

rich in
essential

ENERGY!

an EXCELLENT Natural RESOURCE!

2007

Nutritional Impact Report

*Energy is derived from the consumption of natural resources important to the sustainability of our lifestyle, planet, and our future. This powerful source, when consumed sparingly, leads to a longer, healthier future.



ESSENCE
PRINTING

www.EssencePrinting.com

High Protein*

SWEET SERVICE - without the SUGAR!

Facts

SERVING

Size: 1

Calories: 0

Fat: 0

Sugar: 0

Protein: High*

Not recommended for consumption - **HOWEVER**, using Soy Ink IS high in protein and an important part of a conscious company. It's one thing we do to reduce chemical waste, the impact on our planet, and our Carbon Footprint.

Nutritional value is based on a serving size of one (1) highly efficient print company. Recommended allowance is based on a healthy print budget - **FOR BEST RESULTS:** consult your Essence Printing representative.

INGREDIENTS: 100% Recycled FSC Certified Stock, **Soy Ink** (High in Soy Protein), environmentally friendly Aqueous Coating, and Creative Design. May contain stitch and/or specialty finishes, trimmed and bound to your specifications ALL in-house.

Essence Printing, Inc. uses soy ink in an ongoing basis we like to call "**the Green Effort!**" to reduce waste, sustain resources, and create less hazardous, environmentally friendly products.

From the get-go we joined the *Revolution For The Planet* and chose Soy Ink over the traditional Petroleum-base ink. Realizing that soy is much more environmentally conscious — conserving natural resources with a sustainable product, reduced chemical waste, easier for recycling, AND it increases the longevity of the equipment (which will save resources and reduce waste). **A real NO-BRAINER!** So **YES**, it won't harm you to eat your Essence Printing collateral, but we wouldn't recommend it.

*Protein is an excellent source of energy. Soy is naturally high in protein, though important to a healthy diet, Soy Ink is not a preferred source for your recommended daily allowance of protein..

Essence is serious about the environment; AND taking action to preserve natural resources. The use of Soy Ink is just one change we have made to improve our environmental standards at Essence Printing.

DID YOU KNOW that Soy Inks and Aqueous

Coating are less hazardous to people and the environment? AND this ink improves the efficiency of paper recycling; the process used for de-inking Soy Ink is substantially less than that of Petroleum-based inks? This alone improves the efficiency of recycling, resulting in more recyclable materials and a substantial reduction in hazardous chemical use.

Soy Ink offers a multitude of benefits. Not only are Soy Ink printed products not harmful to you or the environment, they are less harmful to printing equipment — adding to the life of the press. In the long run, we will experience less breakdowns, greater use and functionality, and we will replace less equipment — reducing solid waste in our landfills.

Request the *Soy Ink logo-bug* on your next project — let them know you care.



SALT FREE!

CURED with Naturally!

Nutritional Facts

SERVING

Size: 1

Calories: 0

Fat: 0

Sugar: 0

Sodium: 0

Sodium Free and cured at the press, AQ is a water based natural cure for Soy Ink - **AND** it is less harmful than any other coating used to cure ink in the industry... it's what we use.

Preservatives*: 100% - All Natural Curing

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Essence Printing adds a bit of spice, and cures your projects without the sodium. While we maintain that Soy Ink is the best, most vibrant, environmental resource for printing — it has traditionally been a challenge to cure the ink to a sheet. The integration of in-line Aqueous Coating (AQ) has resolved these curing issues. This fast drying, water based additive coats the sheet to protect the ink while it sets, AQ also protects against color fading, and unwanted scuffing.

Furthermore, environmental protection and awareness has become the “salt of the industry”. But we are no fools to good PR, we are doing something about these serious issues and continually integrating processes and procedures to improve our environmental impact.

*Salt Free printing is healthy. We are not Butchers...we're printers. So when it comes to “curing” the ink, we don't use salt, we choose AQ. It's a healthy choice for the environment.

Informed buyers know that Health... the safety of our family, and wellbeing are directly correlated to hazardous chemicals. Not just claims of safety, **it's fact**. From sourcing of materials to the processes we incorporate to reduce waste- Essence is incorporating **healthy solutions** for our future.

