



## Frequently Asked Questions

### **Why should I become Green Certified?**

The “New Green Economy” has begun. ALL industries must be certified to meet the growing demand of your green-minded customers. Third party audited certification shows your commitment and helps shift your practices to be more environmentally friendly.

Why? Because certification...

- increases business, revenue and exposure
- is cost effective
- improves employee morale and community participation
- it makes sense and is simple to participate

Certified Green Partners (CGP) has defined a standard of Green that does not compromise quality or cost. CGP Certification includes educating, evaluating, and continuous monitoring by a third-party auditor to ensure compliance. CGP will guide you through every step of the certification process.

### **What benefits “financially” can we expect to obtain by having a Green Certification for our business?**

**Certification is the best way to reach out to your customers** and audience that your organization is contributing to the preservation our natural resources. More and more people are conscious of companies who contribute to protect our planet.

**Save on Green Products:** Certified Green Partners (CGP) certification helps identify products and practices that save money while substituting toxic and harmful chemicals with eco-friendly products at the same cost or savings.

**CGP Green Economy Guide** features tips to save up to 400% in products and processes replacing expensive toxic chemicals and practices with environmentally friendly Green products.

**Marketing Strategies** will attract new Green Minded Customers

**Email marketing** with over 15,000 and growing Green Friends and Partners worldwide keeps everyone connected and working toward the same cause.

**Social Media, CGP Blog and CGP Calendar** following, announcing activities, new products and initiatives of leaders, citizens and companies that develop solutions to protect our environment.

**Save expensive legal penalties** and enforcement like Miami-Dade Chapter Section 15 Ordinance: Sec. 15-2.3. ...”every commercial establishment shall provide for a recycling program which shall be serviced by a permitted hauler or the appropriate governmental agency and shall include a minimum of three (3) materials of its choice selected from the list provided...”

For more benefits go to: [www.CertifiedGreenPartners.org](http://www.CertifiedGreenPartners.org)

### **How am I helping the environment by using certified paper?**

Certified paper by the Chain of Custody certification assures that the tree from where the paper came from gets replaced in larger quantities. Trees are a major factor in eliminating CO2. If all consumers use certified paper exclusively, there would be no market for illegally harvesting forests and eventually the tree population will increase to what we used to have before.

### **What is Chain-of-Custody (COC)?**

The Chain-of-Custody is a tracking system that follows wood from certified forests through the entire supply-chain (i.e., farmer, harvesting, pulp, paper production, distribution, and printing)



Chain-of-Custody certification assures consumers that their paper products are made with wood from certified forests. Since FSC, SFI and PEFC track wood from the forests to the point of sale, printers must hold a Chain-of-Custody certificate from one of the certifier in order to use the logo and make claims about the content in the printed product.

### **What is global warming?**

Global warming refers to the increase in the average temperature of the earth's near-surface air and oceans in recent decades and its projected future increase.

Global warming is caused in part by pollution and gases such as carbon dioxide that have thickened the thin layer of atmosphere responsible for regulating the earth's temperature. Global warming will bring harmful changes to the planet, including a sea level rise, increased intensity of extreme weather events, and changes in the amount and pattern of precipitation possibly resulting in more frequent floods and drought. Other effects include glacier retreat, species extinctions and an increase in the ranges of disease vectors.

### **What is Certified Green Partners(CGP)?**

Certified Green Partners is an international organization offering an integrated certification program with sustainable standards overseen by a rigorous third-party certification audit that confirms CGP guidelines are complied. CGP certification encourages environmental commitment to any kind and size of public or private organization.

### **What qualifies as a responsibly managed forest?**

A responsibly managed forest replaces the production of trees as it depletes that forest's supply, thereby allowing the forest to regenerate and recover from its loss. Fiber coming from responsibly managed forests is certified based on a comprehensive system of principles, objectives, and performance measures that ensure the perpetual growing and harvesting of trees with the long-term protection of wildlife, plants, soil, and water quality.

### **Where are the forests that CGP is preserving?**

Paper and wood come from all over the world: North America, Europe, China, Indonesia, Brazil, Central and South America. Approximately 10% of the world's forests are certified (well managed). If we all demand certified paper and certified wood, we will stop the immoral devastation of our trees.

### **What is the Forest Stewardship Council (FSC)?**

The Trademark of the FSC indicates that the wood used to make the product comes from a forest that is well managed according to strict environmental, social and economic standards. The forest of origin has been independently inspected and evaluated according to the principles and criteria for forest management agreed and approved by the Forest Stewardship Council.

The FSC is a non-profit organization founded in 1993 based in Bonn, Germany and funded by various businesses, governments, foundations and environmental organizations. Every three years, the FSC develops standards and policy for sustainable management of forests and accredits certification bodies to assess candidate forests for certification.

### **What is the Sustainable Forestry Initiative (SFI)?**

The SFI is a North American initiative that ensures fiber coming from this program is certified based on a comprehensive system of principles, objectives, and performance measures that ensure the perpetual growing and harvesting of trees with the long-term protection of wildlife, plants, soil, and water quality.

The SFI is a program that was founded in 1994 by members of the American Forest and Paper Association with the mission to certify forests they've ensured are being managed in a sustainable manner. As of January 1, 2007, SFI became fully independent with its own board, including nonprofit environmental groups and forest products companies.

### **What is the PEFC Council?**

The PEFC Council (Programme for the Endorsement of Forest Certification schemes) is an independent, non-profit, non-governmental organization, founded in 1999 that promotes sustainably managed forests through independent third-party certification. The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests. PEFC is a global umbrella organization for the assessment of and mutual recognition of national forest certification schemes developed in a multi-stakeholder process.

