

by Judith Szarmach

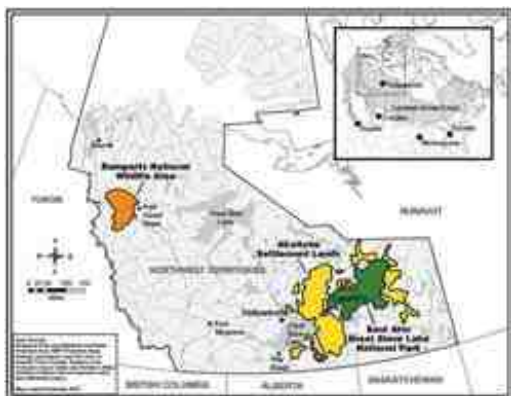
New Report on Forest Certification Highlights 'Why' FSC is Best Practice

A new report by EEM, Inc., a Montreal based environmental consulting company, identified the Forest Stewardship Council (FSC) as the best standard for forest certification. "Though the Sustainable Forestry Initiative (SFI) has taken positive steps to make its board autonomous from the American Forest and Paper Association, and to strengthen requirements for tracking fiber, FSC is still widely regarded as adhering to the best practices in forest management as it is the only certification system that: 1) Adequately protects endangered forests 2) prevents conversion of natural forests to single species tree plantations; and 3) requires a consensus solution when conflicts arise with indigenous communities." For a detailed comparison read EEM Paper Buyer's Guide (www.eem.ca).

Vast Areas of Boreal Protected

In late November, the Canadian government announced one of the largest land conservation agreements in North American history, which will protect 25.5 million acres of the Canadian Boreal forest—an area equal in size to 11 Yellowstone National Parks. This is great news for one of the world's last large intact spans of frontier forests, which is relied upon by a wide diversity of wildlife as well as hundreds of indigenous communities.

For more information visit <http://www.borealbirds.org>



New Leaf Primavera Paper Information

New Leaf Primavera paper is a true market leader combining high brightness, high print fidelity, competitive pricing and leading environmental specifications. This double-coated sheet is made with 80% recycled content, including 60% post-consumer waste. The 20% virgin fiber comes from sustainably managed forests and is FSC certified. Primavera Gloss is manufactured with electricity that is offset with Green-e® certified renewable energy certificates.

Basis Weight	Brightness	Opacity	Caliper
88#	91	95	3.9
101#	91	96	4.5

Glatfelter Natures Paper Now FSC Certified

Glatfelter has once again raised the bar with Natures Book. It is now chain of custody certified by the Forest Stewardship Council (FSC), containing 30% post-consumer waste.

Basis Weight	Brightness	Opacity
45#	74	91
50#	74	92
55#	74	93
60#	74	94

Earth Day Is April 22

Each Year, the United Nations celebrates Earth Day (founded by John McConnell in 1969) which coincides with the March equinox (around March 20). Canada and the United States celebrate **Earth Day** April 22 during **Earth Week**, which falls between April 16 - April 25 depending on the city.

Since 1970, Earth Day has marked the anniversary of the birth of the modern environmental movement.

On April 22, 1970, 20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment. Earth Day is the only event celebrated simultaneously around the globe by people of all backgrounds, faiths and nationalities. More than a half billion people participate in Earth Day Network campaigns every year.

More than 6 million Canadians join 500 million people in over 180 countries in staging events and projects to address local environmental issues. Nearly every school child in Canada takes part in an Earth Day activity

For more information, please visit www.earthday.net

This Earth Day, why not demonstrate your commitment to the environment by committing to publish eco-friendly books?



Recycled Paper Usage at Friesens

Book text components printed at Friesens on recycled paper hit a new record in 2007 to a total of 58.18%.

More and more customers are demonstrating a genuine concern for the environment and are therefore using paper that contains PCW (post consumer waste).

Recycled Paper Usage Comparison 2004 - 2007

Recycled	Data	2004	2005	2006	2007
No	Pounds Issued % of Total	12,500,554 65.32%	14,690,140 70.34%	10,780,627 48.95%	9,961,216 41.85%
Yes	Pounds Issued % of Total	6,638,214 34.68%	6,194,866 29.66%	11,242,216 51.05%	13,856,555 58.18%
Total Pounds Issued		19,138,767	20,885,006	22,022,843	23,817,771

Forest-Friendly Papers at Friesens

Friesens maintains a large inventory of recycled and FSC stock. Additional recycled stock is available with proper notice.

For more information, please contact your Friesens representative or call 204-324-6401.

Friesens 'Floor' Stock

Paper Name Description	Basis Weight	PCW%	FSC Certified
Rolland Enviro	60# White	100%	Yes
Rolland Enviro	55# Natural	100%	Yes
Sterling Matte	70/80/100#	10%	No
Sterling Gloss	70/80/100#	10%	No
Premium Garda Silk	70/80/100#	0%	Yes
Premium Garda Gloss	80#	0%	Yes
Rolland Opaque	50/60#	30%	Yes

3-4 Weeks Delivery¹

Paper Name/ Description	PCW%	FSC Certified
Signature True Dull/Gloss	10%	No
Glatfelter Natures	30%	Yes
Productolith Pts	10%	Yes
Utopia Matte/Gloss	10%	No
Primavera Gloss (sheets)	60%	Yes
Lustro Dull/Gloss	10%	No
Reincarnation Matte	Up to 50%	No

¹ Lead time may vary up to 5-7 weeks, depending on basis weight and roll size.