



Chooses newspapers that begin life in one of the 650 million trees planted each year by SFI participants.

Looks for home constructed with wood from SFI certified forests helping to ensure water, soil and wildlife habitats are well managed.

Prefers clothing shipped in packaging from SFI certified forests, where management must meet or exceed EPA approved practices.

Wants custom trim sourced from forests following rigorous SFI standards audited by independent experts.

MEET THE NEW ENVIRONMENTALIST.

These days, a growing number of consumers want the good life, but not at the expense of the environment. So when they shop for everything from newspapers to building materials, they look for SFI®-certified wood and paper products. These products come from well managed forests certified to the SFI standard. To learn how you can shop to help keep our forests healthy, visit www.sfiprogram.org.



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™