

**Madison/Graham ColorGraphics, Inc.**  
**ANCIENT AND ENDANGERED FOREST CONSERVATION VISION**  
**AND ECO- PAPER PROCUREMENT POLICY**  
**Effective: 9/9/2014**

**OUR VISION STATEMENT**

Through this policy Madison/Graham ColorGraphics, Inc. is positioned as an environmental leader in the printing industry, working in partnership with our customers, suppliers and Canopy to promote sustainable forest management, the protection of endangered forests<sup>i</sup>, eco-paper development and responsible environmental practices.

Madison/Graham ColorGraphics, Inc. recognizes that business leadership and long-term success must consider the environment, including the world's forest ecosystems. Although final paper selection is determined by our customers, Madison/Graham ColorGraphics, Inc. is positioned to influence both supply and demand in the market, and thus contribute to environmental solutions that conserve our climate, protect ancient and endangered forests and restore natural forests.

In addition, Madison/Graham ColorGraphics, Inc. will support initiatives to reduce greenhouse gas emissions where feasible and will play a role in mitigating climate change by participating in initiatives to reduce the loss of high carbon value forests.

**OUR IMPLEMENTATION GOALS**

**Protect Ancient and Endangered Forests**

Madison/Graham ColorGraphics, Inc. recognizes the impact of paper use and production on endangered forests and the environment and the need to support and encourage the adoption of environmentally and socially responsible practices. To this end, Madison/Graham ColorGraphics, Inc. partners with paper suppliers who share our support of responsible forest management practices and works with certified responsible paper mills and manufacturing facilities.

Madison/Graham ColorGraphics, Inc. will encourage customers to select FSC certified papers with a maximum recycled content whenever possible, to eliminate the use of fiber from ancient and endangered forests in places such as: the Canadian Boreal Forests; Temperate Rainforests of British Columbia, Alaska and Chile; and the Tropical Rainforests of Indonesia and the Amazon. In portions of Canada's Boreal Forest and the Great Bear Rainforest<sup>ii</sup> where visionary agreements are currently being implemented. Madison/Graham ColorGraphics, Inc. will work with our customers, suppliers and Canopy to identify opportunities to support and encourage these initiatives.

Madison/Graham ColorGraphics, Inc. supports an aggressive policy regarding material recycling. Nearly 90% of all by-products are recycled including paper and aluminum. We also have an active "War on Waste" program targeted specifically to reducing paper waste at each phase of the printing process. The amount of waste paper at each point in production is weighed and tracked. Press crews receive feedback each month on their progress in reducing paper waste.

**Forest Certification**

Madison/Graham ColorGraphics, Inc. will work with our customers to give purchasing preference to fiber originating from Forest Stewardship Council (FSC) certified operations.

Madison/Graham ColorGraphics, Inc. is certified in both FSC (Forest Stewardship Counsel) and SFI (Sustainable Forestry Initiative)<sup>1</sup>.

**Maximize Recycled Content**

Industry supported life cycle analysis (LCA) shows sourcing recycled fiber can reduce overall pressure on forests and other important natural resources like water, as well as reduce the carbon footprint of the paper, especially when fibers from post-consumer waste are used in paper production.<sup>iii</sup> Therefore, Madison/Graham ColorGraphics, Inc. will:

- Recommend paper with high-recycled content and specifically post-consumer waste content to our customers, and to progressively set targets to increase recycled content.
- Encourage its suppliers to continuously improve and expand the availability of recycled content in papers.
- Work with our customers to maximize the overall recycled fiber content of its papers to a minimum average of 50% within 5 years.<sup>iv</sup>

**Develop Agricultural Residue Fiber Sources**

Madison/Graham ColorGraphics, Inc. will work with suppliers and Canopy to explore and encourage the development of agricultural residues and fibers<sup>v</sup> as a commercially viable fiber source for paper. We anticipate this will be an area of rapid advances over the next few years, and will keep abreast of new developments and potential opportunities in this area.

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<sup>1</sup> FSC Certificate Code: SGSNA-COC-005612 SGS-COC-005612

SFI Certificate Code: US08/SFI/287 SGS-SFI-COC-286

## Industry Leadership

As a leading player in the industry, Madison/Graham ColorGraphics, Inc. fully recognizes our responsibility to be stewards of a greener environment. We continually look for ways to reduce energy, conserve natural resources, and recycle or eliminate waste. Working together with our customers and suppliers, we've utilized products and processes that contribute to resource conservation and the preservation of ancient and endangered forests.

Madison/Graham ColorGraphics, Inc.  
A Wholly Owned Subsidiary of Cenveo



Pamela Graham  
Environmental Manager  
September 9, 2014

See also:

- California Transparency Act - <http://www.cenveo.com/california-transparency-act.htm>
- Conflict Minerals Statement - <http://www.cenveo.com/conflict-mineral-statement.htm>
- Code of Ethics - <http://cenveo.investorroom.com/ethics>
- Protecting the Environment - <http://www.cenveo.com/protecting-the-environment.htm>

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<sup>ii</sup> The 2006 Great Bear Rainforest Agreements signed between environmentalists, logging companies, First Nations and the British Columbia Government includes the creation of a new land management regime called Ecosystem-Based Management that includes more than 2 million hectares protected from logging and new lighter touch logging regulations applied outside of protected areas. The deadline for implementing the Great Bear Rainforest Agreement was March 31st, 2009. This policy provides market support for implementation of the agreement.

<sup>iii</sup> Paper Task Force Report and Environmental Defense Paper Calculator. "The scientific basis for these conclusions is the analysis of the Paper Task Force, a three-year research project convened by Environmental Defense and involving Duke University, Johnson & Johnson, McDonald's, Prudential Insurance, and Time Inc. The Paper Task Force examined environmental impacts through the full lifecycle of paper, along with economic and functional issues across major paper grades. Its findings were extensively peer-reviewed by scientists, academics, environmental experts, and government and industry representatives."

<sup>iv</sup> *Indigo's 2009 Policy requires vendors to have an average of:*

- 20% post-consumer recycled content across *uncoated* book and magazine titles within 12 months, 30% within 24 months, and 50% within 5 years.
- 10% post-consumer recycled content across *coated* book and magazine titles within 12 months, 20% within 24 months, and 50% within 5 years.

<sup>v</sup> Agricultural Residues are residues left over from food production or other processes and using them maximizes the lifecycle of the fiber. Fibers include: cereal straws like wheat straw, rice straw, seed flax straw, corn stalks, sorghum stalks, cotton stalks, cotton linters, sugar cane bagasse, and rye seed grass straw. Where the LCA (life cycle analysis) shows environmental benefits and conversion of forest land to on purpose crops is not an issue, kenaf can also be included here. (Agricultural residues are not from on purpose crops that replace forest stands or food crops.)