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Magjak's Environmental Policy & Vision Statement

Magjak recognizes how vital it is to incorporate environmental stewardship in the conduct of business, including the efficient and sustainable use of natural and economic resources, which incorporates practices such as energy conservation and preservation of biodiversity. Magjak is committed to understanding the impact our organization has on the environment and working to continually improve our environmental performance, while encouraging our suppliers and customers to do the same.

To this end, we seek to adhere to principles addressing the following 5 areas, and to support these principles through specific initiatives. Our goal as an organization is to address these key aspects of our environmental performance as members of the direct marketing community:

PRINCIPLE AREAS

- List Hygiene and Data Management
- Design
- Paper Procurement and Usage
- Printing and Packaging
- Recycling and Pollution Reduction in our Workplace and Community

I. LIST HYGIENE AND DATA MANAGEMENT

Magjak continually endeavors to manage data and lists in an environmentally responsible manner with a focus on reducing the amount of duplicate, unwanted and undeliverable mail [to both consumers and businesses]. To achieve our goals in this area:

A. We Maintain Suppression Lists

- We maintain in-house do-not-market lists for prospects and customers who do not wish to receive future solicitations from us (required by DMA Privacy Promise).
- We maintain a more detailed suppression file that enables customers and prospects to opt off our organization's marketing lists on a selective basis, such as by frequency or by category.

B. We Offer Notice & Choice



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- We provide periodic notices and opportunities for customers to opt in or opt out of receiving future marketing contacts from our organization (required by DMA Privacy Promise).
- We provide periodic notices and opportunities for prospects to opt in or opt out of receiving future marketing contacts from our organization.
- We offer customers a choice to receive communications from our organization electronically.

C. We Clean Our Lists Prior to Mailing

- In addition to use of the Direct Marketing Association (U.S.) Mail Preference Service (MPS) on all applicable consumer prospecting lists, we maintain clean, deliverable files by using:
 - ZIP Code correction
 - Address standardization (CASS)
 - Predictive models and RFM segmentation

D. We Merge/Purge Our Data

- We match outside lists against each other to prevent duplicates where appropriate.
- We use match definitions in merge/purge that minimize duplicates where appropriate.
- We match outside lists against other commercially available suppression files where appropriate.

E. We Test Market Offers

- We test a sample of a list before mailing or marketing to the entire list.
- We test different versions of advertising and marketing offers, in mail and other media, to select those offers and media combinations that receive the best response.

II. DESIGN, PRODUCTION AND PRINTING IN OUR MAIL, MARKETING AND COMMUNICATION MATERIALS

We strive, and encourage our customers, to design and print our advertisements and other communications in an environmentally responsible manner, and we communicate our environmental expectations to our supplier(s). Wherever feasible, in designing and printing communications, we look at opportunities for source reduction. We also communicate our goals to our suppliers. To this end:

A. We Reduce the Amount of Waste

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- We review periodically direct mail and direct marketing packages and downsize when and where appropriate.
- We test and use lighter-weight papers wherever feasible.
- We adjust trim sizes of our publications and/or collateral in an effort to reduce waste.
- We test and use production methods that reduce print order overruns, waste allowances and in-process waste.

C. We Give Preference to Recyclable and/or Reusable Materials

- We routinely survey the marketplace for high recycled content for corrugated boxes and packing materials and/or recyclable or reusable materials.
- We seek to utilize recycled paper in most of our printed communications.
- We ensure, where possible, that all packing and packaging materials are made of recyclable (collected locally throughout the country), recycled, reused or reusable materials.

C. We Communicate Environmental Principles to Suppliers

- We specify environmentally preferable materials to our suppliers.

III. PAPER PROCUREMENT AND CLEAN PRODUCTION

Magjak recognizes that improving forestry practices is an important component of environmental stewardship and sustainability. We strive to procure, use, and recover paper in a manner that helps to ensure the sustainable use of forests and other natural resources. In support of this principle:

A. We Research & Understand Our Investment in Paper

- We work to understand the investment our company has in paper.
- We invest time and resources to understand and address environmental issues associated with paper procurement.
- Our designated buyers have expertise in procuring environmentally preferable paper.
- We partner, meet or dialogue with other companies, environmental groups and/or local community groups to better understand their concerns.

