



IT MEANS GOOD THINGS FOR YOUR BUSINESS

IT MEANS GOOD THINGS FOR OUR FORESTS



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.<sup>SM</sup>*





## IT MEANS A WAY TO BUY RESPONSIBLY

Today, a lot of attention is being paid to the environment and its relationship to corporate social responsibility. Not only are more companies seeking ways to combine environmental stewardship with operational efficiency, more consumers are consciously choosing products from renewable natural resources.

One way for companies to protect their environmental and business interests is to source wood and paper products from well-managed forests. It's why a growing number of Fortune 500® companies are committing to SFI®, the Sustainable Forestry Initiative® Program.

### **Some who've said yes to SFI:**

84 Lumber  
American Airlines  
Boise  
Centex Homes  
Century Furniture  
Delta Airlines  
FAO Schwartz  
Graphic Communications  
Green Diamond  
International Paper  
JELD-WEN  
Marvin Windows  
MeadWestvaco  
Nutri-Squeeze  
Pella Corporation  
Plow & Hearth  
Plum Creek  
Quebecor  
Rand McNally  
smashbox cosmetics  
Southwest Airlines  
Stanley Furniture  
United Airlines  
Unisource  
US Airways  
Wal-Mart  
Weyerhaeuser  
Xerox  
xpedx



## IT MEANS A SMART PROCUREMENT POLICY

### **Smart for other reasons, too:**

Participants benefit from a national marketing plan, raising awareness of the SFI forest certification program and driving consumers to look for products with the SFI label.

By sourcing certified products, from a variety of credible standards, your company is sending a message that it supports sound forestry and buys responsibly.

- The SFI Standard allows for a steady supply of certified, sustainable wood and paper products.
- The SFI Program is one of the largest certification systems, with over 200 participants and 143 million acres (58 million hectares) of certified forests.
- It's a certification standard that stands up to scrutiny inside and outside the industry, and is governed by an independent board representing three chambers: environmental, social and economic with equal representation.
- With SFI, you know what you're getting. The SFI Standard is a single, rigorous standard applied across North America providing customers with the assurance of products from well-managed forests.
- There has been exponential growth of certification participants. In 2007 alone, SFI chain-of-custody certifications grew by nearly 400 per cent with more than 400 facilities now involved in the program.



## IT MEANS RESPONSIBLE FOREST MANAGEMENT



- SFI Program participants practice responsible forestry on all the lands they manage, and influence millions of additional acres through the proactive outreach to loggers, foresters and family forest landowners.
- SFI participants protect water quality and meet or exceed best management practices developed under the U.S. Environmental Protection Agency (EPA), and Canadian regulations.
- SFI participants manage wildlife habitats, including species at risk, and contribute to the conservation of biological diversity.
- The SFI certification Standard is science-based and research-driven, and is updated every five years by a collective of interests that are committed to responsible forestry and based on new results as part of SFI's commitment to continuous improvement.
- SFI participants take measures to procure all wood from known and legal sources.
- Participants work with indigenous people to understand and respect traditional forest knowledge and identify and protect spiritually important sites.
- SFI supporters plant more than 650 million trees each year, and have invested \$885 million in forest management research since 1995.



## SAY 'YES' TO SFI AND:

### **SAY YES to shared responsibility**

SFI is a forest certification program that employs an internationally-recognized standard, helping to ensure the sustainability of North American forests. Our participants include forest companies, family forest landowners, universities and governments who are committed to our forests for future generations while meeting the needs of the marketplace today.

### **SAY YES to a rigorous Standard**

SFI is an integrated certification program that sets a rigorous standard for growing and harvesting trees, protecting biodiversity, and protecting water quality. It's a single standard endorsed by leading conservation groups such as The Conservation Fund, Wildlife Management Institute and American Bird Conservancy.

### **SAY YES to an independent program**

SFI participants include professional and academic groups, forest products industry companies, environmental and conservation organizations, independent logging professionals and forest landowners. Certification audits are performed by independent, nationally and internationally accredited, third-party certification bodies.

### **SAY YES to doing the right thing**

By committing to the SFI Program, you'll help ensure that we support a healthy environment and a healthy supply of wood and paper products – now and for years to come.

*To learn more about SFI and find SFI-certified wood and paper for your supply chain, visit [www.sfiprogram.org](http://www.sfiprogram.org) or call 703-875-9500*



**SUSTAINABLE FORESTRY INITIATIVE**

*Good for you. Good for our forests.™*

## SAYING 'YES' TO SFI MEANS JUST THREE SIMPLE STEPS:

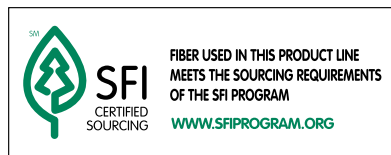
1. Commit to purchasing SFI labeled paper and wood products.
2. Include the SFI Program and its Standard in your procurement policy.
3. Join the effort to tell others about the SFI Program.





## THE SUSTAINABLE FORESTRY INITIATIVE

The Sustainable Forestry Initiative is a collective effort of individuals, organizations and companies committed to sustainable forestry. As one of the largest certification systems in the world, our mission is to integrate the continual growing and harvesting of trees with the maintenance of biodiversity and water quality.



FIBER USED IN THIS PRODUCT LINE  
MEETS THE SOURCING REQUIREMENTS  
OF THE SFI PROGRAM  
[WWW.SFIPROGRAM.ORG](http://WWW.SFIPROGRAM.ORG)

Our rigorous standard is grounded in science, research and regional expertise, and is endorsed by leading conservation groups, such as The Conservation

Fund. The SFI Standard is also globally accepted and recognized by customers and governments, including the United States, Japanese and United Kingdom government procurement systems.

SFI Inc. is managed by an independent, multi-disciplinary board that promotes forest sustainability from environmental, economic, social, labor and academic perspectives. Ultimately, the SFI Program thrives on the energy and collaboration of a diverse group of individuals and organizations working to do what's right for North American forests.



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.™*