



**A** **THE PRINTING HOUSE**<sup>®</sup>

# ANCIENT AND ENDANGERED FOREST PAPER PROCUREMENT POLICY

Effective: October 2015

**THE PRINTING HOUSE**

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Since 1961, The Printing House Ltd.™ (TPH®) has been an environmentally conscious leader, integrating eco-friendly practices into the fabric of our day to day activities. A Canadian owned and operated company, TPH® is a pioneer and an innovator in the printing industry, the first in Canada to specialize in quick on-demand printing. In the early 1980's, TPH® launched its first 'social sustainability' initiative by introducing our employees and customers to the C.A.R.E. Program (Concern About Recycling and the Environment). Since then, our care for the environment has continued to expand throughout the organization and even extends to the suppliers we choose to do business with.

Social responsibility and sustainability have been cornerstones of the value system at TPH®. Over time, what we have always believed to be good, sensible business practices have taken on global importance. From working with Customers to meet their sustainability goals, to partnering with conscientious, environmentally responsible suppliers, TPH® is continuously working towards minimizing our footprint and impact on the environment.

Today, with 70+ Company-owned locations across the country, TPH® aims to react quickly to the changing needs of our customers through continued investment in leading-edge and emerging technologies, including environmentally progressive technology.

At The Printing House Ltd.™, we believe that the job isn't limited to what we produce, it extends to what we represent. We care about the people in the communities we serve and the environment our teams work in. Our endeavors to become more environmentally friendly have included:

- **Reducing our impact.** By distributing and producing orders to the location closest to the end destination, TPH® helps Customers make a responsible choice that contributes to lower emissions by eliminating the impact of shipping and transport.
- **Creating less waste.** TPH® has no minimum order and with short runs we help our Customers eliminate unnecessary waste by printing only what's needed and saving energy, time and sources in the process.
- **Responsibly Sourced Papers.** TPH® has a large selection of papers from responsible sources backed with certifications with the Forest Stewardship Council® (FSC®) (FSC® C019596), the Rainforest Alliance, the Programme for the Endorsement of Forest Certification (PEFC) (PEFC/26-31-15), the Sustainable Forestry Initiative® (SFI®) (SFI-00537), and the Canadian Standards Association (CSA SFM Z809 standard).

The Printing House Ltd.™ is in the business of continuous improvement; we believe that through this policy, we will continue to improve on our environmental practices and lessen the impact that we have on the environment.



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# Vision

The Printing House Ltd.™ is proactive in its endeavor to lead the print world in corporate sustainability. We have created a green culture that not only benefits TPH® in reducing our carbon footprint, but enables our customers to reap the benefits of working with an environmentally conscious printer as well.

Hence, TPH® is positioned as an environmental leader in the printing, publishing and paper industries and will work in partnership with other Companies, our suppliers, Customers, and Canopy, as well as other ENGOs towards environmental goals. This includes promoting sustainable forest management, the protection of endangered forests[i], eco-paper development and responsible environmental practices, through continuous improvement of our existing practices and by raising awareness about aforementioned topics.

TPH® recognizes that business leadership and long-term success must consider the environment, including the world's forest ecosystems. TPH® fully supports responsible forest management practices that protect biodiversity and ecosystem integrity, in order to provide long-term social and economic benefits to communities and build a climate of operational certainty related to the sources of our supplies and the chain of custody.

TPH® supports the development and use of papers that do not come from ancient and endangered forests. Recognizing that the number of high quality and affordable eco papers has increased substantially, we have collaborated with our supply chain and do advise our Customers to ensure continued support, creation, and use of paper made from low footprint sources.[ii]

In addition, TPH® will support and have in place initiatives to reduce greenhouse gas emissions, where feasible. We are the first in our model to have taken such steps and we continually aim to better ourselves. Through those initiatives, we hope to play a role in mitigating climate change and in reducing the loss of high carbon value forests.

Thus, TPH® is committed to the following ancient and endangered Forests Stewardship model and implementation goals for paper procurement, and to applying this model and principles to our corporate paper use. This policy addresses the entire paper lifecycle, and supports principles that result in long-term environmental, social and economic benefits.

