



**unisource**

## **FORESTS: THE ORIGINAL GREEN**

*by Erin Light, Chain-of-Custody (CoC) Manager, Unisource Worldwide, Inc.*

Now, more than ever, the protection of our natural resources is vital to our environment. Forests have an essential role in our global community as we rely on them for much more than clean air, carbon reduction, fresh water and wood fiber. Through consumer awareness, the natural and human threats to our forests can be greatly reduced. To support this awareness and promote responsible forest management practices, it is essential to have accredited third party Chain-of-Custody (CoC) certification(s). By choosing certified paper, your company can help promote the original 'green' – our forests.

At Unisource, we're focusing our efforts to increase certified forestland, consumer awareness, the supply of certified papers and maintain the integrity of the CoC logos (trademark use). Along with forest certification, there are additional environmental impacts that affect the life-cycle of paper. A recycled content containing a minimum of 30% post-consumer waste and the utilization of renewable energy in the paper manufacturing process is what we refer to as our "**Three Eco-pillars**," but let's start with our forests.

### **As a printer, you can support forest protection efforts by educating your customers.**

Outside of the printing community, consumer awareness is greatly needed to teach every day consumers about the benefits of responsible forestry and that there are numerous certified paper options available. You can educate consumers on the environmental benefits of using certified papers which originate from well managed forests and other controlled sources, through:

- Forest conservation; more trees are needed to improve air quality
- Protection of watersheds, soil and natural habitats
- Safeguard social and economical impacts
- Guard against illegal logging

### **Offer 'greener' paper solutions with the availability of the applicable CoC logo.**

There are tools and resources available to help you find certified papers along with other important environmental characteristics to meet the needs of your green customers.

Go to [unisourcegreen.com](http://unisourcegreen.com) and select:

- [Environmental Attributes Reference Guide](#) to easily identify CoC certified papers.
- [unisourcegreenfinder™](#) to discover papers that are recycled and/or CoC, Green e, Green Seal, EU Eco-label certified and available to you on a next day basis.

### **Companies can demonstrate their commitment to responsible forestry by promoting CoC logos and trademarks.**

Applying the Forest Stewardship Council (FSC), Sustainable Forestry Initiative® (SFI) and Programme for the Endorsement of Forest Certification (PEFC) logos promotes consumer awareness and supports the growth of responsible forest management. Consumers purchase products from well-known companies that may include an environmental logo; possibly without even realizing what the logo represents. The more consumers see these CoC logos, the more likely they will inquire and gain the understanding of what they represent. Let's spread the word; print sales can help.

### **To maintain the integrity of the CoC logos and what they stand for, it's important to follow the promotional use guidelines supplied upon certification.**

Your CoC administrator (or certification body) should be contacted for logo use application and questions. CoC claims need to be accurate and verifiable in order to maintain the integrity of the environmental claim and to avoid "Greenwashing". Unisource's Three Eco-pillars, mentioned earlier, can help.

**All three CoC standards are credible – so make sure your company has at least one.**

Each organization has variances in their standards, but the overall focus is the same. FSC<sup>®</sup>, SFI<sup>®</sup> and PEFC<sup>™</sup> are all committed to the protection and improvement of our forests. Their goals and objectives are all good for our global environment.

### **Promote your CoC certification**

Become a respect<sup>™</sup> printer and have your company's name appear on the unisourcegreenfinder<sup>™</sup> so corporate specifiers, designers and end-users searching for papers with green attributes can easily locate you, a CoC certified printer in their local area. It's good for our forests, our environment and for your business.

*Erin Light is the Chain-of-Custody (CoC) Manager at Unisource Worldwide, Inc. A 14-year veteran in the printing and paper industry, Light has developed extensive knowledge of FSC, SFI and PEFC CoC certification programs. Since November 2006, she has implemented processes to acquire tri-certification for all Unisource, PaperPlus and Websource facilities. Currently, Light develops internal procedures to ensure compliance to certification standards as well as provides CoC resources, tools and information to support Unisource customers.*

