

Japs-Olson Company

ANCIENT AND ENDANGERED FOREST CONSERVATION VISION AND ECO- PAPER PROCUREMENT POLICY

Effective: April 5th, 2013

OUR VISION STATEMENT

Jap-Olson Company is an environmental leader in the printing industry and has done so by fostering long lasting partnerships with our customers, suppliers, and Canopy to promote sustainable forest management, the protection of endangered forests, eco-paper development and responsible environmental practices.

OUR IMPLEMENTATION GOALS

Forest Certification

Japs-Olson encourages customers to give purchasing preference to fiber originating from Forest Stewardship Council (FSC) certified operations.

Since 2007, Japs-Olson has demonstrated responsible forestry through our Forestry Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI). Japs-Olson inventories FSC stock and encourages the use of this paper to their customers.

Japs-Olson Company is a proud member of the PIM Great Printer Environmental Initiative. This program demonstrates our commitment to go beyond what is required by government regulatory agencies in environmental, health and safety compliance. Japs-Olson is committed to the following:

- Complying with all applicable environmental, health and safety requirements
- Going beyond compliance by minimizing waste, reusing or recycling waste that cannot be prevented and maximizing energy efficiency
- Pursuing continuous environmental, health and safety improvement
- Continuous improvement is supported through regularly scheduled EHS audits



Avoiding Controversial Sources and Endangered Forests

Japs-Olson will work to eliminate the use of fiber from ancient and endangered forests in places such as: the Canadian Boreal Forests, Temperate Rainforests of British Columbia, Alaska and Chile; and the Tropical Rainforests of Indonesia and the Amazon. In portions of Canada's Boreal Forest and the Great Bear Rainforest where visionary agreements are currently being implemented, Japs-Olson will work with Canopy to identify opportunities to support and encourage these initiatives.

Reduce Greenhouse Gas Footprint

Japs-Olson strives to reduce its greenhouse gas footprint and consequent impacts on climate change.

- Use ancient forest friendly and recycled papers
- Give preference to paper manufactured by suppliers that use effective strategies to actively reduce their greenhouse gas footprint
- Engage suppliers to curb deforestation and/or fragmentation of intact forests

Support R&D Agricultural Residue Fiber Sources

Japs-Olson will work with suppliers and Canopy to explore and encourage the development of agricultural residues and fibersⁱ as a commercially viable fiber source for paper. We anticipate this will be an area of rapid advances over the next few years, and will keep abreast of new developments and potential opportunities in this area. Therefore Japs-Olson Company will:

- Source papers from alternative fibers such as flax, wheat straw or other agricultural residues, when possible
- Support research and development of commercial scale production of pulp and paper from alternative fiber sources. Japs-Olson Company has offered press time for trials as products become available.

Maximize Recycled Content

Industry supported life cycle analysis (LCA) shows sourcing recycled fiber can reduce overall pressure on forests and other important natural resources like water, as well as reduce the carbon footprint of the paper, especially when fibers from post-consumer waste are used in paper production.ⁱⁱ Therefore, Japs-Olson Company:

- Already uses coated paper with a minimum of 10% up to 30% PCW and uncoated papers with up to 30% PCW. As mills develop higher content PCW papers that meet the demands of our presses and customer requirements, we will use papers with higher PCW content
- Encourage its suppliers and recycling infrastructure to continuously improve and expand the availability of recycled content in papers

Increase Paper Efficiency and Decrease Consumption

Japs-Olson is committed to reducing its paper waste through the following measures:

- Improving efficiency in paper use
- Promoting continuous technical advances
- Supporting local paper recycling initiatives (such as selling waste and scrap paper to local recyclers and recycled paper makers, advocating for recovered paper to be sorted rather than mixed into a “single stream” system)

Accountability and Timelines

Japs-Olson Company is audited annually by 3rd party audit teams to ensure the company's commitment and implementation of its environmental certificates. As part of these commitments, Japs-Olson Company hosts annual training sessions for key personnel to ensure our policies and certificates effectiveness and viability. To help confirm Japs-Olson Company is executing its paper procurement policy effectively, Japs-Olson has created a performance grid with results and goals, estimating an increase in total FSC pieces and Sales of 5% in the year of 2013. The results are updated periodically and monitored by the Japs-Olson Green Team. The Japs-Olson Green Team is an internal leadership advisory committee created to ensure the validity of our paper procurement policy.

Involving all Stakeholders in the process

Japs-Olson will work with Canopy to involve employees, suppliers, shareholders and customers in the implementation of its Ancient and Endangered Forest Friendly paper procurement policy.

Working with Incumbent Suppliers

Japs-Olson will work with current suppliers to encourage them to supply information so that their practices can be compared to this policy. Japs-Olson will work with suppliers on identified compliance matters.

Promote Industry Leadership

Japs-Olson recognizes the benefit of creating environmental awareness among its customers, employees and peers.

ⁱ Agricultural Residues are residues left over from food production or other processes and using them maximizes the lifecycle of the fiber. Fibers include: cereal straws like wheat straw, rice straw, seed flax straw, corn stalks, sorghum stalks, sugar cane bagasse, and rye seed grass straw. Where the LCA (life cycle analysis) shows environmental benefits and conversion of forest land to on purpose crops are not an issue, kenaf can also be included here. (Agricultural residues are not from on purpose crops that replace forest stands or food crops.)

ⁱⁱ Paper Task Force Report and Environmental Defense Paper Calculator. “The scientific basis for these conclusions is the analysis of the Paper TaskForce, a three-year research project convened by Environmental Defense and involving Duke University, Johnson & Johnson, McDonald's, Prudential Insurance, and Time Inc. The Paper Task Force examined environmental impacts through the full lifecycle of paper, along with economic and functional issues across major paper grades. Its findings were extensively peer-reviewed by scientists, academics, environmental experts, and government and industry representatives.”