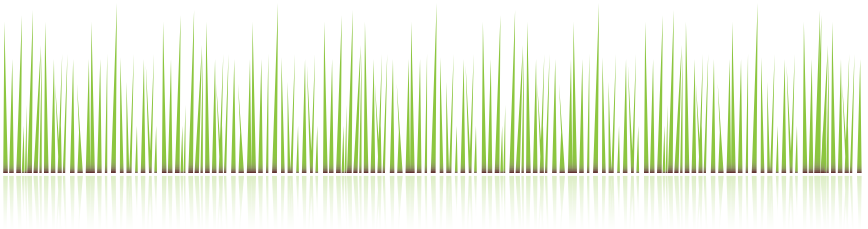




# Environmental Policy



Growing our commitment to a greener future.





Since 1968, EU Services' mission has been to improve the lives of our employees, our customers and our community while offering the highest quality direct marketing production services. Due to our company's strong moral values, we recognize how vital it is to incorporate environmental stewardship in the conduct of our business, including the efficient and sustainable use of natural and economic resources through the prevention of pollution. We are committed to understanding the impact our organization has on the environment and dedicated to continually improving our environmental performance, while encouraging our suppliers and customers to do the same.



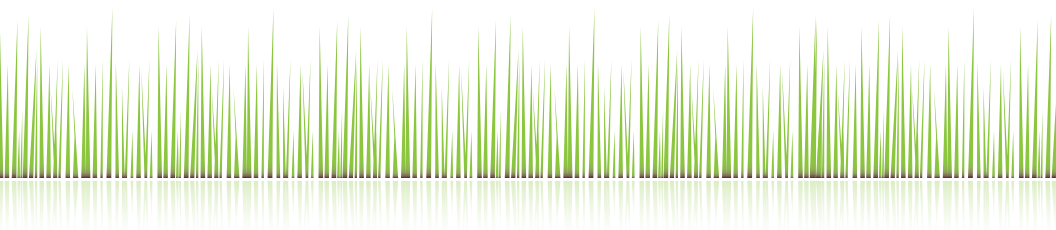
**EU Services has made a concerted effort to reduce our impact on the environment. Our sustainable efforts include:**

### **Certifications**

- EU Services obtained FSC Certification (SGS-COC-003786) in October of 2007.
- EU Services obtained SFI Certification (NCS-SFICOC-053) in November of 2007.

### **Waste Reduction**

- Excess lithographic press ink is re-mixed into other colors.
- Newer, more efficient machines replace older machines.
- Our digital prepress system eliminates need for film and film processing chemicals.
- Data processing list hygiene procedures minimize amount of undeliverable and duplicate mailings.
- Print and prepress color management system reduces amount of startup waste on press.
- Continuous improvement on quality issues to reduce spoilage.



## Recycling

- Customers can select recycled paper stocks for printing.
- Scrap paper and excess printed stock from customers is recycled.
- Used printing plates are recycled.
- Damaged wood pallets are recycled.
- Used press oil is recycled.
- Waste solvents are recycled into an alternative fuel source.

## Environmentally-Friendly Products and Systems

- We are in compliance with federal, state and local environmental regulations.
- Implementation of an Environmental Management System is currently in progress.
- Soy or vegetable oil lithographic press ink qualifies as a product made from renewable sources.
- Office copier paper is obtained from sustainable wood forests and is ISO 14001 certified.
- Significant investment in energy-saving lighting systems.

## 10 Tips for Environmentally Responsible Marketing

- Have an environmental policy.
- Designate someone responsible for making your business more sustainable in your use of resources.
- Ensure that environmental positions are translated into purchasing action, selecting suppliers that match your business and environmental philosophies.
- Take advantage of advances in technology to personalize and target mailings more efficiently.
- Maximize opportunities to use integrated media in your marketing promotions.
- Test different packages and options to market more effectively.
- Communicate with your customers and vendors about your commitment to protect the environment.
- When appropriate use environment-related labels or logos on your marketing materials.
- Use sound list management practices to minimize undeliverable and duplicate mailings.
- Use the DMA's in-house suppression files to both respect customer wishes and reduce paper use.

Source: The DMA - [www.the-dma.org](http://www.the-dma.org)