# Our Implementation Goals

## Protect Ancient and Endangered Forests

The Printing House Ltd.™ recognizes the impact of paper use and production on endangered forests and the environment. We follow the use of environmentally and socially responsible practices to ensure that fiber used in our paper is sourced from well-managed forests, and that land use choices and management practices contribute to the conservation of natural resources and in some instances additional environmental protection. TPH® will continue to influence our paper supply chain to use environmentally responsible practices and we have chosen to work with those who have such practices in place. We are proud that none of our papers are from endangered species habitats and the suppliers we choose to work with do not operate in such areas.

- The Printing House Ltd.™ 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. We will work with Canopy to identify opportunities to support and encourage initiatives such as the visionary agreements currently being implemented in portions of Canada's Boreal Forest and the Great Bear Rainforest [iii].
- TPH® will work to ensure that paper products do not originate from endangered species habitats. If we find that any of our papers do contain fiber from such habitats, we will engage our suppliers to cease operations in that area.

## Conservation of Ancient and Endangered Forests and Protection of Biodiversity and Ecosystems

The Printing House Ltd.™ has given preference to suppliers that work toward conservation of endangered forests and the protection of biodiversity and ecosystems contained within these forests. We also recognize that certain regions have been identified as priority regions for forest conservation and biodiversity by the conservation science community and other stakeholders, and have been using and will continue to use suitable alternatives to any fiber sourced from these regions.

## Forest Certification

The Printing House Ltd.™ was one of the first companies in Canada to be Forest Stewardship Council (FSC) Chain of Custody Certified (CoC). It is a system of checks and balances used to verify the transfer of goods between two or more entities. This is particularly important in forestry and related industries, as it is used to trace fiber or paper from the forest through to the mill and to the printer and finally – on to the Customer. Any product bearing a FSC on-product label is one that has been documented as environmentally responsible. TPH® will give purchasing preference to fiber originating from FSC-certified sources.

The Printing House Ltd.™ does have other CoC certifications, as mentioned earlier, including the Programme for the Endorsement of Forest Certification (PEFC), and the Sustainable Forestry Initiative (SFI).

## Avoiding Controversial Sources

The Printing House Ltd.™ does not purchase paper products from other highly controversial sources including: companies that are logging forests illegally [iv]; forests that comprise habitats of threatened, endangered, or imperiled species [v]; intact [vi] and old growth forests; tree plantations [vii] established after 1994 through the conversion or simplification of natural forests [viii]; or areas being logged in contravention of First Nations/tribal/indigenous peoples' rights. Furthermore, we will work with and communicate to our Customers to encourage these same responsible choices.

## Plantations

The Printing House Ltd.™ will continue to source paper with fiber originating from FSC-certified, well-managed, longstanding plantations or from new fiber plantations established on degraded agricultural or pasture lands. The Printing House will encourage paper suppliers to abandon the practice of conversion of natural forests to plantations (more details are given in endnotes 7 and 8).

We have already taken steps in that direction, with the introduction of the TPH® Forest, a tree plantation site created in partnership with The Carbon Farmer. The forest is made up of four types of trees: White Spruce, Balsam Poplar, Odegepole Pine, and Trembling Aspen. These trees have been carefully selected by an environmental professional to help repopulate the forest and bring back the native wildlife to the area. This particular forest is located in Alberta and our goal is to eventually have forests that are local to each province where we operate.

## Illegal Logging

The Printing House Ltd.™ is committed to working with its paper suppliers and other stakeholders to ensure that illegally sourced fibers are not used in the manufacturing of paper purchased by TPH® (see details in endnote 4).

## Reduce Greenhouse Gas Footprint

The Printing House Ltd.™ will strive to reduce its greenhouse gas (GHG) footprint and consequent impacts on climate change. Towards this end, we will implement the following strategies:

- Engage suppliers to curb deforestation and/or fragmentation of intact forests.
- 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 [ix].

The Printing House Ltd.™ has a system in place to limit its GHG Footprint, we were among the first to implement such strategies and we aim to continuously improve ourselves. These are some of the ways we have reduced our impact:

- Reduce, reuse, and recycle all the waste produced including paper and chemical products. If not possible, waste is dealt with in an appropriate manner to minimize risk to the environment.
- Use 'Print-on-Demand' system to save energy by printing less and decrease waste by printing only what is needed.
- Following a 'Distribute-then-Print' system that reduces emissions from shipping and transit.

