

NEWS

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FOR IMMEDIATE RELEASE:

St Ives Cleveland Earns Environmental “Chain of Custody” Certification

CLEVELAND, Ohio (March 12, 2007) – St Ives Inc Cleveland, a full-service print communications provider, has earned the Forest Stewardship Council’s Chain of Custody certification from the Rainforest Alliance™. The Chain of Custody certification assures customers that papers showing the FSC logo are certified by SmartWood to the FSC standards. The copyrighted logo indicates that the product carrying it can be tracked back to the forest from which it came.

“Earning the Forest Stewardship Council’s Chain of Custody certification reinforces St Ives’ strong commitment to the environment,” says St Ives Inc Cleveland Senior Vice President and General Manager Mark Berkey. “Printing on FSC-certified papers carrying the FSC logo shows a customer’s commitment to supporting a healthy environment and responsible forest management.”

The Rainforest Alliance™ works to promote eco-systems and the people and wildlife that live within them by implementing better business practices for biodiversity and conservation. FSC certification tracks the integrity of the product through its life cycle from the forest to the pulp, paper mill, distributor, printer and finally to the consumer.

Berkey adds: “St Ives Cleveland practices other environmentally conscious initiatives including a stringent approach to material recycling, meticulous inventory management, energy conservation and the use of available soy ink systems.”

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An auditor from the Rainforest Alliance™ conducted an on-site inspection of the St Ives Cleveland plant to assure its compliance complete with the required workflow documentation against FSC standards. The Chain of Custody certification gives St Ives the right to use the Rainforest Alliance™ Certified seal and FSC trademark, both on and off printed products. St Ives is the first printing company so authorized in Cleveland and only the third printing company so designated in the entire state of Ohio.

St Ives Inc Cleveland is an award-winning print communications provider specializing in creative, letter shop, and combination digital, sheet-fed and web commercial printing and fulfillment services. St Ives Inc Cleveland is located at 4437 East 49th Street, Cleveland, OH 44125; telephone 800-634-1262 or 216-271-5300, fax 216-271-7650. The company is ISO-9001: 2000 certified with a focus on total quality management. Its FSC certification No. is SW-COC-002235 © 1996 Forest Stewardship Council A.C. St Ives US Division with facilities in Cleveland, Ohio, Miami and Hollywood, Florida, are subsidiaries of St Ives plc of London, England. For more information visit www.st-ives-usa.com.



PDF Caption: *The Forest Stewardship Council logo assures that the product carrying it can be tracked back to the forest from which it came. This Chain of Custody certification enables inventory-controlled products to be identified as having come from an FSC-certified forest.*