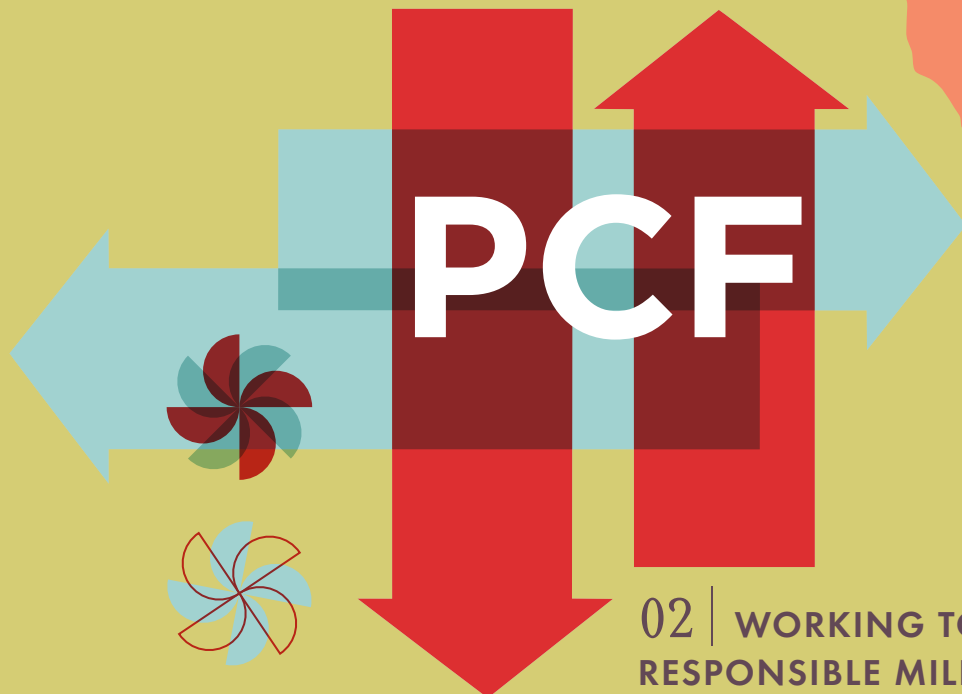


WASTE NOT *from* START *to* FINISH

01 | STARTING AT HOME

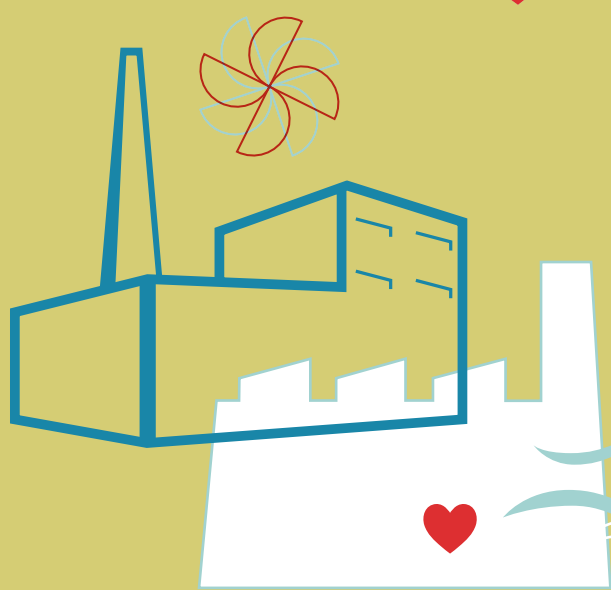
The foundation for all of our great products is paper. Our paper – the base for wrap, notes, stickers and more – is created domestically, which means it didn't travel the world to get to you!



02 | WORKING TOGETHER WITH RESPONSIBLE MILLS + PRINTERS

Our paper comes from mills that practice responsible, sustainable forestry as certified by objective 3rd parties. Much of our product is created using renewable energy sources, such as hydro power or wind power.

Our entire line of solid cards, envelopes and paper is produced without elemental chlorine (PCF). Our printers operate with reduced volatile organic compound (VOC) emission and recycle their ink waste. Many of our note sets are handmade from renewable content, usually cotton or bark fiber.

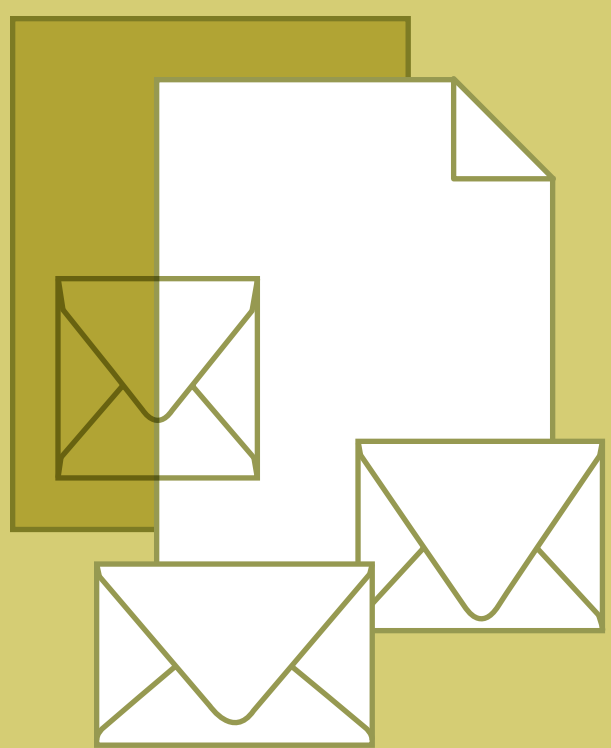


03 | USING OUR PAPER WISELY

Eco-White, made of 100% recycled content with 30% PCW, is the base for our printed notes, wrap and bags. We also donate, reuse, and recycle all of our scrap paper.

04 | PROVIDING A RECYCLED LINE

We have nearly completed the bulk transition, offering our line of exclusive solid colors with 100% recycled content containing at least 30% PCW (post-consumer waste). Beginning this year, our luxe papers are also made in the USA and contain recycled content.



05 | PACKING WITH CARE

We have swapped out all of our packing materials to reduce waste (and peanuts), and continue to look for creative ways to reuse packing materials.

06 | ENCOURAGING OUR EMPLOYEES

For three years, we have been a top participating company of our size in the Chicago Bike-to-Work Week Challenge. Last year, we moved our headquarters to a location in Chicago that makes it easy for and encourages employees to use public transportation.



waste not paper®

what we use everyday can be
BEAUTIFUL, CREATIVE
and
FRIENDLY to the world.

As we start a new year, several of us have shifted our perspective on environmental stewardship. For many, the choice to "go green" has gone from one of preference to one of necessity. We are proud of our heritage, and will continue to look for new ways to support our ongoing commitment to conservation.

In the last year, we have reaffirmed our dedication to the world around us, and we will continue to offer beautiful, competitive and eco-friendly products in the years to come.

WATCH FOR MORE ENVIRONMENTAL PRACTICES IN THE FUTURE AS WE FIND NEW AND INNOVATIVE WAYS TO INCORPORATE ECO-FRIENDLINESS INTO OUR BUSINESS.