



FOR IMMEDIATE RELEASE
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**IT'S IN THE PAPER: AS BUSINESS GOES GREEN,
COMPANIES HAVE NEW CHOICES FOR PAPER AND PRINT SOURCING**

**May 30 Chicago seminar targets large and mid-size companies, plus printers, publishers,
marketing/ad agencies, graphic designers**

CHICAGO, May 16, 2007—Too many companies today overlook one of the simplest routes to environmental stewardship—ensuring that all printing paper they use is responsibly sourced and produced. With increasing environmental transparency in the paper and printing industries, it is now easier than ever for businesses to go green.

That view comes from Derek Smith, a former paper industry executive who now consults to businesses, printers and marketers on the critical link between paper and the environment.

“Most businesses, from Fortune 500 firms on down, haven’t made the connection between the paper they use and their environmental footprint,” said Smith. “I’m trying to change that. Often times, it’s as simple as understanding what issues are important and then changing the paper they specify.”

Smith is leading a May 30 seminar in Chicago called “Green Is Good For Business.” It will give print users and specifiers—businesses, printers, publishers, marketing/ad agencies and graphic designers—new strategies on taking advantage of positive environmental changes in the paper and printing industries.

These strategies include specifying papers with post-consumer waste content as well as papers certified by the Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC). Policies of both certification groups will be thoroughly discussed at the seminar.

The full-day event will be held at the historic Café Brauer, 2021 North Stockton Drive, Chicago. Cost is \$90 per person and includes lunch, refreshments and valet parking. Members of the Printing Industries of Illinois and Indiana, AIGA and the Printing Industries of Wisconsin pay \$75. Café Brauer is at the Lincoln Park Zoo just north of downtown Chicago.

Speakers include representatives of SFI, the World Wildlife Fund, Metafore, Forest Ethics, Domtar, The L.P. Thebault Company, Sappi Fine Paper, Finch, Pruyn & Co., Tembec, National Envelope, Neenah Paper, Appleton Coated, Eason Associates and xpedx, North America’s largest distributor of printing papers. xpedx, an International Paper (NYSE:IP) company, is co-sponsoring the event.

To register, contact dereksmithassoc@paperleadership.com, or sign up directly at www.paperleadership.com. For additional information about the conference, contact Susan Salem at the xpedx Glendale Heights, Illinois division at 630-480-8429.

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