



News Release

For Release: March 10, 2008

Industry Leading Original Impressions Takes Green To The Next Level *Company Is The First Triple Certified Marketing Communications Company In Florida*

Miami, Fla., – Original Impressions, LLC, a full service marketing communications company, today announced it has received triple Chain of Custody certification from three internationally recognized and accepted forest certification programs: the [Forest Stewardship Council \(FSC\)](#) (BV-COC-080207), the [Sustainable Forestry Initiative® \(SFI\)](#) (BV-SFICOC-US08000129) program and the [Programme for the Endorsement of Forest Certification \(PEFC\)](#) (BVC-PEFCOC-US 08000130). The Certifications verify, through an independent, third-party audit, that a variety of the company's paper is sourced from well-managed forests and manufactured by mills that adhere to strict environmental and socio-economic standards. The Certification makes Original Impressions the first full service Printing, Creative, Web, Fulfillment and Marketing Consulting company in Florida to receive triple Certification.

“Our entire organization, not just our Print division, is ‘green,’” said Roland B. Garcia, Sr., founder and CEO, Original Impressions. “While the official process took well over eight months to complete, we have long been committed and conscious of the role we play in environmental sustainability. We know and appreciate that the investments required to secure a better future for our environment pay for themselves very quickly and we are willing to do what is right.”

“Demand for paper from well-managed forests and legal sources is increasing worldwide and with today's announcement, Original Impressions joins a growing number of companies that are demonstrating their environmental commitment through certification to the SFI program,” said Kathy Abusow, president and CEO, SFI Inc.. “At a time when just 10 per cent of the world's forests are independently certified, this is a simple and effective way to strengthen the supply chain and improve forest management on a global scale.”

Original Impressions' efforts in the area of environmental sustainability include:

- Offering a wide selection of FSC, SFI program and PEFC options, as well as recycled, acid-free and processed chlorine-free papers and Green-e and carbon neutral papers;
- Using soy and other vegetable-based inks;



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News Release

- Employing Automatic Ink Mixers that eliminate the need to mix ink by hand, a conventional process that wastes inks and requires the use of hazardous solvents for clean-up. Additionally, any ink produced in error is remixed to form black ink;
- Using environmentally-friendly, non-toxic chemicals and cleaning solvents and eliminating isopropyl alcohol from the press dampening systems. The company also employs a solvent recycler to reduce the amount of hazardous materials we keep on site;
- Eliminating the need for film and film processing chemicals in the plant with the introduction of direct-to-plate technologies;
- Implementing online uploading of print proofs, which adds to its customers' efficiency by cutting down paper use, travel time and other resources; and
- Implementing a recycling policy that covers all printing consumables, including inks, toner cartridges, scrap metals, cardboard, pallets, shrink-wrap, printing plates, etc.

“Original Impression’s commitment to chain of custody certification through PEFC places it at the forefront of environmental procurement and gives it access to a global supply chain,” said Ben Gunneberg, general secretary of PEFC, which is a globally recognized organization that endorses national and regional certification programs, including the SFI program.

“Our customers increasingly ask us to help them make responsible purchasing decisions that are best for the environment,” said Garcia. “We have identified a number of ways in which to help meet these goals while at the same time looking to the long-term future of our environment. Responsible reuse and recycling programs conserve scarce natural resources and we are committed to doing not only our part to protect and enhance the environment, but help our customers do so, as well.”

About Original Impressions:

Original Impressions, LLC (OI) is a full service marketing communications company specializing in Creative Design, Web Development, Printing, Mailing/Fulfillment and Marketing Consulting for clients across a broad spectrum of industries, including Banking, Beverages, Cosmetics, Cruise Lines, Fast Food, Healthcare, Hospitality and Pharmaceuticals. Original Impressions is one of the first triple certified Marketing Communications Partner in South Florida, authorized to purchase certified paper and print the FSC, SFI and PEFC logos. It is one of the “Top 100 Minority Businesses in South Florida” and one of the “Top 500 Hispanic Companies in the U.S.” It is also a Certified Minority Supplier at the local, state and national levels. To learn more about Original Impressions, please visit the company’s Web site at www.originalimpressions.com.



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