

Brown Celebrates *Earth Day 2009*

Brown Printing Company takes its environmental impact seriously on Earth Day and every day by leading the industry in innovative initiatives and globally recognized certifications.

Brown's current environmental certifications include: *PEFC* (SGS-PEFC/COC-0468), *FSC*™ (SGS-COC-004541, ©1996 Forest Stewardship Council A.C.), and *SFI*® (NCS-SFICOC-118) chain-of-custody certifications, allowing Brown's customers to choose certified paper for all of their printing needs. Brown is *SoySeal* Ink certified and is a member of the Environmental Protection Agency's *SmartWay Transport Partnership*™ designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution within the freight industry.

In addition to these certifications, Brown's established environmental task force enforces a green standard operating procedure at each facility, every day.

Advancements include the installation of computerized building management systems to efficiently control cooling/heating and ventilation, the installation of high efficiency fluorescent lighting increasing light levels by 50% while reducing energy consumption, and the installation of motion sensors to turn off unused lighting.

In celebration of Earth Day 2009, the employees of Brown Printing will participate in local events at each of our three printing facilities including roadside and park cleanups, tree plantings and donation, and computer recycling.

"Environmental stewardship is at the core of our business every day. We are proud to offer our customers environmental alternatives throughout the production process and will continue to expand these options," according to Jill Tobin, Brown's Director of Marketing & Strategy, "Look to Brown in 2009 for environmental innovation as we strive to better communities both locally and globally."

DID YOU know?

4.5 Billion

Approximate number of birthdays the Earth has had.

April 22, 1970

First time Earth Day was celebrated, marking a national day of observance for environmental concerns.

500 Million

People that have celebrated Earth Day throughout 180 countries since 1970

3rd

Rank of Earth Day, behind Christmas and Halloween, as the most popular activity-inspired holiday on schools' calendars.



AAFES Salutes Brown for environmental initiatives



Brown was recently awarded a \$90 million, multi-year contract with Army & Air Force Exchange Service, significantly augmenting our 18 year relationship.

AAFES is a multi-channel retailer that offers products to authorized customers via catalog, retail stores and online. The program includes catalogs as well as a weekly circular offering 30,000 items to its customer base.

"Brown's environmental initiatives were especially important to AAFES," said Doug Sweet, Brown Printing's Sales Representative for AAFES, "It was important that their printer of choice not only provide the highest quality and service but also lead the industry in environmental initiatives and certifications."

Particular initiatives of interest to AAFES include Brown's

membership in the Environmental Protection Agency's SmartWay Transport Partnership as well as SoySeal Ink Certification at both our Waseca and East Coast ink facilities.

"With continued leadership and dedication to these partnerships and certifications, Brown will continue to provide AAFES with innovative environmental strategies for years to come," said Sweet.

AAFES has been providing support to the Armed Forces for more than 100 years and has been printing with Brown since 1991.

If you are interested in speaking to a Brown Sales Representative about our environmental initiatives or for more information please visit www.bpc.com.

BROWN MAKES DONATION TO WILDLIFE CONSERVATION SOCIETY



In celebration of Earth Day 2009, Brown Printing Company has made a donation on behalf of our customers to the Wildlife Conservation Society.

Developed as one of the first conservation organizations in the United States, the Wildlife Conservation Society's (WCS) origin can be traced back to April of 1895. First known as the New York Zoological Society, the founders

mandated the advancement of wildlife conservation, the study of zoology, and the creation of a first-class zoological park.

Today the WCS is an organization that saves wildlife and wild lands, and pioneers environmental education programs that reach millions worldwide, helping to sustain the planet's biological diversity. Headquartered at New York City's Bronx Zoo, the WCS is at work in 53 nations protecting natural landscapes that are home to a vast variety of species from butterflies to tigers.

Tips to **Green** Your Life

Going green is defined as, 'The social phenomenon describing individuals who use their consumer voice to increase sustainability and decrease their impact on the environment!' Here are a few every day solutions to living green on Earth Day and beyond.



Avoid harsh room sprays and air fresheners by leaving uncovered bowls of lemon juice, vinegar or charcoal throughout your house to capture odors.

