

2009
Corporate
Responsibility
Update

A series of five horizontal decorative bands are located below the title. From top to bottom, they are: a thin white band, a blue band, a band with a colorful autumn leaf pattern, a green band, and a blue band.

At American Printing Company (APC) we know that reducing our environmental impact benefits our business and production operations as well as the lives of our employees, clients and the community. We have a responsibility to sustain our business without compromise for future generations.

Early in 2008 we received FSC certification from the SmartWood Program of the Rainforest Alliance. To go further, in 2009 APC became SFI (Sustainable Forest Initiative) and PEFC (Programme for the Endorsement Certification) certified making us one of the few tri-certified printers in the U.S. We think these chain-of-custody certifications are beneficial, but alone they are not enough.

At APC we have taken our recycling program to another level. Previously, plastic pallet straps, wrap and packaging would have gone into a dumpster. APC now utilizes a bailer to handle all plastics. Doing so brought our manufacturing waste to approximately 98% being recycled and minimal by-products going to a landfill.

Educating APC employees to sort waste paper into categories gives us maximum revenue from recycling. We now receive the highest return on white waste from our web rolls, heavy inked paper giving us our least return. To capitalize on heavy inked paper we invested in a new shredder making that waste stream more desirable for the recycler.

Our commitment to continuous improvement in ways that protect the environment includes conservation of natural resources. APC installed energy-efficient lighting throughout the front offices. Our new presses have automatic blanket washers that use fewer chemicals and are friendlier to the environment. APC purchased new chemical containers that reduce VOCs. We also enhanced the after burners on our web presses to reduce particulate matter in the air.

American Printing's goal is simple: do the right thing at every step of the printing process. That goal includes going beyond governmental and environmental regulations and being a leader in our industry and in our community. We do this while we strive to be the best at what we do at American Printing Company.

A handwritten signature in black ink that reads "Bo Stanford". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Robert F. "Bo" Stanford
President and CEO
American Printing Company

American Printing is proud to announce two new environmental certifications. Along with our Forest Stewardship Council (FSC) certification, we are now aligned with these organizations:



Sustainable
Forestry
Initiative (SFI)

SFI Inc. is a fully independent, charitable organization dedicated to promoting sustainable forest management. The organization works with conservation groups, local communities, resource professionals, landowners, and countless other organizations and individuals who share our passion for responsible forest management.

SFI's forest certification standard is based on principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value.



Programme for the
Endorsement of Forest
Certification (PEFC)

PEFC is a global umbrella organization for the assessment of and mutual recognition of national forest certification schemes developed in a multi-stakeholder process. These national schemes build upon the inter-governmental processes for the promotion of sustainable forest management, a series of on-going mechanisms supported by 149 governments in the world covering 85% of the world's forest area.



AMERICAN**PRINTING**CO.

428 Industrial Lane Birmingham, AL 35211 800.353.5272
www.americanprintingco.net



The mark of responsible forestry
SW-COC-002931
© 1996 Forest Stewardship Council A.C.