B. We Respect Forest Ecosystems and Biodiversity



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- We require that our paper suppliers have made a commitment to implementing sustainable forestry practices that protect forest ecosystems and biodiversity as well as provide the wood and paper products our company needs.
- We avoid paper from sources that are known to log unsustainably or illegally managed forests.
- We require paper suppliers to document for us that they do not produce paper from illegally harvested or stolen wood.
- We encourage our paper suppliers to identify forests with special ecological or biodiversity values in the regions where they source paper and wood.
- We recognize the importance of maintaining biodiversity and avoid sourcing from rare forest types and areas with high concentrations of rare and endangered species.
- We recognize the importance of maintaining biodiversity and will work with suppliers who have integrated conservation values and programs into their operations.
- We recognize the importance of preserving landscape integrity and encouraging forest restoration areas and forest landscapes that provide pathways for wildlife.
- We recognize the importance of preserving healthy ecosystems and work with suppliers who have integrated forest conservation and restoration, "carbon storage" and water and soil protection into their operations.

C. We Encourage Sustainable Paper Procurement and Clean Production

- We give preference to suppliers who are committed to sustainable practices throughout the "life cycle" of paper production, from forest to recycling, including pulp and paper mill performance.
- We give preference to paper suppliers which are certified and verified by an independent third party.
- We give preference to suppliers who conform to International Organization for Standardization (ISO) 14001 environmental management standards for manufacturing and forestry practices.
- We are committed to purchasing paper manufactured with advanced pulping and bleaching techniques, such as totally chlorine-free or enhanced elemental chlorine-free processes.
- We expect continual improvement in our company and partners by rewarding and encouraging suppliers who meet or exceed industry standards.

D. We Encourage Responsible Use of Forest Resources

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- We evaluate paper used for marketing pieces, product packaging and internal consumption to identify opportunities for increased recycled content, increased post-consumer recycled content, lower basis weights and other environmental attributes.
- We consider the net environmental benefits and detriments of using recycled fiber before purchasing it. We recognize that recycled fiber manufacture, transportation and de-ink sludge disposal can have significant environmental impact.
- Whenever the economics are sound and the environmental benefits clear, we purchase paper with recycled content, including papers with post-consumer content
- We negotiate with our paper suppliers about purchasing papers with post-consumer recycled content at a comparable price, environmental impact and performance to virgin papers
- We identify for consumers paper and paperboard products made from fibers manufactured with recycled content with post-consumer material.
- We understand the need for virgin fiber in some paper manufacturing to ensure adequate strength. Where feasible, we strive to reduce the selected use of paper and paper products (including newsprint, packaging, tissue products, office papers and printing stock) made from 100-percent virgin fiber content.
- We reduce the amount of raw materials used to make our products by encouraging the development of lighter-weight grades of paper that meet our organization's functional and quality needs.

IV. USE OF PAPER IN PACKAGING

Magjak believes that sourcing environmentally preferred papers and other materials is only a beginning. Equally important is efficient use of papers and materials once they are purchased.

- We reuse incoming packaging materials for outgoing shipments where possible.
- We employ lighter-weight or efficient packing materials where possible to minimize volume/weight and reduce our environmental footprint.
- We encourage customers to participate in any existing national packaging/recycle program wherever possible.

V. RECYCLING AND POLLUTION REDUCTION IN OUR WORKPLACE AND COMMUNITY

Magjak's policies and initiatives in this area are guided by the Three Rs: "Reduce, Reuse, and Recycle." With this in mind, we seek an efficient and environmentally sensible workplace, as well as to promote environmental stewardship in our community. Toward this principle,

A. We Reduce & Reuse in the Workplace



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- Where possible and practical, we buy office papers, packing and packaging materials made from recycled materials with post-consumer content.
- We use recyclable materials and materials that don't hinder the recycling process.
- We integrate the use of electronic communications (e-mail, Web and intranet) for external and internal communications.
- We use recycled paper with post-consumer content for internal company print communications.
- We make primary use of two-sided printing and photocopying where appropriate.
- We develop online systems for reports, projects and monitoring to reduce paper generation.
- We reuse file folders, hanging folders and binders where appropriate.

B. We Deploy Recycling in Our Workplace

- We implement in-house recycling programs for:
 - Paper
 - Corrugated cardboard
 - Pallets
 - Printing ink and toner cartridges
 - Personal and laptop computers
- We participate in existing industry-specific or government programs for:
 - Increased recycled procurement

D. We Employ Efficient Transportation and Distribution

- We implement transportation policies and practices guided by objectives to reduce vehicular emissions, decrease traffic congestion and improve air quality. In support of this principle;
- Wherever feasible, we plan for the greatest efficiency when drop shipping our mail.