



Fact Sheet

FSC / SFI Certification Process at Malloy

ALL OF OUR STANDARD TEXT PAPERS ARE FSC OR SFI CERTIFIED.

What is Chain of Custody certification?

- Malloy has received dual Chain of Custody (CoC) certification with the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI).
- Both FSC and SFI were created to ensure that our practices for harvesting wood are sustainable and do not deplete the natural resources contained in our forests.
- The goals of the FSC and SFI programs are similar and their standards contain many common elements: protection of endangered species, wildlife, soil quality, and water quality.
- However, FSC and SFI have different origins and they emphasize different aspects of forest management.
 - FSC emphasizes public involvement in establishing forest management practices.
 - SFI emphasizes science-based continuous improvement of forest management practices.

Malloy will donate to promote sustainable forestry practices!

We believe so strongly in the value of CoC certification that for every title we print containing the CoC logo for the first time, we will split a \$10 donation between the Legacy Land Conservancy and The Nature Conservancy Plant a Billion Trees program. For more information about our unique program, please see our [April '09 Press Release](#).

Choices to make:

- We chose for our standard text paper offerings to be either FSC or SFI certified, so you don't have to decide between printing your books on a certified sheet or not. If you choose to advertise to your customers that your books are printed on an FSC or SFI certified sheet, we will handle all of the additional steps required to get the requisite logo in your book.
- The extra measures needed to place a CoC logo in your books, that the certifying authorities require us to take, are outlined below. Please note that a book can not carry both the FSC and SFI certifications.

Malloy process, tools, and support:

Both FSC and SFI require the printer to take responsibility for ensuring that their logos are placed only in titles that are made with papers qualifying for their certifications. Therefore, when you decide you would like to display a CoC logo in your book, the following steps must be taken to comply with the guidelines laid out by both organizations:

- If you have a preference for certification process (SFI or FSC), you will take that into account in selecting your paper.
- You will choose the size, color, and format of the logo you wish to use from the options available on our [website](#).
- You will decide whether you want the logo displayed in the text, on the cover, or both.
- You will go to the Malloy website and copy a "For Position Only" (FPO) logo and place it in your text and/or cover files in the exact location(s) you want the logo displayed. (FSC and SFI stipulate that the printer make the final placement of the logo in the book.) Malloy will replace the FPO logo(s) with actual versions of the appropriate logo in your files, in the size, color, and format you selected. If your files do not contain the FPO and Malloy must make the placement, there will be a nominal charge.
- For FSC certified titles, Malloy will send a proof of the logo to the certifying agency for their approval.
- Malloy will ensure the CoC certification requirements are met on the current printing and any future reprints of your title.
- If, in the future, changes occur in the certification status of the paper you selected, Malloy will notify you and work with you to make adjustments accordingly. Such a change could occur if the mill that supplies the paper drops their certification status or switches from one certification system to another.
- If, at some point in the future, you want Malloy to return the files for your title to you, we will need to remove the logo(s) from your files per the requirements of FSC and SFI.
- Your Malloy Customer Service Representative can assist you with any of these steps if needed.

4/09