

ColorTree, Inc. of Virginia and Graphics Innovations Earn Double Chain-of-Custody Certifications

Richmond, VA –ColorTree Inc. of Virginia, a manufacturer of full-color envelopes; and Graphics Innovations, LLC, a print services provider, have achieved Chain-of-Custody Certification to the Forestry Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) at their Richmond, Virginia plant. The SFI program is based on the premise that responsible environmental behavior and sound business decisions can co-exist to benefit landowners, manufacturers, shareholders, customers, the people they serve, the environment, and future generations.

Both companies will conduct regular reviews of their compliance to the standards, an integral part of the Chain-of-Custody Certification program which is available to all employees, customers and suppliers.

“ColorTree, Inc. of Virginia and Graphics Innovations are committed to responsible environmental improvement practices through implementing and maintaining all required Sustainable Forestry Initiative and Forest Stewardship Council chain-of-custody standards,” said Dennis Whitcomb, president, ColorTree, Inc. of Virginia. “The double certification provides assurance that ColorTree and Graphics Innovations customers have the opportunity to participate in environmentally responsible sourcing.”

“By achieving double Chain-of-Custody Certification, ColorTree and Graphics Innovations now provide customers with one easy to use resource for all of their full color envelope and direct mail inserts, all made in an environmentally responsible manner,” said Mike Heatley, executive vice president, Graphics Innovations.

FSC

The Forest Stewardship Council (FSC) is a 501(c) 3 nonprofit organization dedicated to the independent certification of forests. FSC promotes responsible forest management by evaluating and accrediting certifiers, by encouraging the development of national and regional forest management standards, and by providing public education and information about independent, third-party certification as a tool for ensuring that the world's forests are protected for future generations. For more information, visit www.fscus.org/.

SFI

The Sustainable Forestry Initiative (SFI) is a fully independent certification program involving a comprehensive system of principles, objectives and performance measurements developed by professional foresters, conservationists and scientists. Together they combine the perpetual growing and harvesting of trees with the long-term protection of wildlife, plants, soil and water quality. In addition to the commitment to continuously improve sustainable forest management, the SFI standard addresses economic, environmental, cultural and legal issues. For more information, visit www.sfiprogram.org/.

Graphics Innovations, LLC

Graphics Innovations is an offset printer of sheets used in full color envelope converting and direct mail inserts, brochures and postcards. Founded in 2004, Graphics Innovations is headquartered in Richmond, Virginia. For more information, visit www.graphicsinnovations.com.

ColorTree, Inc. of Virginia

ColorTree of Virginia is a manufacturer and printer of full-color direct mail envelopes. Established in 1988, ColorTree is headquartered in Richmond, Virginia. For more information, visit www.colortree.com.

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