

green growth

Between 2005 and 2007, usage of Legacy grades grew from 3% to 17% of our total paper tonnage. The savings to the environment continues to grow each year.

18,454
trees were saved
for our forests

Preserving our environment

By using Legacy papers, Webcom's customers achieve combined annual environmental savings about the same as¹:

energy	water	greenhouse gases	solid waste
141 homes	10 Olympic size pools	147 cars per year	31 garbage trucks

¹Estimates were made using the Environmental Defense Paper Calculator.

many shades of green

Webcom's Legacy papers are available in a full range of grades, finishes and weights tailored to meet your unique requirements.

- for high quality products where a high-bulk, fine paper is preferred, we offer an excellent variety of 45-60lb options containing 30-100% post-consumer waste.
- 100% recycled groundwood options are available to address economical requirements
- lightweight FSC-papers (including newsprint) are practical choices that minimize shipping costs for large page extent catalogs and directories.



This brochure was printed on 100% post-consumer recycled paper, FSC-certified to ensure the source of recycled content.



Recycled
Supporting responsible use of forest resources
www.fsc.org Cert no. SW-COC-002358
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WEBCOM
books and beyond

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environmental steps

more than one step

recycled paper

The greatest environmental gain when producing books, catalogs or directories will come from increased use of recycled paper. It is a natural first step that many publishers, businesses, colleges and universities have already taken.

industry targets

According to Green Press Initiative, the average amount of recycled paper used in 2007 was 5%. During the same time frame, customers taking advantage of Webcom's Legacy papers were already using an average of 13% recycled content. This advanced lead over the industry average gave credence to our stretched target of 40% recycled usage by 2012 compared to the proposed target of 30% usage set by GPI.

Recycled content by 2012

Webcom target
40%

Industry target
30%

WEBCOM
books and beyond

every step of the way

While a broad measurement of carbon footprint involves the average volume of greenhouse gases emitted in a production process, the use of recycled paper is the most effective measurement of environmental impact in book manufacturing. We also take a number of other important steps, such as:

- all Webcom's books are printed with vegetable-based inks that use renewable resources and fewer pollutants
- by optimizing trim size, we minimize paper waste and reduce costs
- our cold-set printing presses minimize energy use and reduce the release of Volatile Organic Compounds into the atmosphere by 97% compared to a heat-set process
- lay-flat Otabind employs a water-based, cold-set glue that requires little energy to apply and recycles more easily than traditional glue
- customers who take advantage of our digital printing expertise are able to optimize their inventories and reduce product wastage
- energy efficiency in our plant is increased by a heat-recovery system and capacitor band
- we segregate and recycle everything we can – including paper, cardboard, wooden skids, plastics and ink

no chemical traces

AFF Papers designated as Ancient Forest Friendly, as defined by Markets Initiative, must contain a minimum of 40% post-consumer waste and be re-bleached without chlorine compounds. Processed Chlorine Free holds a higher standing than Elemental Chlorine Free.

PCW Post-consumer waste (PCW) is reconstituted paper from products that have completed their life cycles and been diverted from landfills. The majority of our Legacy grades contain absolutely no virgin fibres – and we offer several 100% PCW options between 30lb and 60lb basis weights.

to
reduce
your carbon
footprint

steps along the path of certification

Forest Stewardship Council (FSC) certification assures responsibility throughout the paper supply chain by tracking the source of recycled content and the originating forests for virgin content. The vast majority of our Legacy grades are FSC-certified and subject to annual review by accredited third-party auditors.

Industry targets call for 20% of total virgin paper sources to be certified by 2012. Webcom's book production already surpassed this target in 2008.

visible traces

Demand for FSC-certified paper far outweighs inquiries into Sustainable Forestry Initiative or Canadian Standards Association certification programs. While all three programs share a common goal – to improve the global impact of forestation, FSC is considered to have superior standards overall.

Awareness of environmental issues continues to gain momentum among end-consumers who demand integrity from the companies from which they buy products. FSC supports public recognition of corporate initiatives through the right to use an FSC logo.

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Advanced technology, presses and digital capabilities. Smarter ways to build great books. The best people in the business. Comprehensive approach.

