



HEINRICH ENVELOPE CORPORATION®

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**Heinrich Envelope Corporation Receives Forest Stewardship Council Certification
from the Rainforest Alliance**

Heinrich Envelope Corporation, an envelope converter, based in Minneapolis, Minnesota, has earned Forest Stewardship Council (FSC) Chain-of-Custody certification from the Rainforest Alliance's SmartWood program. This certification reflects a growing trend in the paper and printing industry of companies making more environmentally and socially responsible supply chain decisions.

"We are proud to have achieved Chain-of-Custody certification. Environmentally appropriate forest management and Chain-of-Custody procedures are a responsibility that we bear for future generations. Our FSC certification provides a way to help our customers think green," says Jim Bergman, Heinrich Envelope's Operation Manager.

The FSC is the global standard-setter in responsible forest management. Chain-of-Custody certification guarantees that wood that comes from certified, responsibly managed forestlands is tracked throughout the supply chain, from the forest to the consumer. Conscientious consumers can look for the FSC logo on wood products to know they are supporting forest management that protects biodiversity and supports local communities.

Heinrich Envelope Corporation has been a converter, printer and creator of envelopes since 1898. Heinrich Envelope's diverse machinery allows them to convert and print a wide array of envelope to meet their customers' needs.

"We are very pleased to work with Heinrich Envelope Corporation to bring FSC Chain-of-Custody certification to their location in Minneapolis, MN," said Emily Jaklitsch, US CoC Associate for the Midwest Region for the Rainforest Alliance's SmartWood program, which is the leading certifier of forests to the FSC standards globally. "Heinrich Envelope's company-wide commitment to supplying FSC-certified envelopes sends a clear message to their customers: that environmental responsibility is part of good customer service. In the increasingly competitive marketplace, that's just smart business."

About 40 percent of all commercially traded timber globally is used to produce paper, according to the FSC. And paper consumption is expected to grow by about 50 percent in the next few years. The US is the biggest market for paper products globally, producing 90 million tons of paper and consuming 100 million tons of paper each year, according to the FSC.

The paper and printing industry have made big strides recently in focusing on responsible supply chain decisions. In the past few years, several hundred pulp providers, mills, merchants and printers globally have obtained FSC certification. Companies such as Nordstrom, Inc.; Williams-Sonoma, Inc.; and Limited Brands (the parent company of Victoria's Secret) have all begun using FSC-certified paper in their catalogs and other printed materials. Also, the Rainforest Alliance worked with Scholastic Inc. on using FSC-certified paper in the initial US printing of the final *Harry Potter* book. At 22 million pounds, it was the largest single purchase of FSC-certified paper to date.

FSC certification ensures that forestry operations meet a set of environmental, social and economic criteria covering compliance with laws and international treaties, land-use and indigenous peoples' rights, community relations, biodiversity conservation and maintenance of high conservation value forests, among other things.

The area of FSC-certified forestlands has nearly doubled in the past three years to a total of 94 million hectares to date. This growth has opened up a burgeoning supply of certified wood products including lumber, paper, furniture and decking from responsibly managed forests. Increasing consumer interest in FSC-certified products ensures that forest operations have economic incentives to manage their lands responsibly.

The Rainforest Alliance, an international nonprofit conservation organization, is the world's leading certifier of forestlands to the FSC standards. To date, the organization has certified more than 105 million acres of forestland. The Rainforest Alliance works with businesses in making more responsible choices by using market forces to protect our natural resources and support workers and local communities.

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. For more information, visit www.rainforest-alliance.org. For media queries, contact gruethling@ra.org or 646-452-1939.

