

## GFTN-UK FOREST PRODUCT REPORTING SUMMARY FOR 2010

As a member of WWF's Global Forest and Trade Network in the UK since 2001, Pureprint Group is committed to progressively sourcing forest products from well managed sources. To monitor our progress, we collect as much information on our supply chain sources as possible, and categorise this to enable us to identify where any risks of poor sourcing may lie, and to eliminate them systematically from our supply chain into the UK market.

The new EU Regulation to limit the trade in illegal timber, which comes into full effect on 3<sup>rd</sup> March 2013 provides a baseline of legality as a minimum for forest goods entering the European market and reaching consumers. Our business wants to make sure that we are playing our part in reducing the UK footprint on global forest resources, and to source sustainably.

To highlight the change we have achieved so far, to draw attention to the challenges that remain in order to meet the EU regulation, and to exceed the requirements of the regulation by sourcing sustainably and identify our priorities in doing so, we are publishing the status of our supply chain for forest goods as we have established it so far, according to the WWF Global Forest and Trade Network categorisation of forest goods.

We hope our decision to be transparent about our performance on forest sourcing will prompt others in the sector to do the same, and initiate discussion about how business can overcome the remaining challenges in partnership with other stakeholders, including government.

We encourage all forest certification systems to continuously improve their performance in delivering responsible forest management. At present, WWF and GFTN participants believe FSC represents the gold standard and a credible benchmark for other forest certification schemes to match, and it remains our preference to increasingly source from credibly certified forests or verified recycled sources.

Our status for the forest products reported for the 2010 calendar year is as follows:

0.71%	No information on origin
0%	Known origin but no legality verification possible
5.19%	Legal origin confirmed (including e.g. PEFC purchased with Chain of Custody)
0%	In the process of becoming credibly certified
94.1%	Credibly Certified (e.g. FSC purchased with Chain of Custody) including 25.64% of all purchases which are also FSC Post-Consumer Recycled Material

Our Responsible Paper Purchasing Policy can be found at [www.pureprint.com](http://www.pureprint.com).

### Scope of reporting

All paper products purchased for resale or end use in business delivery, and those for internal use

### Challenges

1. To maintain and improve the current levels of paper purchasing from legal and certified sources.
2. To influence paper merchants to ensure that they legal verify all new products and sources

### Priorities

1. To promote to customers the importance of specifying responsibly sourced paper.
2. To create a Responsible Paper Purchasing Policy template for customers and to offer to liaise with WWF GFTN (UK) on behalf of customers to encourage the adoption of appropriate and influential formal paper purchasing policies