Replace refrigerators that are 10 to 20 years old, as they could be 40% less efficient than newer models. A new fridge can save as much as \$15 a month on your electric bill.



Check the air pressure on your tires and inflate any that are lower than the pressure recommended in the owner's manual. Properly inflated tires can increase fuel efficiency by 3.3%.

Plant with native plants, it will not only save you money, but will require less maintenance, enhance the livability of the plant and help keep your yard from needing new soil or pesticides to grow.



Hold the sugar, and use honey as a replacement. It provides nutrients in the form of vitamins C, D, E and B-complex, traces of amino acids, enzymes and minerals. Other sweeteners may include chemical additives in addition to high fructose corn syrup.

We want to know your favorite everyday go green solutions! Visit the Forum section at www.bpc.com to post your ideas and they may be printed in the next edition of the Advantage newsletter.



Waseca's Compressed Air Challenge

In November of 2008, Brown Printing's Waseca facility launched a challenge to employees to improve upon the plant's environmental performance. At the heart of the program was the goal to reduce the consumption of natural resources.

"Our best weapons against poor energy consumption are identification, education and engagement," said Jack Johnson, Environmental Engineer at Brown's Waseca facility.

One initiative consisted of a "Compressed Air Challenge" encouraging employees to identify locations in the facility that may have been leaking air and increasing energy consumption. "Each year compressed air constitutes the largest portion of our energy consumption," continued Johnson, "With the help of our employees we have reduced this consumption by 631,000 kWh, or the equivalent of powering 63 homes for a year."

In addition to this challenge, Brown has implemented high efficiency lighting and motion sensor, installed new boiler controls that reduce natural gas requirements, and continues to involve employees on green standards and operating procedures.



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Green Glossary

(grēn glo sə-rē) n., pl. -ries. A list of environmental words with their definitions, often placed at the back of a book

Confused by all of the “Green” terminology? Here is Brown’s quick reference guide to green.

Greenhouse gasses (GHG):

Greenhouse gases include carbon dioxide (CO2), methane (CH4) and nitrous oxide (N2O): These gases trap outgoing long wave radiation near the surface of the Earth and warm the air. GHG are commonly compared on the basis of their calculated potential to cause global warming. Methane and nitrous oxide are multiplied by 21 and 310 to account for their greater GHG-forcing potential than carbon dioxide.

Non-renewable energy: energy derived from a non-natural resource such as fossil fuels.

Post-consumer waste (PCW): material that has been discarded and recovered after consumer usage. Many papers contain 10-20% PCW and 30-100% PCW papers are available.

Renewable energy: energy derived from a natural source, or by product of natural resources.

Virgin fiber: Paper comes directly from new trees; no recycled content.

Recycled fiber: Paper is made from reprocessed wastepaper.

Alternative fiber: Sometimes called tree-free paper, it is produced from two sources. First is crops grown specifically for paper making (usually annuals such as kenaf or hemp). Second is residual from agricultural crops (such as straw from rice, wheat, and rye).

Totally chlorine free (TFC): Paper is bleached without using any chlorine or chlorine components.

Processed chlorine free (PCF): Paper is made from PWC that may contain virgin fiber, both of which are processed without using chlorine or chlorine components.

Elemental chlorine free (ECF): Paper is bleached with chlorine components such as chlorine dioxide but free of elemental chlorine.

Brown Printing Sales Offices

Please contact one of our knowledgeable sales representatives to discuss your printing needs at **866-323-9336** or contact a regional sales office from the list below.

East Coast Offices

Atlanta, GA	770-625-4908
East Greenville, PA	215-679-4451
Fairfax, VA	703-385-3385
Nashville, TN	615-585-8563
New England	603-886-4891
New York, NY	212-782-7800
Red Bank, NJ	732-530-1379
West Palm Beach, FL	561-630-1441
Wickford, RI	401-295-1145

Midwest Offices

Burnsville, MN	952-898-7500
Columbus, OH	614-777-0303
Dallas, TX	972-478-4312
Waseca, MN	507-835-2410
West Des Moines, IA	515-327-8975
Woodstock, IL	815-338-6750

West Coast Offices

Los Angeles, CA	310-392-3705
Walnut Creek, CA	925-295-1640