

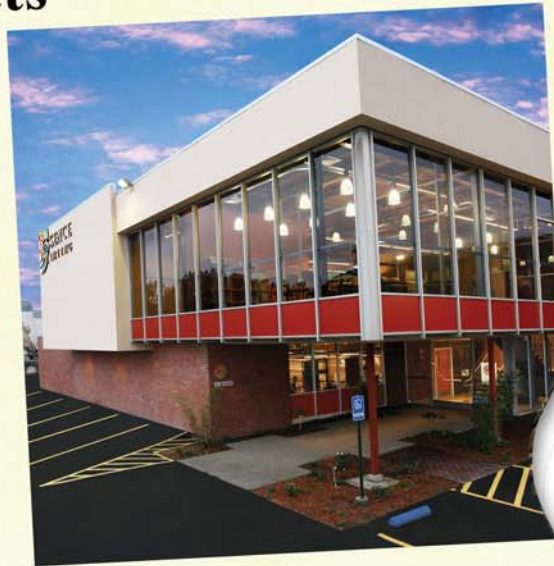
Local Business protects World's Forests

South San Francisco, CA - **What can a local business do to protect world forests and the environment?** One small business is a start, but with the power of all the businesses [local and afar] and some impressive marketing, more than 84 million hectares [207,568,520 acres] of harvested forestlands have been certified to the standards of the Forest Stewardship Council [FSC].

But what does this all mean? In the last 12 years, the FSC has certified forest harvesting companies that are adhering to the strict standards, guidelines and long term management plans that protect the environment, communities and economic structures in more than 82 countries... and that's just at the harvesting end. Businesses from around the globe have joined the process by becoming FSC Certified - adhering to strict guidelines much like the timber companies. This has built awareness and strengthened the FSC; making manufacturers aware, and participate in the protection of forestlands through certification.

OK, but what does 'FSC Certified' mean? For the timber industry it's about fair wages, reasonable practices in forestry management and ensuring the maintenance of the forests biodiversity. For manufacturers [raw materials and retail merchandise] of wood products - including lumber, furniture, pulp and paper - FSC Certification becomes a Chain of Custody [FSC-CoC] - meaning that when certified they have the means of tracking any and all FSC Certified materials to their original, harvesting origin... a kind of checks and balances for trees.

So who's doing this locally? For starters - many lumberyards, furniture manufactures, paper suppliers, retail clothing companies, and others - but most recently a local commercial printing company [Essence Printing] has



recently been FSC-CoC Certified. Essence Printing located in the center of 'Bio-Town' (South San Francisco - known for their plethora of Bio-Tech firms) has integrated the FSC-Chain-of-Custody (tracking, planning, and management system) to ensure that certified papers are available, identifiable, traceable, and most of all promoted as the next step in environmental responsibility. "We are strong believers in the protection of our resources ...recycling ...waste management programs, less chemicals and more environmentally friendly processes... but learning about the FSC and how it impacts us personally, locally and globally — this was a 'no-brainer'", says Brian Fearon -- Director of Corporate Communications at Essence. "It was pure luck [and perhaps just good karma] that lead us toward the certification process... many businesses we work with are looking to take more responsible actions for the environment - by printing collateral's on FSC Certified papers, they [clients] are participating in global forest sustainability... that's a good thing."

To learn more about FSC today go to: www.EssencePrinting.com and click the FSC link or go to www.fscus.org



The mark of
responsible
forestry
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