DID YOU KNOW that Aqueous Coating is available in a variety of finishing looks? Used in-line or as a dry-trap, you can accomplish different design effect — spot gloss, satin, and matte finish , or a combination to enhance colors, add a sheen, or help in “popping” photographs... **AND** Aqueous Coating is more economically priced than varnish.

In conjunction with state-of-the-art equipment and processing procedures, Essence Printing utilizes Aqueous Coating to seal the vibrant colors of the Soy Inks. This water based wash is diverse in use while maintaining responsibility to the environment. Aqueous Coating (AQ) is less harmful to other chemical washes and, like Soy Ink, once adhered to the sheet is harmless if ingested.



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High FIBER!*

Nutritional Facts

ALL NATURAL! HIGH in FLEXIBILITY!

SERVING

Size: 1

Calories: 0

Fat: 0

Sugar: 0

Fiber*: 100% - All Natural

Increased fiber content through FSC Certified and Recycled Stock is an important part of printing - **AND** it is an exceptional source of natural fiber with great flexibility and selection.

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Essence Printing, Inc. is Forest Stewardship Counsel Chain-of-Custody Certified (FSC-CoC). This certification is promoting the global requirements of sustainable resources, improving social-economical standards, and providing for well managed forests.

Through FSC Certified stock, and higher recycled fiber content paper, we continue to replenish natural resources and reduce landfill waste — “*Higher Fiber*” protects our resources, at the root.

FSC CERTIFIED: Accountability from source to manufacturer... guaranteed.

RECYCLED: Higher Post Consumer Waste (PCW) content improves resources and reduces waste.

*FIBER promotes health, reduces risk of chronic diseases, prevents constipation, hemorrhoids and diverticulosis, and some cancers. Recycled Fiber Content from Post Consumer Waste reduces landfill waste and improves natural resources.

With the growing popularity and recognition of **FSC Certified** products, our industry is making efforts to meet the criteria of the **Forest Stewardship Council** to be certified.

Essence has met those requirements and is fully certified and capable of producing materials with the FSC-CoC logo-bug. This promotes the use of sustainable resources, well managed forests, and social-economical standards for indigenous communities providing fair wages and welfare.

DID YOU KNOW that FSC is a global initiative providing a means for tracking certified product to its original source? In other words, when you choose an FSC Paper, it is traceable from the printer backwards to the supplier, through the manufacturer, pulp plant, cultivator, and forest in which it was farmed. Each level of sourcing and it's final production is held accountable for maintaining records.

Make the environmental choice. There are many available grades, textures, finishes and weights of FSC and Recycled content stocks to choose from.

Choosing FSC Certified paper stock, it's good for the planet... it's good for your business. (example of FSC logo bug)



ZERO FAT!*

Nutritional Facts

SERVING

Size: 1

Calories: 0

Fat: 0

Sugar: 0

Though our products contain no fat, they are not meant for consumption - **BUT** by increasing our capabilities to improve efficiency across the board we have eliminated costly waste.

Reduced Overhead*: *Providing More Service*

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Essence Printing is setting new standards in the industry by increasing in-house services and reducing outsourcing with every job.

With greater capabilities, we have improved our added services. We provide warehousing and inventory management services, pick-n-pack, drop ship distribution, hand kitting, die cutting, and bindery services... a "**No Fat Solution**".

IN-HOUSE:	Complete finishing and fulfillment services.
DELIVERY:	Local deliveries through Essence Economy Delivery Service.
ON-LINE:	Web Based Print Portal for file uploads, ordering, archiving, and instant proofing.

*ZERO FAT: we have cut sourcing to refine our services. We provide more service, more production, and less overhead than any other commercial printer in the Bay Area.

Essence Printing continues to **cut the fat** from operations to **produce more effectively** and reduce overhead costs. We've **streamlined** operations, **improved** efficiencies, and **reduced** waste... passing those savings along to you.

Recently, we took action to improve services and capabilities; incorporating additional bindery services that improve control and quality, price and response to your needs. We have state-of-the-art presses to maximize runs and reduce waste. Additionally, we have cut the fat from costly, redundant equipment converting operations to VMWare allowing for a more optimized infrastructure through virtualization.

DID YOU KNOW that Essence is the first local printer to incorporate VMWare virtualization? This not only increases our server and software utilization, it also reduces our energy use and optimizes our production — and it's all without performance degradation.

