

impro



# GO

# GREEN

Impro wins FSC stamp of approval

# or Blue

# or Red

## What is FSC

The Forest Stewardship Council (FSC) was established in 1993 as a response to concerns over global deforestation. FSC is widely regarded as one of the most important initiatives of the last decade to promote responsible forest management worldwide.

The FSC label provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment.

**Use of the FSC logo gives an assurance that future generations will be able to enjoy the benefits of the forest.**

## Our responsibility

Impro is keen to show that we take our effect on the environment seriously and obtaining the FSC accreditation demonstrates our commitment to sustainability of the world's forests.

We strive to be ethically responsible by producing and selling goods from certified sources that help to protect the rainforests and wildlife and we are actively working to ensure that we run our business in the most eco-friendly way possible.



The mark of responsible forestry

SGS-COC-007758

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## Reasons to choose FSC

- The FSC label guarantees that the trees that are harvested are replaced or allowed to regenerate naturally.
- The forest owner must use local workers to run the forest, and provide training, safety equipment and a fair salary.
- FSC is a market-based initiative which also ensures better conditions for the forest and the people whose livelihoods depend on it.
- FSC protects the rights of indigenous people to use the forest.

The following table lists a small selection from the wide range of FSC approved materials available at Impro.

BUSINESS PAPERS		Available in	FSC	Recycled
Ability Offset	paper/board	✓	✓	
Explorer	paper/board	✓	✓	
9 Lives Offset	paper/board	✓	✓	✓
Conqueror 100% Recycled	paper/board	✓	✓	✓

  

PROMOTIONAL PAPERS		Available in	FSC	Recycled
Ability Offset (uncoated)	paper/board	✓	✓	
Lumisilk (matt coated)	paper/board	✓	✓	
Lumigloss (gloss coated)	paper/board	✓	✓	
9 lives 80	paper/board	✓	✓	✓
9 lives 55	paper/board	✓	✓	✓
Trucard matt (ucoated)	board	✓	✓	
Trucard Gloss (gloss coated)	board	✓	✓	



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## Ballyliffin Lodge moves to FSC

Impro produced its first FSC job for Ballyliffin Lodge Hotel, Donegal. The environmentally friendly brochure launched Ballyliffin's seasonal offers and was printed on '9 lives' - 55 FSC Mixed Credit recycled paper in keeping with the company's green credentials.

Designers **Bell McKeown Creative** were made aware of the various FSC choices on offer and was impressed that Impro could offer this service at no additional cost, whilst at the same time endorsing the hotel's commitment to the environment.



## What it means for you

Clients wishing to demonstrate their commitment to the environment can have their jobs printed with the FSC logo displayed, safe in the knowledge their job is printed on FSC certified paper produced from sustainable forests.

When choosing an FSC printer like Impro, your printed products will conform to FSC standards and your print job can be traced through the whole production process right back to the forest the paper came from.

**Clients choosing FSC products are trying to minimize their impact on the environment, therefore call a member of our sales team today to discuss your pledge to a greener world and how FSC can work for you their impact.**

