

# FLOWER CITY

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## PRINTING

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### FOR IMMEDIATE RELEASE:

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**Rochester, NY, March 17, 2008** – To further its commitment to environmentally responsible manufacturing and to promote sustainable forestry, Flower City Printing (FCP®) has received Chain-of-Custody (CoC) certification through FSC/SFI/PEFC\*\* and can now verify that papers used to manufacture printed products are made from certified, well-managed forests and not from areas that were illegally harvested. CoC certification is the process of tracking and recording the possession and transfer of wood and fiber from the forests of origin through the different stages of production to the end user. FCP® has systems in place to support the CoC process and to provide assurances to its customers that products meet all FSC/SFI/PEFC criteria.

Other eco-friendly initiatives at FCP® include a recycling program in which approximately 200 tons of paper waste is recycled monthly. Other waste grade corrugated, box board, styrene and plastic is also baled and recycled. Vegetable-based inks and alcohol-free press fountain solutions have been used in the pressroom since the mid-1980s and zero discharge and chemical recycling policies are followed. In addition, an ink pumping station is currently being installed that will deliver process inks directly to the presses from recyclable ink bladders inside reusable 55 gallon drums. This process will eliminate waste from non-recyclable metal ink containers.

Flower City Printing, founded in 1970, is the premier large-format printer in the United States with annual sales in excess of \$55 million. The company is headquartered in Rochester, NY and operates 380,000 sq. ft. of manufacturing, warehouse, kit-packing and distribution space. Primary products include point-of-purchase and point-of-sale displays, folding cartons, top sheets, litho labels, tags, dimensional mailers, posters, window signs and ceiling signs for national retailers and brands.

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FSC - Forest Stewardship Council (#BVC-COC-080203)

SFI – Sustainable Forestry Initiative (#BV-SFICOC-US08000081)

PEFC – Program for the Endorsement of Forest Certification (#BVC-PEFCOCO-US08000082)