



## ➔ Helping You Go Green

At Impressions, we believe it is not enough for us to continue with our own environmental initiatives. We strive to guide you in the ways we can improve your company's environmental position.



### Choosing Your Paper

When beginning a project you have two primary paper options:

- ➔ Recycled
- ➔ Virgin (non-recycled)

### Why Use SFI and FSC Certifications

- ➔ Help ensure continued renewal of the world's forests
- ➔ Many of our stocked papers are SFI and/or FSC certified and are readily available
- ➔ Use the SFI and/or FSC logo on your printed piece to demonstrate your involvement in responsible forestry to your customers

Ask your Impressions sales representative for more details on how to begin using SFI and FSC paper.

### Other Environmental Packaging Suggestions

We use our experience and knowledge of the Wal-Mart Packaging Scorecard to help you reduce the environmental impact of your product's packaging. In addition to recycled or SFI/FSC paper, below is a list of ways to green your packaging.

- ➔ Vegetable/soy based inks
- ➔ Reduce paperboard caliper
- ➔ Redesign packaging size
- ➔ Reformat merchandising display

### GOING GREEN WITH PAPER OPTIONS

#### Recycled Paper Options

- Uncoated Fine Papers / Coated Fine Papers
- CCNB (Clay Coated Newsback)
- CCKB (Clay Coated Kraftback)
- BC (Bending Chip)
- LBC (Lined Bending Chip)

#### Virgin Paper Options

- Uncoated Fine Papers / Coated Fine Papers
- C1S SBS (Coated One Side Solid Bleached Sulfate)
- C2S SBS (Coated Two Side Solid Bleached Sulfate)
- SUS/CNK™ (Solid Unbleached Sulfate/Coated Natural Kraft)
- KraftPak™
- Forte™ and Blanc™ (Solid Fiber Board)

Percent of recycled content varies upon paper. Many of the papers listed above are SFI and/or FSC certified. Please reference your Impressions Paperboard Sample Book or ask your Impressions sales representative for additional information or paper samples.

Photos taken at our Hutchinson, MN Environmental Sanctuary.

