

DEFORESTATION

going green

why?

going green

who?

Becoming a Certified Green Partner

The Perils of Deforestation

Deforestation is the transformation of forested areas into non-forested land to make room for pasture, urban use, agriculture, or wasteland. Most commonly, deforestation is associated with the permanent destruction of significant areas of forest cover that results from illegal logging or unsustainable practices such as felling of trees for firewood and building material.



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Currently, 32 million acres of forests or woodlands are cleared annually. At this rate, significant

moist tropical forests (often called the lungs of the Earth) could be lost by the year 2050. A degraded forest environment has implications not only to biodiversity and habitats, but also to people's quality of life.

Haiti

is a prime example of the perils of deforestation: It has lost 98% of its trees, and the devastation continues today.



Deforestation disrupts vital ecosystems

Almost 50% of the forests cut every year go towards the production of paper

Certified Green Partners' goal is to insure that organizations and individuals commit themselves to comprehensive sustainable practices which will increase profitability, enhance social credibility and promote environmental commitment.

With CGP, Going Green is easy!

Becoming a Certified Green Partner and showing your customers your commitment to environmental responsibility is crucial. Now more than ever, consumers are demanding green products from their providers. CGP Certification, through an independent third-party review process, assures your customers of your environmental commitment.

Going Green is easy: You only need to go to our website and click "Apply Now": www.CertifiedGreenPartners.org

Some of the Benefits:

- Access to a full spectrum of CGP vendors that provide cost-cutting environmentally responsible solutions for your organization
- Increase your revenue by meeting the demands of environmentally minded customers.
- Show your audience you are reducing the environmental impact and increasing long term sustainability by using eco-friendly products and services.
- The right to use the CGP logo to be displayed in all your promotional materials and in your company's website
- Off-product use of CGP logo in your advertising and marketing strategies
- Opportunity to participate in the CGP Action Team.
- Maximize branding and networking opportunities
- Invitations to educational seminars
- Complimentary copy of the **CGP Economy Guide** for Greening your Business



Certified Green Partners

www.certifiedgreenpartners.org
CGP@certifiedgreenpartners.org
Tel: 305 691 5103 • Fax: 305 696 2312
1056 E 24th Street, Hialeah, FL, 33013

going green

why?

DEPENDENCY

Petroleum causes hazardous long effects that can affect the environment for decades



Oil dependency is an ever-increasing global problem that destroys the environment not only now but for future generations.

The long term effects of the Gulf oil spill give ample evidence of the devastating impact petroleum has on human as well as plant and animal life.

Consumers are as much to blame for these problems as the big companies and governments. It is the consumer who makes the ultimate choice of using petroleum-based products instead of other eco-friendly alternatives.



The Printing Industry is a Major Polluter and the Third Consumer of Petroleum in the World.

think **GREEN**
act **GREEN**

Become Certified





Use Certified Paper from Sustainable Forests

Certified paper comes from sustainable managed forests. It is just like regular paper, but it ensures that the trees are replaced responsibly, while protecting and conserving the forest and its wildlife.

Consumer demand for socially and environmentally friendly wood and paper products is increasing.

Certification logos help communicate to consumers the importance of maintaining the permanent existence of forested areas and the protection of wildlife, soil, air, water quality, and the livelihood of farmers.

Worldwide Certification Standards:



CGP, Certified Green Partners, founded in Florida, USA 2006



FSC, Forest Stewardship Council, founded in Bonn, Germany 1992



SFI, Sustainable Forest Initiative, North American Organization 1995



PEFC, Program for the Environment of Forest Certification, launched in Europe 1999

Recycling Paper Saves Trees

Paper recycling is the process of recovering waste paper and remaking it into new paper products, sparing new trees from being harvested. It has been estimated that recycling half the world's paper would avoid the harvesting of 20 million acres of forestland.

There are three categories of paper that can be used for making recycled paper: mill broke, pre-consumer waste, and post-consumer waste. Pre-consumer waste is material which left the paper mill, which has been discarded before it was ready for consumer use. Post-consumer waste is material discarded after consumer use, such as old magazines, old newspapers, and residential mixed paper. Mill broke is paper trimmings and other paper scrap from the manufacture of paper, and is recycled internally in a paper mill.

Since we cannot recover all the pulp needed to make the paper we consume, recycled paper must be supplemented with certified paper.

Not all recycled paper is green. Some is mixed with paper that comes from devastated forests.



Solution: Certified Paper from sustainable forests

Environmental Benefits of Vegetable-based Inks

In a side by side study, vegetable-based inks consistently produced brighter colors, better quality and better performance than petroleum-based ones without affecting the cost.



A CGP printer takes pride in using the highest-quality inks and materials, without compromising the finished product nor the environment.

Using environmentally safe inks rather than petroleum-based ones ensures that hazardous wastes, such as barium, copper, and zinc, will not contaminate the soil and groundwater. Furthermore, vegetable-based inks will minimize the release of VOCs (Volatile Organic Compounds) into the atmosphere, thus considerably reducing the toxicity caused by exposure.

Always choose a Certified Green Partner printer that prints with vegetable-based inks.

The inks made with vegetable oil act as a substitute for petroleum.

*Vegetable-based Inks:
Higher Quality, Lower Cost, More Customers*

Guide to Greening Your Business

Certified Green Partners' **Green Economy Guide** offers a full range of sustainable products, services, and green practices:



- Energy, Heating & A/C
- Water Conservation
- Printing & Certified Paper
- How to mix Chemical-Free Cleaners
- Pest Management
- Site & Landscaping
- Transportation
- Construction and Renovation
- Waste and Recycling

*Make the Transition
from "thinking green" to "acting green"*



The Chain of Custody is complete now!



CGP certifies the END USER of paper and ink.



We are proud to print on certified paper with vegetable-based inks. CGP certification ensures that the paper used contains fiber from well-managed, controlled sources and/or recycled wood or fiber that meet strict environmental and socio-economic standards. Printed by acgraphics.com, # CGP-EGC/IPR 1001