

WEBCOM'S THREE-TIERED GREEN COVER PROGRAM

Toronto – March 2009 – Webcom has continuously developed and evolved the environmental characteristics of its unique Legacy paper portfolio, offering customers an easy transition from virgin alternatives when producing books, catalogs or directories. The Legacy line now extends to a complete cover stock program with progressive lines of eco-friendly characteristics ranging from 10% post-consumer recycled waste (PCW) to 100% PCW. All Legacy cover stocks come with Forest Stewardship Council (FSC) certification and the program offers a three-tiered selection:

- Legacy Advantage 10%, contains 10% post-consumer waste and is FSC- certified.
- Legacy Impact 50% is a gloss cover alternative to Legacy Advantage 10%, that contains 25% PCW with FSC certification.
- Legacy Excellence 100% is an uncoated cover stock containing the highest level of PCW, is processed chlorine free and has both FSC certification and AFF endorsement. When using this option, customers are displaying a 100% environmental commitment to their audience and are able to use the FSC 100% Recycled logo descriptions for their titles.

This new three-tiered cover stock program offers customers a complete eco-friendly product, cover to cover. For customers choosing FSC-certified paper grades for their text papers, these new cover stocks now allow the entire book to be FSC-certified, expanding customer's ability to use FSC logos and benefit statements. Placement of the FSC logo by customers adds credibility to their environmental commitment and provides end-user consumer recognition. As Webcom continues to stay on top of industry trends and customer demands, this new program ensures that the demand is met with easy access to supply.

In addition to the Legacy cover stock program, Webcom's house grade for all book, directory and catalog covers has also been replaced with an FSC-certified grade which offers more competitive pricing.

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About Webcom

Webcom is a full-service book manufacturer offering the benefits of both traditional and digital printing to publishers of books, catalogs and directories across North America. Services start with planning, initial prepress preparation and extend beyond print production to support with warehousing / fulfillment needs. Our offer includes an extensive range of eco-friendly Legacy papers with FSC certification (cert. no SW-COC-002358), multiple bindery options, specialty coatings treatments, and countless trim and run-sizes optimized for cost efficiency. For more information visit our website www.webcomlink.com or call 1-800-665-9322.