



MEDIA ALERT

UNDERSTANDING FSC – WHAT IT MEANS TO YOU AND YOUR CLIENTS

WHAT: FREE WEBINAR, BROUGHT TO YOU BY NEENAH PAPER

Making environmentally responsible choices can be daunting. With so many options available, how do you really know what to choose?

On **Tuesday, Feb. 23, 2010, at 2 p.m. EDT (11 a.m. PST)**, the [Forest Stewardship Council-US \(FSC-US\)](#) will host a **FREE Webinar**, sponsored by [Neenah Paper](#), to help navigate what responsible forestry is and why it's important. The FSC certification process and what it means as well as FSC's role in the paper marketplace and future plans will also be addressed. The FSC is an independent, international nonprofit organization created to further the practice of environmentally and socially responsible forestry worldwide. Today, companies of all sizes including Neenah Paper are increasingly specifying FSC-certified papers as part of an overall commitment to reduce their environmental footprint.

SPONSOR: NEENAH HOSTS FIRST WEBINAR AND EXPANDS EDUCATION INITIATIVES

Neenah Paper's sustainability goals drive its business decisions and also help its eco-conscious customers meet their own. The company is taking this mission one step further by sponsoring its first Webinar that will not only engage customers, but will mark a turning point for Neenah Paper as it continues to become a leader in education. CLASSIC CREST®, CLASSIC® Linen, ENVIRONMENT®, STARWHITE® and CONSERVATION™ premium, Writing, Text and Cover Papers from Neenah Paper are entirely FSC certified.

WHO: FSC-US PRESENTERS OFFER LOOK INTO ORGANIZATION

Corey Brinkema, president, FSC-US: A leader with more than 20 years of experience, Brinkema joined FSC-US in 2007. Previously, he served as executive director of Minnesota-based Green Institute and was also a founder and principal of Trillium Planning & Development, which focused on industrial ecology and eco-industrial development.

Emily Crumley, manager, Chain of Custody, FSC-US: Crumley is the primary FSC-US liaison for FSC Chain of Custody (CoC) certificate holders and is responsible for assisting companies in understanding CoC policies and procedures and how to maximize their benefit as a certificate holder. She previously worked with the Rainforest Alliance, an FSC-accredited Certification Body.

WHEN:

Tuesday, Feb. 23, 2010
2 - 3 p.m. EDT (11 a.m. PST)

REGISTER:

www.neenahpaper.com/webinars

QUOTES:

"Designers and printers are in a position to help their clients make environmentally responsible choices. As we continue to engage in dialogue about the importance of well-managed forestry, we're excited about this unique opportunity to educate the creative community about FSC Chain of Custody certification, how it works and our plans for the future." – Corey Brinkema, president, FSC-US

"This is an important opportunity for Neenah Paper and our Neenah Green program as we support continuing education about new and existing environmental initiatives. Through this Webinar, we hope to educate people on the importance of choosing the right paper to reduce their environmental footprint and to showcase their client's image as a responsible corporate citizen." – Byron Racki, senior director, marketing, Neenah Paper

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About [FSC](#)

FSC is an international, independent organization that assures environmentally appropriate, socially beneficial and economically viable forest management through independent third-party certification and labeling of wood, paper and other forest products. It was founded in response to public concern about deforestation and demand for a trustworthy wood-labeling system. FSC's on-product labeling allows businesses and consumers to choose products from well-managed forests – those that are managed to meet the social, economic and ecological needs of present and future generations. FSC is also the only forest certification organization endorsed by such major environmental organizations as the World Wildlife Fund, National Wildlife Federation and Greenpeace. There are currently more than 100 million acres of FSC-certified forestland in the United States and Canada and more than 281 million acres in more than 82 countries. More than 14,000 manufacturers and distributors are certified to buy and sell FSC products, representing more than \$20 billion in FSC-labeled product annually.

About [Neenah Paper](#)

For over 100 years, Neenah Paper has been an innovative leader in the creation and manufacturing of premium and specialty papers. Neenah brings state-of-the-art technology to its signature brands, CLASSIC®, ENVIRONMENT®, STARWHITE®, NEENAH® and SUNDANCE®, as well as a host of other fine paper products preferred by graphic designers and printers. Neenah recently signed an exclusive partnership agreement with Crane & Company to manufacture, market and distribute Crane's fine business paper brands: CRANE'S CREST®, CRANE'S BOND®, CRANE'S LETTRA®, CRANE'S PALETTE™ and CRANE'S® Choice Papers. Neenah's award-winning and versatile digital papers round out its comprehensive portfolio. Neenah's sustainability commitment is reflected through the Neenah Green initiative, which includes mill-based solutions for minimizing environmental impact. A proud consumer of Green Energy, Neenah Paper is also a U.S. EPA Green Power Partner, and manufactures many brands carrying the Green-e, Green Seal and Forest Stewardship Council (FSC) certifications (SW-COC-000885). For more information, visit www.neenahpaper.com or call (800) 558-5061.

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