

When you use paper that's FSC-certified, you're choosing the best in environmental and social standards.



The FSC logo means your paper comes from well-managed forests and known sources, ensuring local communities benefit and sensitive areas are protected.

It's real commitment, on paper. And it's guaranteed.

Forest Stewardship Council certification: the standard for healthy forests.

www.fsccanada.org

Forests for all, forever.



(This paper comes from well-managed forests, independently certified in accordance with the rules of the Forest Stewardship Council A.C. Certified by Smartwood SW-COC-1930. FSC Trademark © 1996 Forest Stewardship Council A.C.)

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Forest Stewardship Council | Canada



Committed to social and environmental responsibility?



Get it down on paper.



Forest Stewardship Council | Canada

400-70 The Esplanade, Toronto, Ontario M5E 1R2
416-778-5568

www.fsccanada.org

Now more than ever, people are asking questions about the impacts of materials they buy and use. Office supplies and printed goods have long been under scrutiny; paper usage was one of the first concerns when employees and consumers started to consider their impact on the environment.

Beyond recycled.

That's why papers containing recycled fibre became so popular. The trouble is, not enough paper is collected for recycling. There is only



enough recycled material to produce 35% of the market demand for paper. This means that 65% of the fibre that paper manufacturers need has to be new fibre that comes

straight from a natural forest or a plantation. And until now, there's been no way to know the environmental or social impact of the paper that one buys.

Today, there's a better option. The Forest Stewardship Council (FSC) is an international market-based certification system that guarantees you're protecting forests when you buy FSC-certified paper. And it guarantees that the recycled content of the paper that you buy truly is post-consumer waste.

Find out more:

- For information about
- becoming certified
 - finding an up-to-date list of FSC products and retailers
 - companies who are buying and supporting FSC
 - the growing market for FSC and more, please visit www.fsccanada.org



What is FSC-certified paper?

FSC-certified paper carries the FSC logo. That means any new fibre it contains comes from a well-managed forest operation or from 'controlled wood' (see below). A well-managed forest operation is one where the needs of local communities (including First Nations) have been considered, where high-value conservation areas are protected, and where logging is done in a sustainable way.



And when the wood leaves the forest, producers all along the supply chain have been certified, providing assurances that they track all FSC fibre in their processing facilities. Their "chain of custody" certification allows them to place the FSC logo on their own products, whether pulp, paper, or a printed consumer product.

The FSC-certified paper system also includes recycled content and 'controlled wood'. While this fibre is not from an FSC-certified operation,

it's guaranteed not to be from a controversial source. Controversial sources include illegal logging, logging done in violation of traditional rights, logging done in areas of high conservation



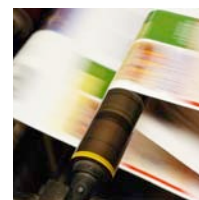
value or where natural forests are being converted to plantations, or the logging of genetically modified trees. There are many papers that call themselves "green" – but only FSC guarantees that all the fibre used – new, recycled, or controlled source – comes from forest-friendly sources that meet the highest international standards.

The system is rigorous and its implementation is open, transparent, accountable and independently audited. That's why it holds value. Buying FSC means you're ensuring there will be forests and forest communities, tomorrow, and beyond.

Should I be certified?

If you produce or handle paper products, a Chain of Custody certificate will allow you to use the FSC logo too. You need to submit an application, and undergo a site audit. Certificates are usually granted 4-6 weeks after the application is submitted but if needed can be completed in as little as 10 days.

Being an FSC-certified supplier gives you access to a new and expanding market, improves your corporate image and your environmental and social credibility. It's a way to engage employees and customers, and to answer questions about what you are doing to lessen the environmental impact of your operations. Getting certified



is clear proof of your commitment on paper – and to healthy forests, for all, forever.

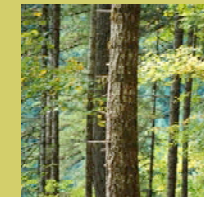
Forests for all, forever.

What is the Forest Stewardship Council?

The Forest Stewardship Council is an international association of environmental and social groups, the timber trade, workers, indigenous people's organizations, responsible corporations, and community forestry groups from around the world.

Four chambers

FSC's governance structure is based upon the principles of participation, democracy and equity. FSC's leadership is elected - and standards are developed - with representation from three chambers: business, environment, and social.



In Canada, there's a fourth: First Nations.

Ten principles

All local FSC standards are based on the same ten international principles, including indigenous peoples' rights; community relations and workers' rights; responsible environmental stewardship; maximizing benefits from the forest; and protection of forests where the conservation values are high.

Global success

The system is voluntary, and market-based. And it's growing. Seventy countries worldwide have certified forests; more than ten percent of all managed forests in Canada are FSC-certified. The FSC market is valued at US\$ 5 billion worldwide, with thousands of FSC-labelled products available.

From forest to consumer, FSC is an unbroken chain of commitment to better forest practices. FSC certification: it's the standard for healthy forests.