

Digital Printing Exclusively On Environmental Paper

Toronto – June 3, 2008 – Webcom announced today the transition of all of its digital paper selection to be exclusively environmental. In particular, all of Webcom’s unique eco-friendly Legacy line from 40-lb to 60-lb grades will be available to print books, directories or catalogs digitally. In each case, the environmental options for digital mirror the specifications available to larger print runs on web offset presses.

Digital printing plays a vital role for publishers managing tight inventories and avoiding the expense and negative environmental impact caused by an excess of books. “An environmental focus is a natural connection to make with books printed digitally.” says Webcom President and CEO, Mike Collinge. “The new digital paper selection was established to provide an easy transition for publishers with a strategy to move between web offset and digital printing for varied purposes. They can now implement their strategy and maintain consistency with their environmental paper choices in the process.”

Webcom has been steadily expanding the Legacy line as well as the environmental integrity of each grade over the past six years. The Legacy brand places emphasis on Forest Stewardship Council (FSC) certification that, by definition, will transfer to the digital selection. Six of the grades offered for digital are FSC-certified and four grades contain 100% recycled content.

Certification offers an added measure of integrity through a third party audit process to ensure the source of either recycled or virgin paper. Manufacturers sourcing paper fibre from virgin wood must adhere to strict regulations for their forestation practices.

Compliance with FSC affords printers like Webcom the right to place a much-guarded logo and labeling message onto books produced for publishers and businesses. FSC-logos communicate a standardized message to the end-consumer about the environmental characteristics of a book and the integrity of the publishing company responsible for producing it. By having a compatible line-up of paper for digital and web offset, publishers can project their environmental message uniformly.

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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.