## 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. [x] Therefore, The Printing House Ltd.™ will:

- Give preference to paper with high-recycled content and specifically post-consumer waste content, and to progressively set targets to increase recycled content while meeting the physical and performance demands required for the individual product.
- Encourage suppliers to continuously improve and expand the availability of recycled content in papers.
- Monitor current consumption of recycled paper to produce definite consumption percentages and based on results would give more detailed future goals.
- Work with our Customers to maximize the overall recycled fiber content of its papers to a minimum average of 5% per year.

## Develop Agricultural Residue Fiber Sources

The Printing House Ltd.™ will work with suppliers and Canopy to explore and encourage the development of agricultural residues and fibers [xi] 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, TPH® will:

- Source papers from alternative fibers such as flax, wheat straw or other agricultural residues, when possible.
- Participate in research and development of commercial scale production of pulp and paper from alternative fiber sources. TPH® may offer press time for trials and use the paper experimentally with different projects.

## Increase Paper Efficiency and Decrease Consumption

The Printing House Ltd.™ is committed to increasing its paper efficiency and reducing its waste and has already taken steps through the following measures[4]:

- Improving efficiency in paper use, including efforts to reduce waste from material handling, inefficient job layout, pressroom, binding and finishing, shipping and receiving and miscellaneous waste.
- Promoting continuous technical advances in paper basis weight reduction and design and printing methods to minimize process waste.
- Supporting the use and development of appropriate technology platforms as alternatives to paper consumption.
- Closing the loop on paper use in North America, and supporting local paper recycling initiatives (such as donating 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).

## Prevent Pollution

Paper manufacturing is a resource-intensive process that can lead to air and water emissions that impact overall environmental quality.

- The Printing House Ltd.™ will give purchasing preference to paper that is chlorine free and has been processed utilizing responsible bleaching technologies such as Process and Totally Chlorine Free (PCF and TCF) bleaching.
- The Printing House Ltd.™ will give preference to suppliers that monitor and reduce overall emissions by adopting the latest technologies and practices to minimize air and water pollution. We will ask prospective suppliers for a description of how they are meeting legal requirements and reporting annually on plant performance related to these issues. [v]

## Setting Benchmarks, Timelines, and other Accountability Mechanisms

The Printing House Ltd.™ will establish and is currently working on benchmarks, timelines, and other accountability mechanisms to implement this policy, and to review this process annually.

## Involving all Stakeholders in the process

The Printing House Ltd.™ will involve Employees, suppliers, shareholders and Customers in the implementation of this paper procurement policy. It is our belief that every person from the President to the newest Employee has a role in helping the environment.

## Working with Incumbent Suppliers

The Printing House Ltd.™ has chosen current suppliers with disclosed information about their practices. We work with our suppliers on identifying compliance matters and believe that environmental responsibility is a good business practice.

## Promote Industry Leadership

The Printing House Ltd.™ recognizes the benefit of creating environmental awareness among its Customers, Employees and peers. As implementation progresses TPH® will:

- Note the post-consumer content of the paper and/or use the Ancient Forest Friendly logo where appropriate.
- Incorporate our environmental commitment into web and electronic forums as appropriate.
- Initiate campaigns that help promote Ancient Forest Friendly initiatives (such as advertisements, store displays, etc).
- Commit to promoting ancient and endangered forest friendly paper procurement policies with other printers and paper buyers, suppliers, Customers, and advertisers.
- Work with suppliers, Canopy, non-governmental organizations and other stakeholders in protecting endangered and ancient forests, improving forest management and production practices, and reducing demand on forests.

# Summary

The Printing House Ltd.™ is committed to continuously improving our environmental practices to ensure that we:

- Avoid all/any paper from ancient and endangered Forests and any Controversial sources.
- Reducing our greenhouse gas emissions.
- Increasing our recycled content year by year.
- Help developing use of non-wood fibers.
- Increase our paper efficiency and decrease consumption.
- Prevent any pollution through the paper we purchase.
- Set goals to ensure best practices and improvements in all the points above.
- Involve all stakeholders to help spread our environmental initiatives and influence others to follow our steps and improve as well.
- Ensure that all our suppliers as well as our teams understand our new initiatives and commit to it in turn.

