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AMERICAN PRINTING BECOMES ONE OF THE SOUTHEAST'S FIRST PRINTERS TO EARN PRESTIGIOUS "GREEN" CoC CERTIFICATIONS

April 2009, BIRMINGHAM, AL -- American Printing has been tri-certified as a "green printer" by The Forest Stewardship Council – U.S. (FSC), Sustainable Forestry Initiative (SFI) and the Programme for Endorsement of Forest Certification (PEFC), confirming the company's adherence to high standards for environmental and social responsibility. The chain-of-custody (CoC) certifications have been awarded to only a handful of printers in the Southeast and is one of the first for a printing company in Alabama.

CoC (Chain of Custody) certification ensures that products made from trees, pass from a certified, well managed forest to a certified paper manufacturer, merchant and printer. This is handled through third party CoC-accredited auditors. Use of the CoC logos on a firm's printed materials indicates their support for responsible environmental practices.

"Customers today, especially many of the larger companies we do business with, want to work with printers that have environmentally sound practices. Some day, it will be expected in the industry, but for now, we are excited to be on the forefront of this important movement," says Bo Stanford, owner and president of American Printing.

Choosing to be CoC-certified is one of many ways that American Printing demonstrates its environmental responsibility. The company also recycles 100% of its waste, reduces waste production whenever possible, and uses non-toxic vegetable-based inks. Clients are encouraged to use recycled papers and can find a variety of options in the American Printing Resource Center.

Founded in 1912, American Printing has grown to become one of the largest printers in the Southeast, serving customers across the country. The company employs more than 200 people in its 110,000 square foot facility in Birmingham, Alabama. For more information, please visit americanprintingco.net.