest certification system and is the only system that is endorsed by the Environmental Paper Network, World Wildlife Fund, ForestEthics, and Natural Resources Defense Council, to name a few. Currently the Forest Stewardship Council is widely accepted as the best practice standard for forest management.

To use the FSC label, print buyers must use paper and printers certified by the FSC. To learn more, see your Abbott Communications Group sales or customer service representative or go to www.fscus.org.

***DIRECT RESULTS—**“Stewardship in Action” is preserving the colors and songs of North America’s rain forest!

An estimated 47% of the North American population of the Yellow Warbler (*Dendroica petechia*) breeds within the boreal forest of Canada and Alaska. Previously intended for logging, **FSC certification** has resulted in the protection of 7.5 million acres of this beautiful songbird’s habitat, the forestland in the Canadian boreal forest.

PAPER CHOICES CONTINUED



SFI Certified | www.sfiprogram.org

In addition to the FSC certification, Abbott Communications Group also earned the **SFI** (*Sustainable Forestry Initiative*) certification in March of 2008. The Sustainable Forestry Initiative is a fully independent, non-profit organization whose *SFI 2010-2014 Standard* is based on principles and measures that promote sustainable forest management.

SFI is the most widely applied forest certification system in North America and, by working closely with conservation groups, local communities, resource professionals and landowners, includes measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. SFI is supported by The Conservation Fund, American Bird Conservancy, Ducks Unlimited and Conservation International, all who collaborate with SFI to conduct research aimed at improving forest practices and meet conservation objectives.

To obtain SFI chain of custody certification, users must account for the wood fiber that comes directly from an SFI certified forest, and ensure that the non-certified fiber is not from illegal sources and follow the strict procurement objective in the SFI standard.

Abbott Communication Group's Role

Abbott Communications Group's role in the chain of custody system includes purchasing FSC and SFI certified papers, keeping them separate from non-certified papers and making sure the FSC and SFI certified papers do not mix with non-certified paper. We must also place the proper FSC and SFI logos on the printed piece and obtain approval from FSC and SFI.

To learn more, see your Abbott Communications Group sales or customer service representative or go to www.sfiprogram.org.

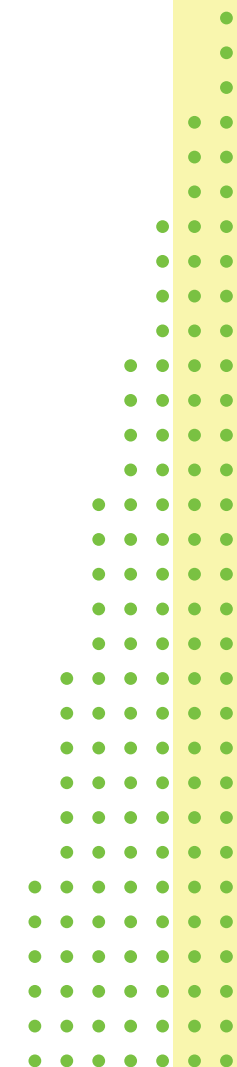


Recycled Paper

Paper recycling is the process of recovering waste paper and remaking it into new paper products. You can use the recycled paper symbol printed directly onto your projects, within the Federal Trade Commission parameters outlined in its Environmental Marketing Guide, as a vehicle to promote the environmental qualities of your projects. When the recycled paper symbol is used, it indicates to the consumer that the paper being used is manufactured with recycled fiber — either pre-consumer or post-consumer waste.

Industrialized paper making has an effect on the environment both "upstream," where raw materials are acquired and processed and "downstream," including waste-disposal impact. Recycling paper reduces this impact. Energy consumption is also reduced with some calculations showing that recycling one ton of newspaper saves enough energy to heat and air-condition the average North American home for almost six months.

To use the recycled paper logos, contact your Abbott Communications Group sales or customer service representative.



RECYCLING

ALUMINUM | PAPER

When we print a job on one of our offset presses, we use aluminum plates. You may wonder what we do with those plates once we've printed your job. That's easy. We recycle them! Abbott Communications Group is proud to let you know that we recycle over 11 tons of aluminum plates each year!

In the printing process, we also wind up with a lot of leftover "waste-paper," such as make-readies, spoilage and paper or corrugated packaging. We recycle all of that as well. Abbott Communications Group is proud to announce that yearly we recycled a total of 610 tons of paper! This translates into having saved 10,378 mature trees from being harvested.

ABBOTT FUN FACT!

If we took the 389.63 ton "printers waste" portion of the total paper we recycle each year, and translated it into sheets of 28" x 40" 80# gloss text and laid it end to end on the 40" side, it would reach from Miami, Florida to Las Vegas, Nevada, a distance of 2,570 miles!



CLEANER OPERATION

VEGETABLE BASED INKS | DIGITAL

Another way to make a positive contribution to our environment, inside and out, is the use of **vegetable-based inks**. These inks are less harmful to the environment than their petroleum-based counterparts and are widely recognized as an environmentally friendly choice. In addition, the goal to reduce VOC's (Volatile Organic Compounds) in ink, such as aldehydes and ketones, has resulted in high performance inks with vastly reduced VOC's. The result is cleaner air and water.

Digital printing offers an environmentally friendly option to printing your project as well. Utilizing non-toxic dry ink in recyclable containers with virtually no emissions and no harmful compounds generated during use and clean-up, digital printing is another option we are proud to offer you.

Abbott Communications Group is proud to offer you printing choices that help preserve our natural resources, promote sustainable practices and chain of custody forest management, support recycling, cleaner operation and reduced natural resource consumption. To place your order or for more information, please contact your sales or customer service representative.

