

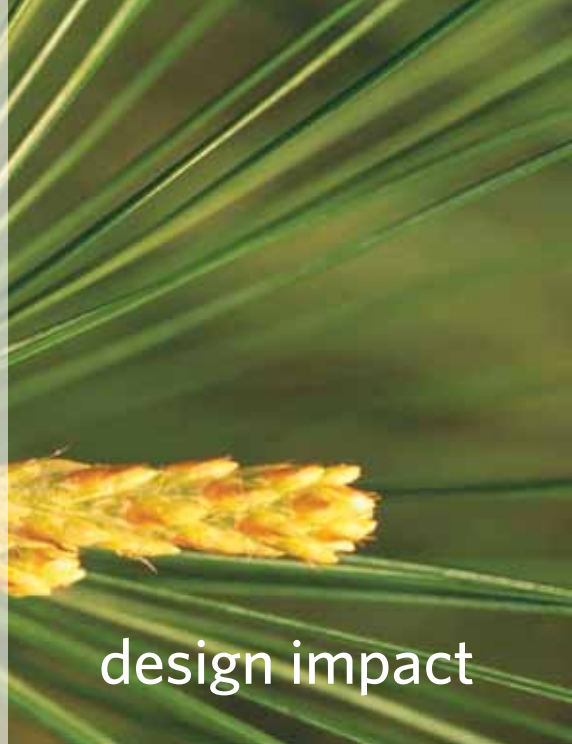


BIG

design impact



small footprint



design impact

Distinctive,
sustainable
covering
materials



Experience and innovation make FiberMark the choice of world-leading brands.

We achieve this through source reduction and design solutions. For example, our in-house designers reengineered expandable file folders, reducing the amount of reinforcement material needed. And our R&D team has developed biodegradable and recyclable products that can be made with renewable cellulose or postconsumer recycled fiber.

FiberCard™ PVC-free gift card made with post-consumer waste fiber

Hyflex® 7 A durable, white offset-printable covering material that resists cracking, thereby eliminating the need for film lamination (PCW & FSC available upon request)

Hillcrest® 150 Recover Printable wall-covering grounds made with 80% postconsumer waste fiber

Visuals™ 60 Recover Strong yet lightweight PVC-free banner; this alternative to vinyl can, upon request, contain postconsumer waste fiber

Reprise® & Vermont Marble™ Specialty board cover stocks made from 100% recycled fiber, including 30% postconsumer waste fiber

Skivertex Recover® Premium simulated leather covering material made with 30% to 50% post-consumer waste fiber

No PVC: more sustainable *and* more economical

Our fiber-based materials have a significant advantage over their plastic-based counterparts, both environmentally and economically. With global demand for crude oil and its derivatives on the rise, prices are climbing at an alarming rate. That affects FiberMark products, of course, but not as much as it affects plastic-based products. It's simple: Plastics derive most of their weight from petroleum-based compounds.

A typical FiberMark product? Less than 10%.



At FiberMark, every day is **GREEN**

Being green is about more than buying carbon credits or collecting certifications. At FiberMark, both our fiber-based covering materials and our manufacturing, operational and business practices limit our footprint in meaningful ways every single day. Because it's the right thing to do. And because we support our customers' commitment to working more sustainably.

We want to do right by the environment.
And we know you do too.

We don't stop with our products: biofuels and beyond

At FiberMark, we're concerned not only with what we produce, but also with how it's produced. Our commitment to the environment can be found in every aspect of our business, and results in responsible actions, undertaken every day. Naturally, we recycle our office waste and use energy-efficient lighting. We've also reengineered our manufacturing processes and implemented cutting-edge conservation strategies.

Foremost, **FiberMark has pioneered the use of biofuels in paper manufacturing.** Our Brattleboro, Vermont, manufacturing operation can run on up to 100% recycled vegetable oil. This renewable

"green steam" powers the paper machine and dries the paper—and heats the plant as well. This replaces almost one million gallons of fossil fuel annually and virtually eliminates emissions of sulfur dioxide and nitrogen oxide. But we don't stop there:

- 🌿 Electricity consumed by FiberMark is generated from a variety of sources, including **fossil fuel-free** hydroelectric power
- 🌿 **We support local agriculture:** 10 acres of our Vermont site are cultivated by a local farmer

🌿 At our Brownville, New York, manufacturing site, **we've reduced the average daily effluent by more than 87%** and the total mass loading for the treatment plant from about 6,000 pounds a day to just 25

We have been proud to see our efforts affirmed: We received the Town of Brattleboro's **2008 Sustainable Business Award** and the **Northeast Energy Efficiency Partnership (NEEP) 2010 Business Leader Award** for our efforts to increase energy efficiency, use renewable sources of energy, and reduce global warming emissions.

Let us help you GREEN your supply chain

FiberMark's network of manufacturing partners big and small can accommodate converting and distribution of your finished product concepts while adhering to a variety of green standards. And we can do it close to home, in the USA, and then distribute globally. Your manufacturing options include:

Recycled content Pre- and postconsumer, from 30% to 100%

Recyclable Suitable for reclamation/reuse programs

Sourcing certifications FSC & SFI

Heavy metal reduction Compliance with the Coalition of Northeastern Governors (CONEG) for heavy metal content in packaging materials

European REACH standards

Legal Timber Protection Act (2008 Lacey Act Amendment) compliance

CPSIA compliance

Clean Air Act and Clean Water Act compliance

FiberMark products and processes are:

Elemental & Process Chlorine-free

Lead-free

Phthalate-free

Heavy metal-free

pH neutral

Nontoxic

Free of ozone-depleting chemicals

Manufactured using aqueous coatings and ink technology

FiberMark products are **built to last**, and so they are either archival quality or marked by a durability, which ensures that they may be used again and again rather than be added to the waste stream. The principles of Reduce/Reuse/Recycle are more than a slogan. At FiberMark, we put these principles into action every day. Together, our collective efforts to reduce our environmental impact will make a difference. We welcome your partnership with us.

How does FiberMark fit into **your** commitment to sustainability?

Distinctive covering materials that express brands, inspire designs and make lasting impressions

With an extensive range of visual and tactile options, FiberMark materials provide an endless array of design possibilities for applications in the Office Products, Publishing, Luxury Packaging, Technical/Industrial and Graphic Design markets. The company's premium and innovative covering products and specialty boards are enhanced with a variety of colors, finishes and embossing techniques that create visual depth and invite touch. FiberMark's Design Specialists work with creative teams to develop a look that captures a brand's unique personality, differentiates it from competitors and creates impact. FiberMark is a global marketer and world-class manufacturer, crafting its materials in the U.S. and Europe, creating innovative solutions for world-leading brands.

If you want more design impact with less environmental impact, we invite you to try FiberMark. Please visit our website at **www.fibermark.com**, call customer service at **413-533-0699** or contact your sales representative to discuss which environmentally responsible solutions FiberMark can provide for you.



Recyclable



Scan this code with your mobile phone's QR Reader to watch a video of our own group of environmental heroes, or view it at:

<http://goo.gl/wjDDA>.



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