



Serving Publishers with Integrity and Innovation

**Press Release
FOR IMMEDIATE RELEASE**

Introducing Malloy's Unique Commitment to Forest Stewardship

Ann Arbor, MI (April 23, 2009) Throughout 2009, whenever a title printed at Malloy displays an FSC or SFI Chain of Custody (CoC) logo for the first time, Malloy will split a ten dollar donation between the *Plant a Billion Trees* program operated by The Nature Conservancy and the Legacy Land Conservancy in Southeast Michigan. In this unique promotion, "We are putting our money where our mouth is to show our strong support and commitment to forest stewardship," states Bill Upton, Malloy President. "We think one of the most environmentally favorable attributes of the printed book is the fact that it's made from a renewable resource – trees. In fact, there is no more environmentally friendly form of agriculture than growing trees *provided the areas from which we harvest trees are managed in a sustainable manner and key forest resources are protected.*"

The U.S. harvests more than twice as much wood as any other country, but, according to the United Nations Food and Agriculture Organization (FAO), the volume of live wood contained in U. S. forests is *increasing* more than in any other country. The growth in U.S. forests (50% gain over the last 50 years according to the U.S. Forest Service) is due to the fact that much of our forest land, particularly in the eastern half of the country, is experiencing re-growth after having been cleared or thinned in the 1800's and early 1900's. Therefore, while we aren't experiencing forest depletion in the U.S., we still strongly believe in promoting sustainable forestry practices to ensure that our forests aren't depleted in the future.

Just over a year ago, Malloy received dual CoC certification with the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI). We took this step because both programs ensure that the wood used to make our paper is harvested responsibly and in a manner that protects our forests and their key resources. All of our standard text paper offerings are either FSC or SFI certified.

We encourage our customers to place the appropriate logo in their books to advertise the fact that the paper in their books is derived from an environmentally responsible source. We will not charge customers to manage the logo placement as long as they follow a few simple steps to aid in the process. To draw customer attention to this opportunity, we came up with the plan to connect our financial support of forest stewardship to our customers' use of CoC logos in their books.

Certified forestry practices are becoming more and more common in the United States and Canada, but they are still not universal. This is why Malloy is supporting two conservation organizations, one local and the other global. The [Legacy Land Conservancy](#) (Legacy) operates right in our own back yard, and [The Nature Conservancy](#) functions around the world.

Thirty-eight years ago the Legacy Land Conservancy was formed to protect land in and around Washtenaw County (where Malloy is located) for its natural, scenic, recreational, historic and agricultural values. Legacy was the first local land trust established in Michigan and is nationally recognized for conservation excellence. Recently, they expanded their reach beyond Washtenaw County to southern Michigan. Legacy is now working with land-owners regarding their forestry practices. Our contributions to Legacy will work toward educating land-owners and help ensure the sustainability of the forests in our area.

While the forests in North America are growing, Brazil's forests are disappearing faster than those of any other nation. In April 2008, The Nature Conservancy launched an ambitious campaign to restore one billion native trees to Brazil's highly endangered Atlantic Forest, of which just seven percent remains. Tropical forests are the "lungs of the Earth", storing enormous amounts of carbon dioxide and releasing oxygen in a never-ending cycle of life. The Atlantic Forest is one of the biggest tropical forests in the world which help regulate the atmosphere and stabilize global climate. It also serves as home to countless species of animals and plants, many of which are now endangered. The Nature Conservancy has helped regenerate more than a million trees in the Atlantic Forest.

About Malloy: Malloy Incorporated is a family owned book printer founded in 1960 in Ann Arbor, MI.

Contact: Joe Upton, Vice President, Marketing and Sales, 800 722-3231 or joe_upton@malloy.com

About The Legacy Land Conservancy: Legacy protects the forests, fields, wetlands, and rivers of southern Michigan.

Contact: Susan Lackey, Executive Director, 734 302-LAND or susan@legacylandconservancy.org

About The Nature Conservancy: The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. To date, the Conservancy and its more than one million members have been responsible for the protection of more than 18 million acres in the United States and have helped preserve more than 117 million acres in Latin America, the Caribbean, Asia and the Pacific. Visit The Nature Conservancy on the Web at www.nature.org.

Contact: Jackie Held, Manager, Marketing Partnerships, (703) 841-8138 or jheld@tnc.org

Malloy Incorporated
5411 Jackson Rd./Box 1124
Ann Arbor, MI 48106
www.malloy.com

Phone 800 722-3231

Fax 734 665-2326

New York

Chicago

San Francisco