



Corporate Environmental Policy

Acknowledgement of Environmental Impact

As a responsible global citizen, and to honor our company guiding principles, Valpak recognizes its responsibility to reduce the environmental impact of the direct mail products we create, to serve as a role model for others in the direct marketing industry, and to influence others to do the same.

Environmental Policy Statement/Commitment

At Valpak, we strive to maintain sustainable, environmentally responsible business practices that benefit our consumers, franchisees, employees, advertisers, and the global environment.

Valpak employees, vendors and franchisees are encouraged to continuously assess opportunities for improving environmental practice and taking action as necessary.

Actions to Meet Our Commitment

To meet our commitment we will:

- Ensure all offers and envelopes printed by Valpak are printed on responsibly sourced paper.
- Make certain Valpak Chain of Custody is triple certified by the three leading environmental agencies - [Sustainable Forestry Initiative \(SFI\)](#), [Forest Stewardship Council \(FSC\)](#), and the [Programme for the Endorsement of Forest Certification schemes \(PEFC\)](#).
- Implement and maintain a Chain of Custody system that conforms to the requirements of the Program for the Endorsement of Forest Certification scheme (PEFC), the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI) programs, including the following standards, as they apply:
 - SFI Annex 1: SFI Responsible Fiber Sourcing Standard and Associated Labels
 - SFI Annex 2: SFI Chain of Custody Standard and Associated Labels
 - FSC-STD-40-004 v.2: FSC Standard for Chain of Custody Certification
 - PEFC Annex 4: Chain of Custody of Forest Based Products - Requirements
- Encourage employees and business partners to reduce, reuse and recycle, whether at home or work.
- Encourage our employees and business partners to practice environmentally preferable purchasing and materials sourcing, and to reduce waste and energy consumption where possible.
- Meet or out-perform existing regulatory standards for clean business operations and emissions.
- Communicate the importance of environmental issues to our key stakeholders.