

# Curious About FSC Certification?

## The Forest Stewardship Council & Well-Managed Forests

The Forest Stewardship Council (FSC) is an international organization that promotes responsible stewardship of the world's forests.

**What is the FSC?** FSC is a stakeholder-owned system for promoting responsible management of the world's forests. Through consultative processes, it sets international standards for responsible forest management. It accredits independent third party organizations who can certify forest managers and forest product producers to FSC standards.

**FSC Trademark.** FSC's trademark provides international recognition to organizations who support the growth of forest management. Its product label allows consumers

worldwide to recognize products that support the growth of responsible forest management worldwide. FSC undertakes marketing programs and information services that contribute to the mission of promoting responsible forestry worldwide.

**Certification Track Record.** Over the past 13 years, over 222 million acres in more than 70 countries have been certified according to FSC forest management standards. Several thousand products in a range of industries are produced using FSC-certified wood and carrying the FSC trademark. FSC operates through its network of National Initiatives in 45 countries.

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### CERTIFICATION PROCESS

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**Why Get Certified?** FSC certification lets your audience know that your printed materials have been produced in an environmentally-responsible way, within a defined framework for protecting and managing the world's forests.

**How Do I Get Certified?** FSC certifies each piece individually, so make sure you inform your Master Printing sales representative at the beginning of a project for which you want to pursue certification. We will confirm your paper specifica-

tion meets FSC requirements and, if it doesn't, work with you to select an alternative paper stock.

**Does the Submission Process Add Turn-Around Time?**

Yes. Be prepared for an additional 3 to 10 days above standard turn-around times to submit your proof and gain approval.

**Is There an Extra Cost?** We are not currently charging a fee for FSC submission; rather, we are viewing it as part of our commitment to quality customer service and support.

# PRINT POWER

QUICK IDEAS FROM MASTER PRINTING

[www.mprinting.com](http://www.mprinting.com)

216-351-2246



# *Launch a Postcard Newsletter*

## Make It Fast/Get It Done

Life moves fast today. Although we have text messaging, email and drive-through, we still run out of time.


Consider the people on your newsletter mailing list. Do they have luxury of time needed to read the beautiful and informative, multi-paged newsletters you send . . . or are these publications sitting on the edge of desks – not unwanted, just unread.

How about a test? Try a different approach to keeping in contact with your customers while still making the effort profitable for everyone. Try a postcard format “newsletter.” Give

customers or members the same information, just break it up – print what can be read in five minutes. Try sending 8 times a year instead of 4 times. Keep your name in front of their eyes and still get across what needs to be said. No fluff.

Don't have time to reformat? Master Printing can help with design, copy and print production for your test newsletter postcard. We can even manage mailing and keep it simple for you.

Give us a call to get things in motion.  
*Helping our customers make powerful impressions – that's our passion!*



*Make a powerful impression . . . print!*

**216-351-2246**  
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