

FOR IMMEDIATE RELEASE



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OMAHA, Ne--The Sustainable Forestry Initiative (SFI) has announced that Omaha Print has earned the organizations Chain-of-Custody certification. This complements the Forest Stewardship Council (FSC) that they earned January 2008. Omaha Print was the first area printer to achieve both certifications.

The letters SFI stand for “Sustainable Forestry Initiative”, and refer to an environmental organization that provides certification to companies like Omaha Print to use in the marketing of qualifying products.

- The SFI Program provides rigorous environmental standards and performance measures that integrate the protection of our environment with the perpetual growing and harvesting of trees, and the protection of wildlife, plants, and air and water quality.
- The SFI program is based on the premise that responsible environmental behavior and sound business decisions can co-exist.

Organizations that meet the rigorous standards for SFI certification have demonstrated a commitment to the principles of sustainability on the lands they manage and in the products, they produce.

After successfully completing an independent, third-party audit, Omaha Print is qualified to use the SFI “Certified Sourcing” logo on all printing produced with paper from SFI Certified Participants (SFI certified participating paper suppliers).

- Omaha Print's use of the SFI logo communicates that the paper used to print client projects comes from forests that are grown and harvested in an environmentally sustainable manner.
- Omaha Print's sourcing practices are certified by an independent third-party organization to comply with the SFI environmental program.

More than 135 million acres in North America are certified to the Sustainable Forestry Initiative®. In addition, with SFI's rigorous environmental standards, choosing SFI helps these forests stay

Omaha Print will only use the Certified Sourcing logo on qualifying print projects at the request of their clients.

“Omaha Print is a company that is committed to doing things in a responsible manner,” said Steve Hayes, CEO of Omaha Print. “Earning both certifications from the Forestry Stewardship Council and Sustainable Forest Initiative is just another example of our respect for this country's resources.”

Omaha Print, founded in 1858, is headquartered in Omaha, with a sales office in Dallas. The production facility is home to sheet fed, heat set web and cold set web presses, and a full bindery.

For more information about Omaha Print, visit [www.omahaprint.com](http://www.omahaprint.com), or call 800-369-0033.