

Hi there!

Concerns about the environment and the safe usage and disposal of waste products has prompted questions from our customers about our printing practices.

In this issue of WhitsBits we will discuss topics that effect our business and our environment, sharing with you our commitment to both our customers and our earth.

As always we welcome your feedback and hope to provide you with information that helps you better understand who we are and why your decision to do business with us is the right one. We appreciate the opportunities that you give us and look forward to assisting you with your next project.

Customers of Lebanon Graphics and Imprint Communications



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print@whitman.biz • www.whitman.biz

Hello,

Many of you have called us at Whitman Communications because you heard that Marie Blair and Nancy Cutting have joined our staff after their jobs were terminated when Lebanon Graphics and Imprint Communications closed their doors.

You were looking for your files, printing flats, pre-printed blanks, dies and/or other printing set up materials. Well the good news is that at the recent liquidation sale we were able to buy most, if not all, of these items. We think we have them, but we won't know until you ask and we do a search. If we can find these items, we will provide them to you at no charge and trust that we may be of further service in the future.

The printing industry (actually we have thought of it as the graphic communications industry for the last 12 years) continues to change rapidly to take advantage of the digitization of all communications and the use of the internet to move data to your customers in a way that delivers results for you. This has been done to lower costs to our customer, and for us to remain competitive with alternative forms of communications. Whitman Communications, aka Whitman Press, has been in the forefront of this effort since the early 80's and we have continued to provide competitive value to customers needing results for their expenditures.

We are and have been a provider of printing for forms, letterhead, envelopes, business cards, product sheets and posters for many of the businesses, institutions and non-profits in the Upper Valley. We also do books and specialize in short run full color products. We hope you will consider us the next time you need to replenish your supplies or promote your business with a flyer, booklet or some other graphic message.

Thank you and we hope to hear from you soon.

Steve Whitman
President

Practices makes perfect...

Whitman Communications is proud to announce our FSC Certification



The mark of responsible forestry

SGS-COC-004869

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There are loggers in many parts of the world who are cutting indiscriminately and are not following good conservation practices. Once their logs enter the lumber or paper production process they are like any other log and no longer can be tracked. In order to change the behavior of these foresters, a chain of custody from the print buyer to the printer to the merchant to the mill to the forester has been established. In this way, large and small buyers alike will be able to

direct their buying to only those papers that can be proven to be from well managed logging operations, thereby putting pressure on the irresponsible logging operations to change their practices or go out of business.

Chain-of-Custody(CoC) Certification...

Chain-of-Custody (CoC) certification is available to manufacturers, distributors, and retailers who purchase, use, or sell wood or wood products.

It provides assurance to the end consumer – in this case YOU the print buyer – that the paper used is produced from a certified forest, controlled sources or recycled wood or fiber.

Why are we doing it?

We listened to our customers and had undertaken the lengthy and often complicated process of certification to provide them with the services and products that they not only want, but deserve. It was an easy decision for us, as we believe in the process and whole-heartedly support responsible forestry

practices. Becoming certified increases the options we can offer customers, differentiates us from other printers and helps to make us a better global citizen. By becoming certified by the Forest Stewardship Council (FSC), we will be able to print the appropriate FSC approved logo on any job that uses certified paper.



The use of these logos is important to print buyers because it demonstrates to their customers that they are taking advantage of environmentally friendly options and being responsible stewards of the environment.



Types of certified products

It is important to emphasize that Chain-of-Custody is not about recycled paper or changing paper quality to be more environmentally friendly. The paper we receive from our merchants under Chain-of-Custody is completely indistinguishable from other paper. The difference in certified vs. uncertified paper is our ability to trace the paper back through our supply chain to a forest that is known to be well managed.

With that said, there are three types of certified products available in the market:



- **Pure:** 100% of the fibers used to make the paper come from a certified forest.



- **Mixed Sources:** The paper includes fiber from well-managed forests, controlled sources and/or recycled wood or fiber. Mixed paper has an associated percentage amount, indicating the percentage of post-consumer waste (PCW) content.



- **Recycled:** Recycled means that the paper is recycled as opposed to virgin product and – similar to Mixed or Recycled – we can verify that the company doing the recycling is utilizing appropriate post-consumer materials and processes.

