



HOOD PACKAGING CORPORATION®

Showcasing Your Sustainable Values

Hood Packaging Corporation supports the “long term sustainability of business and measureable environmental improvements based on science.” Hood is a leader in sustainability with innovations such as IntegraGuard®. Hood holds a SFI® Certified Sourcing certificate for our paper sourcing.

What is SFI®?

The Sustainable Forestry Initiative® was created in 1994 after the U.S. Forestry Industry laid out a vision of sustainable development. The Sustainable Development Vision was a response to global market concerns in the 1990’s about forest management and illegal logging, primarily in developing countries. In 1998, the SFI program evolved as the first national standard backed by third-party audits.

Today, SFI Inc. is responsible for maintaining, overseeing, and improving a sustainable forestry certification program that is internationally recognized. SFI is the largest single forest standard in the world. Here are some of the 14 core principles of SFI:

- Sustainable Forestry
- Protection of Water Resources
- Wildlife Protection
- Development of recreation opportunities
- Responsible Fiber Sourcing Practices
- Transparency

Since 1995, SFI program participants have invested \$1.4 billion in research activities that improve the health, productivity and responsible management of forest resources.

Why should you care?

Long term sustainability in a multiwall paper bag world requires responsible fiber sourcing and innovative package design. Trees are renewable resources that still require protection and management from negative environmental policies and practices. Today, only 10 percent of the world’s forests are sustainably certified. Without certification there are no enforceable standards to ensure sustainable sourcing and responsible forestry management.

The Sustainable Forestry Initiative and its members bridge this gap in protecting our natural resources. Since 1995, over 124,000 resource and logging professionals have been trained by members of SFI Implementation Committees. In 2009, 1.4 million acres of land was reforested by SFI participants. By embracing and supporting the SFI standards and use of the SFI label, companies using multiwall paper bags can be a positive force in the viability of our timber stands for today and tomorrow.

While Hood continues to push the evolution of sustainable packaging with innovations such as IntegraGuard®, we understand that consumers’ responsible buying decisions are a key part to a sustainable solution. That is why partnering with Hood is the next step to ensuring your company’s sustainability efforts are successful.

What does this mean for you?

As a Hood Packaging Corporation customer, the SFI® label can be incorporated into the graphics of your packaging. The label represents a Trustmark: the consumer is ensured of responsible fiber sourcing and is given confidence in your company’s sustainable actions.

With SFI® Certified Sourcing we can trace all of our fiber sources back to the forest land, ensuring the fiber in our supply chain comes from responsible sources.

The label states that Hood has been certified by a third-party SFI certification body and certified to SFI® Responsible Fiber Sourcing Standards and Associated labels.



Example only

Consumers are becoming increasingly aware of this logo as it appears on many recognizable consumer products such as Copy & Print Paper, Notebooks, Postmark envelopes, toilet papers, and much more, as well as industrial products such as home decking/siding and many certified lumbers and products.

Are there specific claims or labels that can be printed on the bags?

Yes! The labels that can be printed on the product, and other documents, have specific content, size, shape, and color. Proofs of those labels can be provided upon request. With the approved label, you can incorporate these sustainable statements on your bag to name a few:

The Sustainable Forestry Initiative® program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soils, and water.

OR

This product is from a renewable, responsibly managed forest.

The SFI label not only provides consumers with a sustainable option, it showcases your **sustainability values**.



For more information on SFI®, visit their website SFIprogram.org
Contact Hood Packaging Corporation today at 800-321-8115