

paper clips

summer 2009

bigger portfolio, bigger accomplishments, bigger goals

Webcom constantly strives to set new targets for environmentally responsible printing practices. In 2008, Webcom increased its usage of recycled paper from 13% to 30%, developed a customized environmental tracking report, installed new equipment that significantly reduced pollution and improved production efficiencies, and much more. In 2009, the Legacy line of Webcom's environmental papers was expanded as part of an overall paper portfolio move from 19 grades to 28 grades. Not only is the Legacy line more varied and versatile, the Standard Publishing and Select Savings lines have been broadened to contain FSC-certified grades. For more information on our

complete paper line-up, please visit <http://www.webcomlink.com/blackwhitegreen.asp> or view the attached paper portfolio overview ([PDF download](#)).

related industry links

- www.fscscanada.org
- www.canopyplanet.org
- www.greenpressinitiative.org
- www.bowater.com
- www.fraserpapers.com
- www.printaction.com/environmental-printing-awards

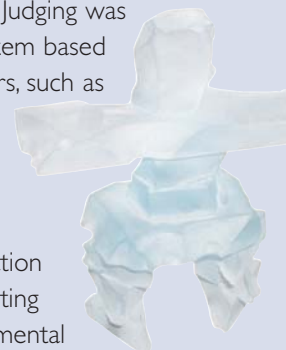


Webcom's overall environmental policy has been consistently and enthusiastically upheld, as we make ongoing steps towards achieving various goals that will help to minimize the impact the printing industry has on the environment. The Green Press Initiative

recommended that by 2012, the industry goal should be to increase the use of recycled paper to 30% of overall paper usage; by the end of 2008, Webcom had already met that industry target and now continues to work towards outstanding environmental integrity – with aims to move towards over 40% recycled content.

webcom wins another award!

In February of 2009, the Environmental Printing Awards honoured Webcom with a Silver award in the category, Most Environmentally Progressive Printer in Canada (100 + Employees). This award recognition is a testament to the company-wide commitment to environmental improvement through all aspects of Webcom's business practices. Judging was done using a new scoring system based on 28 environmental indicators, such as having a formal environmental policy with set goals for short and long-term environmental improvement, participation in forest certification programs, and broadly promoting active involvement in environmental initiatives.



contents

bigger and better for Webcom

over 200 publishers polled

markets initiative becomes Canopy

paper suppliers face economic challenges

over 200 publishers polled

In early 2009, Webcom sponsored a webinar on successful "green" publishing, hosted by Publishers Weekly and moderated by the head of Green Press Initiative, Tyson Millar. Those publishers who registered were polled for their interests and opinions about environmental issues.

The response to environmental printing at the publisher level indicated that a majority (74%) would definitely use or consider recycled paper. Despite this interest, publishers seemed unsure about what percentage of post-consumer waste (PCW) they expected in their recycled paper:

- More than half of the respondents simply didn't know what minimum amount of PCW to expect from a recycled paper.
- Those that did have a specific number in mind leaned towards 30%, an unfortunate downturn from the standard 50% of years past. Green Press Initiative has suggested that this trend towards PCW percentage is mainly driven by printers and the papers they offer.
- While the majority of Webcom's Legacy grades contain 100% PCW, many printers provide a 30% PCW paper option as their minimum.

(...continued, see "200 polled")



markets initiative celebrates 10 years of success with a new name

After ten years of tireless devotion to improving North America's forestry sector – as indicated by their new tagline, "Transforming Business For the Planet" – Markets Initiative is changing its name to Canopy. This name reflects their commitment to the environment and their long-term goals in maintaining the forest canopies of the world.



This year, Canopy is again hosting its annual Paper Futures conference to be co-sponsored by Webcom. The topic for

2009 is "Leading the Way to a Green Bottom Line", and the focus of the conference will be to cultivate a network of paper consumers and suppliers to discuss issues of sustainability, to build understanding of these issues, to identify future trends in environmental paper production, and to provide tools for businesses to find greater success in implementing eco-friendly policies. With a history of successes in convincing big names to go green, Canopy anticipates helping corporations evolve in their thinking and practices towards a more sustainable business model even more in the years to come.

200 polled

Uncertainty extended into publishers' preferences for one certification over another:

- 50% were unsure
- 25% felt certification under any program would suffice
- Of those who had a distinct preference, Forest Stewardship Council (FSC) was more widely sought after than Sustainable Forestry Initiative

All this gathered data suggests that while publishers are moving more towards the use of environmentally friendly paper, companies have yet to open a dialogue about certification and post-consumer waste percentages on a large scale as an industry standard. The FSC emerged as the most recognized of forest certifications and is becoming more and more widespread, but other popular certification programs exist as well. Education about the meanings of specific brands and certifications still appears to be sparse, despite the overall positive attitude towards moving in a more "green" direction.



paper suppliers face economic challenges

A decrease in demand for paper products only emphasizes economic trends that have long been observed: newspapers are going out of business, and consumers are moving away from printed format and towards digital literature. After a difficult first quarter in 2009, some of the world's paper giants are faced with these issues, as well as the looming concern of our current economy's uncertain state. Among those companies being forced to reconsider their business models and crank into high gear to keep up are AbitibiBowater and Fraser Papers. AbitibiBowater, the company that arose from the 2007 merging of Bowater and Abitibi-Consolidated, has seen a fall in sales in recent months – as has Fraser Papers, which operates from Toronto, Ontario.

Each of the massive pulp and paper suppliers were forced to enter into bankruptcy protection in the first half of 2009. Although overall sales have fallen for both of these big companies, most of it is driven by the lumber market and less by pulp and paper; paper itself (despite the exciting prospect of digital format books) has continued to be a product that sells. Even with the growing presence of the E-Reader, customers love the feel of a book in their hands – AbitibiBowater and Fraser Papers are still able to rely on a steady source of income from that division of their companies. As groundwood papers remain a viable and widely used paper in the production of books, catalogs, directories and other applications – and not just in newspapers – AbitibiBowater can rely on continued usage

from printers worldwide. Fraser Papers is in the same boat, easily identifying demand within the printing industry for its product.

Despite the obstacles facing these companies in these trying economic times, Webcom has experienced complete reliability and continuity with ongoing delivery of paper stock sourced through AbitibiBowater and Fraser Papers. As always, the companies are responsive and happy to see to the needs of the printing business, and continue to be cost competitive – even offering lower prices in some instances. AbitibiBowater and Fraser Papers are certain to fight their way through today's economic slump. In the meantime, Webcom will continue to build assurances for steady availability of paper inventory, mitigating risk to book production in every way possible.