



A sustainable solution.

Many advertisers are feeling both internal and external pressures to make sure the choices they are making are environmentally responsible. One such company, a high-end hotel and resort chain, issued a corporate-wide directive to go green. Given the hotel chain generated a high volume of printed marketing materials, the challenge would be in partnering with printers who adhered to sustainable forestry practices.

One particular program involved an annual brochure for the hotel's loyalty program. The hotel turned to Specialty because of our Forest Stewardship Council (FSC) Chain of Custody Certification. Specialty is on the leading edge of the green movement and has been certified to source responsibly from paper providers who also adhere to the "chain of sustainability."

Specialty utilized its FSC Xpert™ to help select one of the top FSC paper mills and guided the hotel client toward a paper certified as FSC Mixed Source – one made with a percentage of recycled paper content that was actually 20% less expensive than originally projected. The hotel chain was able to take the "green" path, both in the environmental sense and via considerable savings.

