



1. Make Penn Publication Services your 1st choice – Penn Publication Services is committed to environmental stewardship through sustainable purchasing initiatives including the purchase of recycled content stock and conducting business with printers, paper suppliers, and other partners who are committed to sustainability.

2. Home Grown Goodness – Local trade reduces the energy used in transportation. Rather than doing all of your grocery shopping at the supermarket, walk to your local butcher, bakery, and grocer.

3. A Bright Idea – If every American home replaced just one light bulb with an ENERGY STAR qualified bulb, we would save enough energy to light more than 3 million homes for a year and prevent greenhouse gases equivalent to the emissions of more than 800,000 cars.

4. Get Off Your Gas – Cars comprise 80% of traffic. Using public transportation leads to improved and more efficient services as well as quicker travel time due to lower traffic congestion, thus lowering carbon emissions and air pollutants. It also saves you money.



5. Something's Fishy – Atlantic flounder, orange roughie, farmed salmon, imported, farmed or wild shrimp are all at risk of overfishing. Instead, have Pacific halibut, U.S. farmed catfish, Dungeness crab, and wild-caught Alaskan salmon. Save endangered species and protect biodiversity.



6. Let Nature Do the Dirty Work – Native and indigenous plants provide a habitat for native birds and animals, providing food and shelter. They use less water – saving you having to use 265 gallons of water per hour with a sprinkler on.



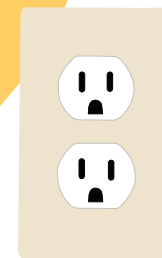
7. It's in the Bag – It's not that hard to bring a canvas bag with you to any store and put your purchases in there. Or, ladies – the oversized bag is in fashion now; it's a great way to stash your purchases and still look chic.



8. Get off the Bottle – Get a purifying water pitcher and fill a travel bottle for when you're not at home. It's simple, cheaper and less wasteful. It's also been proven that drinking repeatedly from those plastic bottles causes little plastic particles to go into your body which might lead to cancer.



9. It's Electric – That little red or green light emitted from your TV, DVD, Stereo or computer adds about \$100 to your electric bill each year, and creates up to 85 kg of unnecessary greenhouse gas; stand by power serves no function. Switch them off at the power point.



10. BYOM Bring Your Own Mug – Next trip to Starbucks ask for porcelain for your hot beverage. If you're getting your drink to-go, bring a travel mug. You'll save trees and guess what? Your drink will actually taste better.





To assist our customers in making sustainable choices when buying print, we have compiled a list of the most commonly used terms for the printing industry.

ENERGY

CARBON NEUTRAL (CN)

Carbon neutral is an emerging trend for both companies and individuals around the world. When you add polluting emissions to the atmosphere, you can effectively subtract them by purchasing carbon offset credits. These carbon offsets fund additive, emission-free energy projects such as wind farms and solar installations.

The emissions from all of the energy used to make products such as paper is offset with purchased wind-generated electricity RECs and Verified Emissions Reductions (VERs). By doing so, one is seeking to make these papers with a net zero energy climate impact.

Penn Publication Services specifically conducts business with paper mills such as Mohawk Fine Papers which are 100% Carbon Neutral.

GREENPOWER

Green power is often referred to as renewable, emission-free, and carbon-free energy.

It is electricity that is generated by resources that are readily replenished and produce little or no pollution, such as carbon dioxide emissions. Wind, solar, biomass and low-impact hydro are all examples of green power.

WINDPOWER

Windpower is a type of renewable energy that is generated by wind turbines. A generator converts the mechanical energy into electricity. A cable then carries the electricity to the power grid. Windpower is the fastest-growing energy source in the world, it is the least expensive and fastest to build.

Penn Publication Services makes it a point to select vendors who supplement their traditional electricity purchase with windpower generated energy.

PRINTING/ PAPER

FSC CERTIFIED PAPERS

The Forest Stewardship Council (FSC) is an independent, non-profit organization devoted to encouraging the responsible management of the world's forests. The FSC sets high standards that ensure forestry is practiced in an environmentally responsible, socially beneficial, and economically viable way.

The FSC Logo identifies products which contain wood from well managed forests certified in accordance with the rules of the Forest Stewardship Council (FSC).

The FSC logo may have an accompanying note stating how much of the paper content is FSC certified. The FSC Principles and Criteria are the only internationally valid standards for responsible forest management. Only FSC CoC (Chain of Custody) certified printers are allowed to label products with the FSC trademarks. The FSC label thus provides the link between responsible production and consumption.

Penn Publication Services currently requires all of its print vendors to become FSC Certified.

For more information on FSC: www.fscus.org

RECYCLED PAPER

True recycled content papers are defined as papers containing a minimum of 30% post consumer fiber by weight.

FTC (Federal Trade Commission) and the ISO (International Organization for Standardization) set up guidelines for the use of the recycled symbol as well as the use of broader marketing claims in an effort to ensure the recycling symbol is used appropriately and marketing claims are substantiated. You may use the recycled symbol to identify:

- Products that are recyclable
- Products that contain 100% recycled content
- Products that contain a portion of recycled content

Penn Publication Services strongly encourages its customers to choose paper stock with recycled content for their print projects whenever possible.

POST CONSUMER RECYCLED – PCR

Post Consumer Recycled or PCW (Post Consumer Waste) refers to paper that was printed on or used for its intended purpose, put into a recycling bin and then recycled into new paper or products.

PRE-CONSUMER WASTE – PCW

Paper or scraps left over from manufacturing, converting or trimming in the mill or print house. It may also include unsold magazines and newspapers. Although the paper and scraps are being reused, this paper has never made the journey to the consumer and back again.

GREEN-E

Green-e is the nation's leading independent certification and verification program for renewable energy products and purchases. The Green-e logo is a nationally recognized symbol to help consumers identify superior, certified renewable energy products. Green-e does not allow secondary use of their logo. You may apply to Green-e for the use of the logo for your project.

For more information: www.green-e.org

GREEN SEAL

Green Seal is used on products certified by Green Seal, an organization devoted to environmental standard-setting, product certification, advertising claims substantiation and waste, conserving resources and habitats and minimizing global warming and ozone depletion. When using paper certified by Green Seal, you can print "Certified by Green Seal" on your publication.

For more information: www.greenseal.org

RAIN FORREST ALLIANCE

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

The Rainforest Alliance supports the Gold Standard, which ensures that renewable energy and energy efficiency projects contribute to sustainable development and deliver real, measurable and long term emissions reductions.

For more information: www.rainforest-alliance.org