

EST.  1907

FRIESENS

— EMPLOYEE-OWNED —

Legacy
of 
Green



TREE TRIVIA

Trees clean the air, removing pollution such as carbon monoxide, sulfur dioxide and nitrogen dioxide.

One mature 'leafy' tree produces enough oxygen for ten people to breathe each year.

Trees absorb and remove harmful pollutants from soil, reducing soil erosion.

In summer, shade from trees reduces the need for air conditioning.

Tree windbreaks break the force of winter winds and can reduce home heating costs up to 30%.

Trees reduce flooding. In fact, one fully grown Colorado Blue Spruce can intercept more than 1000 gallons of water annually.

Trees store carbon and wood thereby reducing carbon dioxide, which contributes to global warming.

Tree roots bind the soil, controlling soil erosion.

*Protecting the environment is
everyone's business.*

INTRODUCTION

Friesens' commitment to the environment is built around making the best use of all of our resources and minimizing our ecological footprint.

We try to use our resources as carefully as possible—reusing and recycling whatever we can. All recyclable materials that leave our plants are sent to recycling facilities.

It is our intention to protect our people, customers, community, and our natural environment in order to ensure the health of the world. We do this by taking steps to prevent or minimize any adverse impacts that might result from our operations and products. We regularly evaluate

compliance with all environmental laws and regulations, and introduce best practice standards throughout our firm.

We have long been a steward of our environment, and we support initiatives that result in long-term environmental, social, and economic benefits.



Chad Friesen,
CEO

DID YOU KNOW?

Paper Facts

Last year, book text components printed at Friesens on recycled paper hit a record 50%. Well ahead of current book industry goals, this achievement is a tribute to Friesens' customers who continually demonstrate their commitment to the environment. Most paper is made using a combination of wood by-products (chips) from the lumber industry and recycled paper rather than whole trees. Responsible wood, pulp, and paper production ensures healthy, growing forests. Friesens works with the Environmental Paper Network and provides an eco-calculator for customers so they can calculate the trees, water, and energy saved when using recycled paper.

Approximately 90% of the paper Friesens uses is FSC (Forest Stewardship Council) certified. Forest stewardship certification ensures wood comes from well-managed forests.

- 100% of the coated paper we use is FSC certified
- Approximately 80% of the uncoated paper we use is FSC certified

Other interesting paper facts:

- Friesens uses approximately 13,000 tons of paper per year
- Friesens recycles approximately 60 tons of board and paper per week
- Friesens bails and recycles 100% of paper waste from the pressroom, bindery, prepress, and offices
- 156 truckloads of recyclable material leave our plant every year

Pressroom Facts

- We use vegetable-based inks
- We use alcohol-free blanket wash
- We minimize waste by using reusable rags
- We use reusable skids
- We receive our ink in reusable barrels
- We recycle 267,000 pounds of aluminum plates annually

Other Facts

- Friesens was the first FSC certified printing company in Canada
- We created a waste management system that helps us successfully track our waste and minimize waste in the production of your books
- We eliminated the use of Styrofoam cups and trays in our lunchrooms
- We participate in our local community recycling program so our employee-owners can minimize garbage going to our landfill
- Hydroelectric power and wind farms provide energy for our plants



FRIESENS' ENVIRONMENTAL VISION AND GOALS

Vision

Friesens will be an earth-friendly business through sustainable practices and eco-education.

Goals

- Help customers source and incorporate environmentally friendly solutions
- Increase the use of environmentally friendly products
- Reduce, Recycle, Reuse in our own workplace

Tactics

- Work with mills to reduce the cost of forest-friendly paper
- Increase the percentage of PCW (post-consumer waste) paper tonnage we use annually
- Increase the percentage of FSC paper tonnage we use annually
- Ensure all marketing and sales materials are produced on FSC or recycled paper




Friesens has established a detailed Ancient and Endangered Forest Purchasing Policy. This policy provides clear guidelines and implementation measures to fulfill our commitment to being sustainable. We have also established an extensive Eco-Friendly Paper Stocking Program to promote and encourage the use of eco-friendly papers.


FRIESENS ECO LABELLING PROGRAMS

Friesens offers three types of environmental labelling:

Eco Audit Label

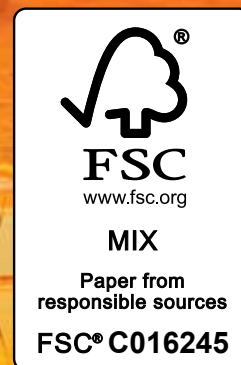
The Eco Audit Label shows environmental resources have been saved by using PCW paper. Based on calculations by the Environmental Paper Network, the label shows the benefits of using PCW paper.

