



## The Forest Stewardship Council

The Forest Stewardship Council was created to change the dialogue about and the practice of responsible forestry worldwide. FSC sets forth principles, criteria, and standards that span economic, social, and environmental concerns. The FSC standards represent the world's strongest system for guiding ecologically sound forest management. FSC certification guarantees that the fiber used to produce paper has been harvested from a well managed forest.

### Why Print With FSC Certified Papers?

Social responsibility is a core component of your corporate image and brand. Dealing responsibly with your organization's ecological footprint enhances your standing among all of your stakeholders. Carrying the FSC logo on your print products tells the world that you support the highest social and environmental standards. Your purchase of FSC-certified paper contributes to conservation, responsible management, and community level benefits for people near the forest that provide your paper.

### Forest Management

While recycled fiber is a key element of the traditional model for responsible consumption, it is becoming increasingly clear that forest management has more fundamental importance than even recycled fiber. In many forests around the world, logging still contributes to habitat destruction, water pollution, displacement of indigenous peoples, and violence against people who work in the forest and the wildlife that dwells there. The intent of the FSC system is to shift the market to eliminate the environmentally ill effects of paper making.

### Certification

In order to produce FSC paper, mills have to secure fiber from certified forests that meet FSC principles and criteria that ensure that the forest is being managed responsibly. In order to use the FSC "checkmark and tree" logo as an environmental claim on paper, the product must have flowed through the FSC "chain-of-custody" from the FSC-certified forest, to a paper manufacturer, merchant, and finally to a printer who has FSC chain-of-custody certification.

As an FSC certified printer, Inkstone Printing Company submits the appropriate documentation on behalf of the client to obtain approval to print the FSC logo on each printed piece that is printed on FSC paper.

**As part of our commitment to the environment, Inkstone Printing Company is now one of a handful of FSC Certified, Massachusetts printers. In addition, we use only Low VOC (volatile organic compound) vegetable-based inks, recycle our waste paper, metal plates, and wooden skids. We are working diligently to be the most environmentally conscious supplier of printed products – bar none.**

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