

Environmental Commitment Takes Hold

Toronto - March 27, 2008 – Within four short months of announcing an upgrade to Webcom’s Legacy line of eco-friendly paper for printing books, catalogs and directories, interest in environmental alternatives among its customers more than doubled. Today Webcom announced the approval of their Environmental and Paper Procurement Policy that articulates the vision that backs the Legacy line in addition to standard practices to reduce resource energy, material waste and water pollution.

Webcom’s policy is grounded by business practices that incorporate environmentally friendly manufacturing processes plus strict requirements for certification of paper, assurance of Ancient Forest Friendly grades and high levels of post-consumer recycled content. Continuity is maintained by working both ends of the supply chain. Those responsible for paper procurement at Webcom challenge suppliers to meet environmental requirements for both cover and text stock. At the same time, the entire sales team has completed formalized training to keep customers fully informed of environmental opportunities.

Keeping a balance between the availability of stock and demand from customers has been a key element. “Changes in the paper industry are dynamic and customers put their trust in us to establish an inventory program that is both environmentally progressive and economical” says Mike Collinge, President and CEO at Webcom. “Our Environmental and Paper Procurement Policy substantiates the credibility of our leadership role.”

Credibility has been established in part by the transparency of setting and accomplishing numeric targets. During the last six months of 2007, 17% of the paper selected by customers to print books, catalogs and directories came from Webcom’s Legacy line. Within the next five years that level is set to reach 45% of total paper usage. Customers who have also set specific goals for reducing their environmental footprint can knowingly rely on Webcom to support them with mutually consistent goals and a broad range of environmental options.

Webcom took leadership as early as 2001 working closely with environmental experts including Nicole Rycroft from Markets Initiative (MI) when developing the strategy for Webcom’s Legacy line. “As a leading book printer, Webcom plays an important role in North America’s publishing industry. This policy shows Webcom’s commitment to protecting endangered forests and our climate, while also demonstrating environmental leadership to its clients and suppliers.” says Rycroft. Both Markets Initiative in Canada and Green Press Initiative (GPI) located in the U.S. have played an instrumental role in the realization of environmental goals that are well aligned throughout the supply chain of paper consumption.

Webcom’s environmental policy is a culmination of industry-aligned targets and corporate positioning to encourage environmentally friendly book production. This means being a signatory of the Book Industry Treatise initiated by GPI and being certified by the Forest Stewardship Council for Chain-of-Custody that ensures of the source of eco-friendly paper.

Prospective buyers can obtain a copy of the Webcom Environmental and Paper Procurement Policy or a list of the latest Legacy grades of paper by submitting a request online at www.webcomlink.com.

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About Webcom Inc.

Webcom is a full-service book manufacturer offering both traditional and digital printing to customers and publishers of books, catalogs and directories across North America. Its offer includes an extensive range of inventory paper from 22.5 to 60 lbs., multiple bindery options, specialty coating treatments, and countless trim and run-sizes. Services start with early planning, initial prepress preparation and extend beyond print production to support customers with product warehousing and fulfillment needs. Webcom is certified by the Forest Stewardship Council to ensure the source of eco-friendly paper. About half of the paper grades in inventory carry the Legacy name indicating high levels of environmental integrity; most grades containing 100% recycled content. Webcom is distinguished by its reputation that started in the mid-70s as an early adopter of technical innovation and lead the book industry in Canada and the U.S. with web offset printing, later introducing Otabind™ lay-flay binding and integrating digital technology.