



## **American 3B Scientific's Environmental Policy & Vision Statement**

American 3B Scientific recognizes how vital it is to incorporate environmental stewardship in the conduct of business, including the efficient and sustainable use of natural and economic resources, which incorporates practices such as energy conservation and preservation of biodiversity. American 3B Scientific is committed to understanding the impact our organization has on the environment and working to continually improve our environmental performance, while encouraging our suppliers and customers to do the same.

To this end, we seek to adhere to principles addressing the following five areas, and to support these principles through specific initiatives. Our goal as an organization is to address these key aspects of our environmental performance as members of the direct marketing community:

### **PRINCIPLE AREAS**

- List Hygiene and Data Management
- Design
- Paper Procurement and Usage
- Printing and Packaging
- Recycling and Pollution Reduction in our Workplace and Community

### **POSSIBLE INITIATIVES IN SUPPORT OF PRINCIPLE AREAS**

#### **I. LIST HYGIENE AND DATA MANAGEMENT**

American 3B Scientific continually endeavors to manage data and lists in an environmentally responsible manner with a focus on reducing the amount of duplicate, unwanted and undeliverable mail [to both consumers and businesses]. To achieve our goals in this area:

##### **A. We Maintain Suppression Lists**

- We maintain in-house do-not-market lists for prospects and customers who do not wish to receive future solicitations from us.

##### **B. We Offer Notice & Choice**

- We provide periodic notices and opportunities for customers to opt in or opt out of receiving future marketing contacts from our organization.
- We provide periodic notices and opportunities for prospects to opt in or opt out of receiving future marketing contacts from our organization.
- We offer customers a choice to receive communications from our organization electronically.



### **C. We Clean Our Lists Prior to Mailing**

- In addition to use of the Direct Marketing Association (U.S.) Mail Preference Service (MPS) on all applicable consumer prospecting lists, we maintain clean, deliverable files by using:
  - ZIP Code correction
  - Address standardization
  - USPS National Change of Address (NCOA)

### **D. We Merge/Purge Our Data**

- We match outside lists against each other to prevent duplicates.
- We use match definitions in merge/purge that minimize duplicates.

### **E. We Test Market Offers**

- We test a sample of a list before mailing or marketing to the entire list.

## **II. DESIGN, PRODUCTION AND PRINTING IN OUR MAIL, MARKETING AND COMMUNICATION MATERIALS**

We strive to design and print our advertisements and other communications in an environmentally responsible manner, and we communicate our environmental expectations to our supplier(s). Wherever feasible, in designing and printing communications, we look at opportunities for source reduction. We also communicate our goals to our suppliers. To this end:

### **A. We Reduce the Amount of Waste**

- We review periodically direct mail and direct marketing packages and downsize when and where appropriate.
- We test and use lighter-weight papers wherever feasible.
- We adjust trim sizes of our publications and/or collateral in an effort to reduce waste.
- We include overrun allowances in our contracts and specify that excess inventory be recycled.
- We work with our printer to explore using new printing techniques [such as digital and computer-to-plate (CTP) printing and pdf or virtual proofing] that help reduce chemical and paper waste, and emissions.

### **C. We Give Preference to Recyclable and/or Reusable Materials**

- We routinely survey the marketplace for high recycled content for corrugated boxes and packing materials and/or recyclable or reusable materials.
- We seek to utilize recycled printing and writing paper with post-consumer content (when and where feasible).
- We seek to utilize recycled paper in at least some of our printed communications.
- On envelopes and parcels, we prefer and use Ink-jet addressing



#### **D. We Communicate Environmental Principles to Suppliers**

- We review supplier companies' environmental policies and practices, and encourage them to reduce, reuse, and recycle.
- We work with our mail partners and printers to design products with less environmental impact.
- We give preference to printers that seek to reduce air and water pollution, energy use, and chemical waste in their operations. We communicate these goals within our organization and to our suppliers.

### **III. PAPER PROCUREMENT AND CLEAN PRODUCTION**

American 3B Scientific recognizes that improving forestry practices is an important component of environmental stewardship and sustainability. We strive to procure, use, and recover paper in a manner that helps to ensure the sustainable use of forests and other natural resources. In support of this principle:

#### **A. We Research & Understand Our Investment in Paper**

- We work to understand the investment our company has in paper.
- We identify our "fiber supply chain" for forest products we use, such as paper for catalogs and other marketing materials, internal office paper, corrugated packaging, and wood used in retail products.
- Our designated buyers have expertise in procuring environmentally preferable paper.
- We meet periodically with groups of paper buyers representing our peers to learn what other paper-using companies and organizations are doing to support responsible paper procurement.

#### **B. We Respect Forest Ecosystems and Biodiversity**

- We ask our paper supplier where our paper comes from before buying it with the intent of not sourcing paper from unsustainably or illegally managed forests.
- We avoid paper from sources that are known to log unsustainably or illegally managed forests.
- We recognize the importance of maintaining biodiversity and will work with suppliers who have integrated conservation values and programs into their operations.
- We recognize the importance of preserving landscape integrity and encouraging forest restoration areas and forest landscapes that provide pathways for wildlife.