This policy has been approved by:



Jamie O'Born  
President  
The Printing House Ltd  
October 1, 2015

# References

[i] The Printing House Ltd.™ recognizes definitions, identifying traits and characteristics of endangered forests that have attained broad acceptance by the conservation science community and environmental NGOs. Of particular note are the forested “biodiversity hotspots” – eco-regions located mainly in the tropics and identified by conservation scientists as having a minimum of 1500 endemic plant species and as having already lost 30 percent or more of their original habitat. World Wildlife Fund has defined global rarity as biomes or major habitat types represented by less than eight distinct regions around the world. Included in this category are temperate rainforests and Mediterranean habitats. Wilderness areas are characterized by at least one million square kilometers that have a population density of less than one person per square kilometer. The “high biodiversity wilderness areas” include a minimum of 1500 endemic plant species.

Endangered forests and ecosystems:

- Forests harboring a rich array of biodiversity that have been heavily impacted by human activity
- Global forest types that are naturally rare and threatened
- Forested wilderness areas, including those that are rich in species diversity, contain threatened species, or provide critical ecosystem services
- Old growth forests that have not previously been subject to commercial logging

For more information on the definitions of ancient and endangered forests, please go to:

<http://canopyplanet.org/index.php?page=science-behind-the-brand>

[ii] Environmentally friendly fiber sources include:

- Post-consumer recycled waste fiber
- Pre-consumer recycled fiber
- Agricultural residue defined in Endnote [vi]
- Fiber from FSC-certified tenures (no controlled wood from controlled wood tenures)

[iii] Where conservation solutions are finalized we will consider sourcing from the Great Bear Rainforest, located in coastal temperate rainforests that originally covered 0.2% of the planet, and now less than 25% of the original forests remain. The 2006 Great Bear Rainforest Agreements signed between environmentalists, logging companies, First Nations and the British Columbia Government includes the creation of a new land management regime called Ecosystem-Based Management that includes more than 4.9 million acres (two million hectares) protected from logging and new lighter touch logging regulations applied outside of protected areas. All stakeholders have now agreed and efforts are underway to have governments fully implement the agreement by 2015.

[iv] Legal forest management: Management that complies with all applicable international, national, and local laws, including environmental, forestry, and civil rights laws and treaties.

[v] A good source to identify endangered, threatened and imperiled species is NatureServe’s Conservation Status rankings for imperiled species that are at high risk of extinction due to very restricted range, very few populations (often 20 or fewer), steep declines in populations, or other factors.

[vi] An Intact Forest Landscape (IFL) is an unbroken expanse of natural ecosystems within the zone of current forest extent, showing no signs of significant human activity, and large enough that all native biodiversity, including viable populations of wide-ranging species, could be maintained. <http://www.intactforests.org>

[vii] Plantations are areas planted predominantly with non-native trees or other commercial plants. Forests comprised of native species can also be managed as plantations, including via single species plantings on sites that would normally support multiple species, exclusion of other species via herbicide applications, short logging rotations that preclude the development of forest composition and structure, and/or other practices.

[viii] The goal to ensure no fiber comes from tree plantations established after 1994 through the conversion or simplification of natural forests is under review pending our ability to procure sufficient paper supplies without it and having a credible verification system in place with our supply chain partners

[ix] Rolland and Leipa are examples of mills with credible greenhouse gas reduction initiatives. Burning biomass for energy is proving to not be carbon neutral. Manomet Report, 2010

[x] Paper Task Force Report and Environmental Paper Network Paper Calculator. “The scientific basis for these conclusions is the analysis of the Paper Task Force, 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.” <http://c.environmentalpaper.org/>

[xi] 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 forestland to on purpose crops is not an issue, kenaf and other on purpose crops can also be included here. (Agricultural residues are not from on purpose crops that replace forest stands or food crops).

[xii] Companies have been known to achieve a 30% reduction in less than a year.