Why not use FSC paper in your next project?

There isn't a reason not to use FSC paper whenever it's available. Consider using it in your next project and help make a difference in the environment. We're here to help and welcome your questions and comments.

Start the press...

Introducing the new addition to our printing arsenal – The Komori Spica 429p

Providing the best possible products and services to our customers is what we strive for in everything that we do — in order to help us meet the demands on quantity, quality and price we have added the new Komori Spica to our equipment line.

After the Komori arrived; setup began in its new home on the bottom floor of the newly renovated mill building. Extensive work was done prior



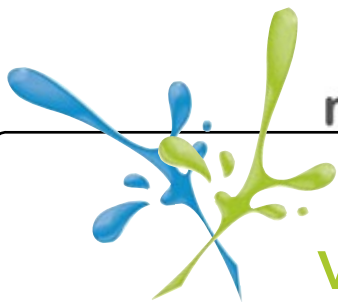
to its arrival to accommodate the 26 tons and 450 square feet of space required to house such massive machinery. We're very excited by the possibilities and opportunities that this press offers us and our customers.



Designed for exceptional productivity and to produce quality printing for both long and short run projects the Komori is capable of two-sided printing of one or two colors in a single pass, or straight four-color process printing. This press is ideal

publications, newsletters, brochures, booklets, post cards and more.

We welcome you to visit us to see the new equipment first hand and look forward to producing your next project on this extraordinary new press.



more than just



Vegetable vs. Soy

The buzz words concerning environmentally friendly inks are "soy based ink", however there are some facts that we think should be conveyed about inks (particularly our inks) and how they are used.

Whitman Communications (WCI) uses a variety of inks that are created by Superior Printing Ink Company - the basis of these inks are Linseed Oil and Chinawood (Tung) Oil; both are made from renewable resources. These oils are preferred because of their drying properties and because they are vegetable based. Soy-based oils on the other hand contain a certain percentage of petroleum, which accounts for slower drying times and higher cost.

Because most printing inks are petroleum-based, they may have significant Volatile Organic Compound (VOC) content. VOCs

are emitted as gases from certain solids or liquids and include a variety of chemicals, some of which may have short-and long-term adverse health effects. The Clean Air Act Amendments regulate overall VOC emissions from printers, so the extent to which inks contribute to VOCs is important.

Increased emphasis on improving worker safety and reducing environmental emissions has sparked renewed interest in vegetable oil-based inks, and many printers and suppliers are trying to address quality concerns found in earlier versions of these and other alternative inks. Vegetable oils reduce the total VOCs in an ink formulation.

WCI follows OSHA guidelines in the clean up and storage of printing inks and solvents. There

are special storage containers for ink, solvent and rags. WCI uses Safety-Kleen, Inc. of Barre, VT to pick up and recycle our waste inks and solvents from both press waste and rag contamination. The inks are processed in their refinery to "re-refine" the oil by separating oil from solvents and particulate (ink). The oils is used in "fuel blending" and reused to operate machinery. The rags are burned and the ash is used to mix with concrete.

WCI is making every effort to be sensitive to the environment and worker health. We stay up to date with the latest innovations in ink development concerning the reduced usage of potentially harmful chemicals.



Whitman
Communications, Inc.

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LEBANON, NH
PERMIT NO. 90



I look forward to working with
you on your next project.

Marie Blair

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For more information and back issues of
WhitsBits visit www.Whitman.biz

WhitsWords Find the words relating to this month's issue.

C K V M K Q B F X E U L A V H C U T
X M X J C O M M U N I C A T I O N S
P H Y E W D E L B I S N O P S E R M
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|----------------|--------|---------|-------------|
| CERTIFICATION | GREEN | TREES | SOY |
| VALUE | INK | RECYCLE | STEWARDSHIP |
| COMMUNICATIONS | KOMORI | REDUCE | RESPONSIBLE |
| ENVIRONMENT | PAPER | REUSE | VEGETABLE |
| FOREST | PRESS | FSC | WHITMAN |

Visit our website www.whitman.biz for a link to the answers.

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