



**unisource**

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**FOR IMMEDIATE RELEASE**

**UNISOURCE AND *WhatTheyThink* TO PRESENT  
SECOND ANNUAL ENVIRONMENTAL INNOVATION AWARDS**

**NORCROSS, GA (February 16, 2010)** – For the second year in a row, Unisource Worldwide, Inc. one of the leading distributors of paper, packaging and facility supplies in North America, has partnered with *WhatTheyThink* – the leading news and information site for the graphic communications industry – to present the **Environmental Innovation Awards** to be announced on Earth Day, April 22, 2010. This year, Heidelberg USA, Neenah Paper and NewPage Corporation have joined with Unisource as sponsors of the awards.

“Now in its second year, the **Environmental Innovations Awards** have become one of the foundations of Unisource’s respect™ Printers’ Program,” said **Ed Farley**, Senior Vice President of Marketing and Corporate Communications for Unisource. “The competition is designed to recognize printing companies in the graphic arts industry that are implementing state-of-the-art and innovative environmental solutions,” said Farley.

Five awards will be presented to industry leaders who have developed environmental solutions within the design, production, and delivery value chain for printed graphic communications. The categories include:

- **Environmental Sustainability and Your Community** recognizes a company that is involved in an environmentally progressive community program such as initiatives for charitable organizations, internal programs such as alternative transportation for staff, and other “outreach” that supports both the environment and the community.
- **Environmental Sustainability and Your Plant** recognizes a company that is “walking the talk” in their own plant; for example, incorporating lean/green manufacturing, unique lighting or ventilation, a white roof, etc.
- **Environmental Sustainability and Your Processes** recognizes a company that has implemented environmentally sensitive processes incorporating inks, papers, consumables, waste management, or recycling in new and different ways.
- **Beyond Environmental Sustainability** recognizes a leading-edge solution or initiative involving unique creativity; for example, a biodiesel “still” to create alternative power sources or installation of wind or solar power.
- **Thought Leader (Overall Best of Class)** recognizes a company that best represents the “new green graphic arts company” among all applicants. The recipient will be a truly innovative, disruptively-creative company.

The **Environmental Innovation Awards** are offered to any graphic communications service provider located in North America, regardless of size and printing process; in recognition that innovative ideas are not constrained by company size or process. The awards are intended to provoke, encourage and celebrate creative thinking and innovative solutions.

For more details on the Second Annual *WhatTheyThink* **Environmental Innovation Awards** or to download an application form, please visit: <http://bit.ly/cVVp8F>.

Entries for the **Environmental Innovation Awards** are to be submitted electronically to [awards@whattheythink.com](mailto:awards@whattheythink.com) by 5 p.m. EST on Friday, March 26, 2010. Organizations may submit applications in more than one category; however, a separate application must be submitted for *each* category for consideration.

**About Unisource Worldwide, Inc.**

Unisource Worldwide, Inc., ([www.unisourcelink.com](http://www.unisourcelink.com)) is a leading independent marketer and distributor of commercial printing and business imaging papers, packaging systems and facility supplies and equipment in North America. Headquartered in Norcross, Ga., Unisource is one of the largest private companies in the United States and offers the most comprehensive suite of products and services in the industry. With more than 5,500 team members – including sales, customer service and technical support specialists; approximately 85 distribution centers; and a fleet of “Big Red” trucks – Unisource can deliver what your business needs when and where you want it – locally, regionally and nationally.

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