

Environmental Statement

DistribuTech is committed to reducing the environmental impact of all aspects of our business and the portions of our client's business that we manage. As such, we are developing solutions, implementing strategies and taking actions on all fronts to ensure that ours and our client's actions are environmentally responsible.

Our Solutions

The great opportunity in our business is that doing the right thing for the environment almost always means that our clients are doing the right things for their business:

Direct Marketing – DistribuTech's commitment to developing multi-channel solutions has reduced the volume of paper-based communications that our clients are mailing to their customers and prospects. When our customers respect the media choice of their clients, the ROI of their programs has only one way to go – up!

Client example – in 2008, one of our clients moved away from a dm package that contained over 75 grams of paper to a simple postcard solution weighing less than 25 grams. The card directed the recipient to a personalized URL (PURL) that contained the additional program content (paper-free). This program alone reduced paper usage by 10,000 kg – the equivalent of 337 trees!*



Document Outsourcing & Supply Chain – One of our primary cost reduction strategies for our clients is to assist them in reducing the quantity of inventory that they have printed and stocked in our warehouse facilities. We achieve this by working with our clients on inventory management programs such as monitoring weekly usage of marketing materials and converting low-usage items to print-on-demand or pdf formats. In the last 5 years our business has grown by well over 100% and our warehouse requirements have been reduced by 50%.

Client example – over the last 5 years, one of our outsourcing clients has reduced their printed marketing materials inventory by 200 skids or 40% through the inventory management practices described above. This represents a reduction of 4200 trees consumed to produce marketing materials that are stored for the (possible) future use by their clients!*



Our Solutions continued...

Transaction Processing – Over the last 10 years, industry experts have predicted a massive reduction in the quantity of printed statements, invoices and notices mailed to customers. While many companies have started to convert to e-statements, the trend away from paper has not been as fast as predicted. Why? Companies are looking for practical strategies on how they can offer choice to their customers that will ultimately lead to less paper being produced, printed and mailed. DistribuTech assists our clients in making this happen.

Client example – one of Canada's leading media companies has implemented a DistribuTech solution offering e-statement alternatives to their customers. They have seen a shift from paper-based statements to e-statements. Today, their annual communications of approximately 1M statements is starting to move to e-statements at a rate of approximately 10%. In 2008, they will distribute 60,000 e-statements saving approximately 270 trees.*

The DistribuTech Supply Chain

Our team makes environmental choices within our supply chain, from paper to power and digital equipment:

Recycling – each week, our clients recycle up to 80 tons of obsolete printed materials. While we continue to work on reducing this obsolescence, ensuring the most environmentally friendly recycling of this material is a priority for us. The Canadian paper industry is committed, whenever economically feasible, to using as much as possible recovered paper. More than 70 mills across Canada require high-quality fibre, free of contaminants, in sufficient quantities to meet their annual production needs.

DistribuTech and our recycling partners work together to maximize the recyclability of all paper leaving our facilities.

The DistribuTech Supply Chain continued...



Power – DistribuTech has recently become Bullfrog powered. Bullfrog sources power exclusively from generators who meet or exceed the federal government's Environmental Choice^M Program EcoLogo^M standard for renewable electricity. Our power comes from clean, emissions-free sources like wind power and low-impact water power instead of carbon-intensive sources like coal and oil. We encourage our suppliers and clients to consider the bullfrog option at www.bullfrogpower.com

Digital Printing Equipment – Many are now firm believers in the environmental advantages of digital printing. Digital presses run up to 80% quieter and use less electricity than an equivalent-sized conventional press. But the big environmental advantage of digital printing is due to its ability to reduce overall material and energy consumption for printed materials.

DistribuTech's two major equipment suppliers are Xerox and HP/Indigo – both of whom are taking steps towards making their products more environmentally friendly;

- HP - <http://www.hp.com/hpinfo/globalcitizenship/environment/envprogram/index.html>
- Xerox - http://www.xerox.com/Static_HTML/citizenshipreport/2007/nurturing-page9-3.html

Paper and Packaging – whenever possible, DistribuTech uses paper stocks that meet the following industry standards;

- Chain of Custody
- Forestry Stewardship Council (FSC)
- Sustainable Forest Initiative (SFI)
- Program for the Endorsement of Forestry Certification (PEFC)
- Recycled Papers

DistribuTech certified paper stocks & suppliers include:

- Cougar Opaque, Coast Paper, FSC certified
- EuroArt Plus, Coast Paper, PEFC certified

Awards and Initiatives

Environmental Printing Award 2006 – in February 2006, DistribuTech was awarded the Gold Award at the EPA for the Most Environmental Process. The award was for our DOX_returns application designed to reduce the volume of direct mail by eliminating database records that have been returned as invalid. This project was implemented for HP Canada, our co-winner of this prestigious award. Highlights of the project included:



- Return mail rate reduced from 15% to 5% between January 2005 and November 2006
- Total waste saved - over 16,000 mailers, approximately 73 trees*
- Approximately 100,00 undeliverable records captured in database
- <http://www.printaction.com/epa/history.html>

“This award is very important to HP as it not only recognizes a marketing innovation and vision that was developed in partnership to solve a business problem, but it also recognizes our environmental commitment to reduce the impact of our products, services and operations. Our environmental commitment spans across many topics ranging from product design, reuse and recycling, energy efficiency, materials innovation and ensuring that our supply chain operates in an environmentally conscious manner” states Sandra Pakosh, Manager of Marketing Communication for HP Canada’s Technology Solutions Group.

Environmental Printing Award 2008 – in partnership with one of our leading financial services clients, DistribuTech will be submitting an EPA application for the February 2009 awards.

HP Planet Partners – over the last 4 years, DistribuTech has been working with HP Canada Ltd. on a print toner and inkjet cartridge recycling program called HP Planet Partners. This program has grown to over 8,000 fulfillment requests each year. By going online to <https://h30248.www3.hp.com/recycle/supplies/> consumers and businesses can request a kit that includes a postage-paid carton to return their supplies for recycling. We are proud to partner with HP Canada in this highly successful recycling program.



Sources & Additional Information

* - estimates provided by Ecological Mail Coalition

Ecological Mail Coalition <http://www.ecologicalmail.org/>

Bullfrog Power www.bullfrogpower.com

HP <http://www.hp.com/hpinfo/globalcitizenship/environment/envprogram/index.html>

Xerox http://www.xerox.com/Static_HTML/citizenshipreport/2007/nurturing-page9-3.html

Forestry Stewardship Council (FSC) www.fsc.org

Sustainable Forest Initiative (SFI) www.sfiprogram.org

Programme for the Endorsement of Forestry Certification (PEFC) www.pefc.org

Environmental Printing Awards <http://www.printaction.com/epa/history.html>

HP PlanetPartners <https://h30248.www3.hp.com/recycle/supplies/>