#### **C. We Encourage Sustainable Paper Procurement and Clean Production**

- We give preference to suppliers who are committed to sustainable practices throughout the "life cycle" of paper production, from forest to recycling, including pulp and paper mill performance.
- We give preference to paper suppliers which are certified and verified by an independent third party.
- We aim to increase the percentage of certified wood fiber in our paper (in other words, fiber from third-party certified forests).
-



- We are committed to purchasing paper manufactured with advanced pulping and bleaching techniques, such as totally chlorine-free or enhanced elemental chlorine-free processes.
- We expect continual improvement in our company and partners by rewarding and encouraging suppliers who meet or exceed industry standards.

#### **D. We Encourage Responsible Use of Forest Resources**

- We evaluate paper used for marketing pieces, product packaging and internal consumption to identify opportunities for increased recycled content, increased post-consumer recycled content, lower basis weights and other environmental attributes.
- We consider the net environmental benefits and detriments of using recycled fiber before purchasing it. We recognize that recycled fiber manufacture, transportation and de-ink sludge disposal can have significant environmental impact.
- Whenever the economics are sound and the environmental benefits clear, we purchase paper with recycled content, including papers with post-consumer content
- We negotiate with our paper suppliers about purchasing papers with post-consumer recycled content at a comparable price, environmental impact and performance to virgin papers
- We print order forms, blow-ins and order envelopes on paper with a higher percentage of post-consumer recycled content whenever feasible.
- We understand the need for virgin fiber in some paper manufacturing to ensure adequate strength. Where feasible, we strive to reduce the selected use of paper and paper products (including newsprint, packaging, tissue products, office papers and printing stock) made from 100-percent virgin fiber content.
- We reduce the amount of raw materials used to make our products by encouraging the development of lighter-weight grades of paper that meet our organization's functional and quality needs.
- We work with our printers to reduce paper waste (reduced overage counts, make-readies, etc.).

#### **IV. USE OF PAPER IN PACKAGING**

American 3B Scientific believes that sourcing environmentally preferred papers and other materials is only a beginning. Equally important is efficient use of papers and materials once they are purchased.

- We work continually to eliminate unnecessary packaging materials that do not protect merchandise or enhance its presentation before prospects and customers.
- In our fulfillment, we implement packaging guidelines that optimize the ratio between the size of outgoing shipments and the size of cartons used.
- In our fulfillment, we use reusable packaging that allow customers to return items in the same package used for shipping to ease the return process.
- We sort incoming packaging materials for recycling collection.
- We employ lighter-weight or efficient packing materials where possible to minimize volume/weight and reduce our environmental footprint.
- We encourage packaging suppliers to submit alternate solutions for environmentally preferable packaging, in addition to quoting prices on approved or existing specifications.



- We encourage customers to participate in any existing national packaging/recycle program wherever possible.

## **V. RECYCLING AND POLLUTION REDUCTION IN OUR WORKPLACE AND COMMUNITY**

American 3B Scientific's policies and initiatives in this area are guided by the Three Rs: "Reduce, Reuse, and Recycle." With this in mind, we seek an efficient and environmentally sensible workplace, as well as to promote environmental stewardship in our community. Toward this principle,

### **A. We Reduce & Reuse in the Workplace**

- Where possible and practical, we buy office papers, packing and packaging materials made from recycled materials with post-consumer content.
- We use recyclable materials and materials that don't hinder the recycling process.
- We integrate the use of electronic communications (e-mail, Web and intranet) for external and internal communications.
- We make primary use of two-sided printing and photocopying where appropriate.
- We develop online systems for reports, projects and monitoring to reduce paper generation.
- We reuse file folders, hanging folders and binders where appropriate.
- We substitute durable materials for disposable products.

### **B. We Deploy Recycling in Our Workplace**

- We investigate energy, water, material usage and waste management procedures, practices, and patterns and set internal goals to reduce, reuse and recycle, and establish programs to measure internal savings in waste, energy and costs.
- We implement in-house recycling programs for:
  - Paper
  - Corrugated cardboard
  - Beverage cans and bottles
  - Plastics
  - Pallets
  - Printing ink and toner cartridges
  - Personal and laptop computers and other electronic equipment
- We encourage building management in multi-tenant buildings to institute sorting and collection throughout offices.
- We recognize employees for:
  - Advancing our recycling policies and/or initiatives
  - Suggesting creative or innovative environmental solutions



### **C. We Promote/Advance Recycling in Our Community**

- We use the recyclable symbol to identify paper and paperboard products made from fibers that, after use, are suitable for recycling.
- We encourage customers to reuse, return or recycle materials where appropriate.

### **D. We Employ Efficient Transportation and Distribution**

- We implement transportation policies and practices guided by objectives to reduce vehicular emissions, decrease traffic congestion and improve air quality. In support of this principle,:
  - We shift or encourage our suppliers to shift volumes to rail and sea transport whenever feasible.
  - We consider geographic location when selecting suppliers.
  - Wherever feasible, we plan for the greatest efficiency when drop shipping our mail.

American 3B Scientific is committed to continually improve our environmental performance. To this end, we endeavor to make responsible, sound business decisions and wherever feasible integrate environmental considerations into all aspects of our operations. We readily acknowledge that environmental stewardship is an ongoing challenge and a continual learning experience. We continue to research best practices and to explore the possibility of partnerships with other companies, environmental and conservation organizations, and local communities, all with the intent of further strengthening our environmental stewardship.

6 October 2008, Atlanta, GA