By integrating greater capabilities and diversifying our services Essence is able to operate more efficiently, produce a greater diversity, and provide greater savings to our clients. We are working smarter... every day.

LOW CARB!

Nutritional Facts reducing your CARBON FOOTPRINT!

SERVING

Size: 1
Calories: 0
Fat: 0
Sugar: 0

Printed product is not recommended for consumption - **BUT** we have been, and will continue to reduce our Carbon Footprint and improve our planet. It's another thing we do consciously.

Carbon Footprint*: *Reduced Daily*

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Essence Printing is continuously working toward a reduced Carbon Footprint* — both as a company and for our clients.

Reducing our greenhouse gases (measured in units of CO₂) through operating procedures, efficiencies, and production is just a beginning to our "**Low Carb Commitment**".

FACILITIES: Motion sensor activated lighting, fluorescent fixtures, in-house lunch room (reducing outside travel).

OPERATIONS: VMWare Server, Internet/online proofing, direct to plate processing.

DISTRIBUTION: Economy size vehicles, efficient route planning, local sourcing, coming soon: bio-diesel fleet.

We're continually evaluates procedures to improve efficiencies that reduce costs, improve standards, protect the environment, and sustain natural resources.

DID YOU KNOW that our Carbon Footprint is directly affected by our everyday actions? Taking shorter showers, carpooling/public transportation, turning off lights when leaving a room — each which have an impact on the environment.

At Essence we've installed motion sensor lighting to conserve electricity, we were first to install VMWare substantially reducing redundancy and energy consumption, we evaluate and route deliveries to improve efficiencies and save fuel, AND we relocated our plant strategically between [less than 1 mile] the two largest delivery services in the world (FedEx and UPS) and just a few miles north of SFO — saving time, money, and energy.

We do this for ourselves, we do this for our clients, and we do this for our planet... but mostly we do this because it's the right thing to do.

*A Carbon Footprint is the result of actions taken that generate emissions contributing to accelerated global warming and climate change.

with **DIET** Nutritional Facts and **EXERCISE** we all WIN!

SAVING

Size:	1 Company
FSC Stock:	1.1MM lbs.
Recycled Stock:	79.87 tons
Wood Saved:	189 tons
Trees Saved:	4,430
Energy Saved:	933.5MM BTUs
Wastewater Saved:	447,151 Gallons
Solid Waste Saved:	66,817 lbs.

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In 2007 Essence Printing, along with the efforts of our clients, **SAVED:** 188.59 short tons of wood (equivalent to more than 4,400 Trees), along with 933,500,000 BTUs of energy (enough power for 10,000 homes for 1 year), almost 34 tons of solid waste from landfills, and two Olympic Size Swimming Pools of wastewater from entering the water way.

This is a representation of the result of only **15% of ONE companies paper business**, just think, with a little excersice, what we can do in 2008.



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Essence Printing continues with “**the Green Effort**” and our commitment to the environment. Statistical information shown, represent the **resource savings** from the use of FSC Certified Mixed Sources and Recycled Stock, but does not account for the conservation efforts of our facilities.

Through greater efficiencies, web integrated services, and conservation efforts of our plant [including state-of-the-art equipment, fixtures, processing methods, recycling programs, reduced waste, efficiency in production, and natural resource conservation], we figure we are headed in the right direction.

2008 is projected to be our greatest production year yet, and will reflect a 10 to 20% increase in resource conservation. Along with the support and efforts of our clients we will continue to reduce our Carbon Footprint and improve our efficiencies as we grow.

The intent of this whimsical production is to ‘bring light’ and perspective of the small steps each of us can make in our community, our business, and our personal lives to sustain resources and improve the impact we make on our planet.

We appreciate your business and will continue to improve our processes for you.

BALANCE

Non-traditional **BUSINESS** with **ENVIRONMENT!**

Impact Summary

Savings

Program **“the Green Effort”**

- ✓ FSC Certified
- ✓ Recycling Program
- ✓ Conservative
- ✓ Environmentally Conscious
- ✓ Energy Efficient
- ✓ Technologically Advanced
- ✓ Production Diversity

Essence Printing is a leader in environmental and health initiatives and conservation. Our clients experience the benefits of our programs through our efforts to improve their own programs.

We're **Essence Printing**, *and we choose to offer exceptional printing services...* timely, efficiently, competitively, and with conservation and sustainability for (and with) our clients.

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