ENVIRONMENTAL BENEFITS STATEMENT				
 Friesens Book Division saved the following resources by printing the pages of this book on chlorine free paper made with 100% post-consumer waste.				
TREES	WATER	ENERGY	SOLID WASTE	GREENHOUSE GASES
14	3,200	7	64	8,220
FULLY GROWN	GALLONS	MILLION BTUs	POUNDS	POUNDS

 Environmental impact estimates were made using the Environmental Paper Network Paper Calculator 4.0. For more information visit www.papercalculator.org.

Forest Stewardship Council® (FSC) Label

The Forest Stewardship Council Label shows that the wood fibre in the paper has been tracked from a certified forest to the end user. This paper designation confirms the pulp used comes from responsibly managed forests.



Ancient Forest Friendly™ (AFF) Label

The Ancient Forest Friendly™ Label certifies that the pulp used to make this paper is sourced from regions that do not contain any ancient forests. Ancient and endangered forests are defined as intact forest landscape mosaics, naturally rare forest types, forest types that have been made rare due to human activity, and/or other forests that are ecologically critical for the protection of biological diversity.



Ancient Forest Friendly™

Process for Obtaining an Eco-Label

- Contact your Friesens sales or customer service representative
- Select paper with one or all of the above designations for text and cover components
- Confirm final specifications of the book

Based on confirmed specifications meeting the designated criteria, Friesens will send you the appropriate label.



FRIESENS ECO-FRIENDLY PARTNERS

Canopy

The world's ancient and endangered forests are being logged at an alarming rate, putting species, communities, and our climate at risk. Canopy, a not-for-profit organization, works with the forest industry's biggest customers and their suppliers to develop business solutions that protect endangered forests. We are working closely with Canopy on policy implementation to ensure we carefully assess our fibre sourcing to avoid ancient and endangered forest regions.

Please visit www.canopyplanet.org for more information.

Forest Stewardship Council

The Forest Stewardship Council® (FSC) is an international certification and labelling system for products that come from responsibly managed forests and other responsible sources.

Products sold with the FSC label help businesses and consumers make informed choices about the forest products they buy, and create positive change to keep our forests thriving for future generations.

Please visit www.fsc.org for more information.

Environmental Paper Network

The Environmental Paper Network (EPN) is a worldwide network of over 140 civil society organizations working together toward the Global Paper Vision. This vision expresses their common goal to create change in the pulp and paper industry and in wider society, so that paper production and use contributes to a clean, healthy, just, and sustainable future for life on earth.

Please visit www.environmentalpaper.org for more information.

ECO GLOSSARY

Acid-Free Paper is paper that has a neutral or basic pH (7 or slightly greater). It addresses the problem of preserving documents for long periods of time.

Agricultural alternatives are non-wood plants, grown intentionally for paper and other products.

Ancient forests are forest areas that are relatively undisturbed by human activity. The following features characterize ancient forests:

- Naturally regenerated and dominated by a range of indigenous tree species
- Wide variance of tree size, age, and spacing
- Trees are large for the combination of species and site
- Forest canopy has many openings and floor is lush with ferns, berry bushes, mosses, etc.
- Multiple canopy layers
- Support old-growth-dependent species like the endangered spotted owl

Chain of Custody (COC)

Certification is the certification code appearing on FSC labels, which means that the forest has been certified and the wood fibre in the paper has been tracked from the certified forest to the end user.

Managed forestry is the responsible use of natural resources through a certification process with the goal being to manage resources and eliminate the destruction of ancient forests.

Post-consumer waste (PCW) is material that has been used by a consumer and returned through a recycling program where it is processed to make new paper.

Note: According to the EPA, paper requires the following PCW to be classified as recycled:

- Uncoated paper – minimum of 30%
- Coated paper – minimum of 10%

Pre-consumer waste is material that has not met its intended use by consumers e.g., an unsold magazine or newspaper.

Processed chlorine free (PCF) is the best bleaching process for post-consumer fibre, using oxygen-based compounds instead of chlorine-based compounds.

Virgin fibre is material that originates from forests or agricultural sources that has not been previously used in a product.

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