### **What is the difference between Certified Green Partners (CGP) and FSC, SFI, PEFC?**

FSC, SFI and PEFC are organizations that certify the paper supply chain-of-custody (i.e., farmer, harvesting, pulp, paper production, distribution, and printing). This ensures that trees harvested for the manufacturing of paper is replaced. There are social and wild life protection benefits these organizations advocate.

CGP added a link to the Chain-of-Custody. Now the "End User" of paper can be certified.

In addition to the chain-of-custody, CGP certifies the use of vegetable-based inks instead of petroleum-based, and help establish a recycle plan for all paper waste and encourage the "CGP Green Pledge for a greener lifestyle."

### **I can't classify as part of the Chain of Custody. I am an "end user" of paper. Can I still get certified?**

Certified Green Partners certifies all users of paper: Businesses, printers, professionals, governmental agencies, cities, schools and non-for-profit organizations. Actually everyone can earn the right to become a Certified Green Partner and show their audience they are contributing to the preservation of the forests, eliminating petroleum-based ink usage and recycling all their paper waste.

### **What does "Off-Product" logo usage (for Certified Green Partners (CGP)) mean?**

"Off-Product" logo usage means that you are using the CGP logo for promotional purposes only to announce that your company is a Certified Green Partner following CGP guidelines and policies. It does not claim that the materials used meet the certification requirements.

### **What does an "On-Product" logo (CGP, FSC, SFI and PEFC) printed in a printed collateral mean?**

"On-Product" means that you are making the claim that the product the logo is printed on meets the certification requirements of paper fiber coming from a well managed forest, printed with vegetable-based inks and that your company recycles its paper waste to make new paper products

### **How can I arrange for a CGP seminar at my company/organization?**

You can go to our website: [www.CertifiedGreenPartners.org](http://www.CertifiedGreenPartners.org) and click on Contact Us and a CGP representative will contact you with the details necessary to arrange the presentation.

### **How do I know my printing company is using certified paper?**

The printer must be certified by CGP, FSC, SFI or PEFC before it can claim certification in your printed materials. The sales agreement or quote must specify the use of which certified paper they are using. The invoice and the delivery receipt must note the certification kind. If in doubt you can request the packing slip or the invoice from the paper vendor. It will specify which certification the paper has been certified.

### **What should my certified paper invoice look like?**

The invoice from the printer will have the Printer's Chain-of-Custody number written on the invoice. In the body of the invoice it will specify the kind of certification (CGP, FSC, SFI or PEFC) on each item they printed from you. If in doubt, you can request the packing slip or the invoice from the paper vendor.

### **What should the certified paper packing slip look like?**

The packing slip from the paper vendor to the printer/customer will have the vendor's Chain-of-Custody number written on the delivery/packing slip. On the body of the form, it will specify the kind of certification (CGP, FSC, SFI or PEFC) for each paper kind delivered. If in doubt you can request the invoice from the paper vendor.

### **How do I know my printing company is using vegetable-based inks?**

First you must specifically request that they only use vegetable-based inks for all your offset printing jobs. Only Certified Green Partners certification requires the printer to use exclusively vegetable-based inks when using the CGP logo in your printed materials. The printer must provide an affidavit stating that they only used vegetable-based inks, along with MSDS and Volatile Organic Compound count sheets.

### **What is MSDS?**

The main purpose of the Material Safety Data Sheet is to verify the toxicity of the products and the VOC levels for the vegetable based inks used. Ink vendors are required by law to provide their printers the Material Safety Data Sheets.

### **What does VOC mean?**

The VOC (Volatile Organic Compound) count is the amount of hazardous gases and CO<sub>2</sub> the ink and other petroleum products release when the ink is in the process of setting and drying. The lower the percentage the safer it is for our lungs and for the atmosphere.

### **I don't produce enough paper waste for a recycling company to pick up without charging.**

Green Supplies Depot has partnered with CGP and agreed to pick up for Free your recycled paper waste as they deliver 3 cases or more of certified paper to you.

CGP are partnering with recycle centers, schools, religious and community oriented organizations to provide free paper waste drops and/or pick-ups. Join CGP [www.CertifiedGreenPartners.org](http://www.CertifiedGreenPartners.org) and we will let you know when and where this will take effect.

### **How do I know my recycling company/center is really recycling all my paper waste?**

Your recycling company/center must provide you with an affidavit stating that they are recycling 100% of your paper waste.

### **What should a proper "Chain-of-Custody" Certificate look like?**

There are different ways "Chain-of-Custody" certificates look like. The important elements you must look for are the "Chain-of-Custody" certification number, which certification(s) it has (FSC, SFI, PEFS, CGP), the date that it expires, and the certification company that issued the certificate. Here are examples of each of the four certifiers:

### **What should the certified paper packing slip look like?**

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### **Why use a green-certified printer?**

There is no additional cost to the consumer for using a green-certified printer. The quality of the printed product is also not sacrificed.

The world's forests are one of our planet's main protections against global warming as well as a source of renewable and sustainable raw material for many industries. Their destruction affects us all, both directly and indirectly. It is therefore to everyone's benefit that both businesses and individuals act in a socially responsible way and do everything in their power to prevent the destruction of the world's forests.

### **How does it help to include a Certification logo in your printed materials?**

Going green also is a growing business trend that will give your company an edge in your industry. Green is the next evolution in business.

**Does the customer pay more for printing on Certified paper?**

No. Certified Paper does not increase the production process; it only assures that the Chain-of-Custody is audited and abiding by FSC, SFI, and PFEC guidelines. Recycled paper, by contrast, could be more costly because of the process of recovery and transporting to the mill.

**Will the quality of my work be affected?**

No. The paper-making process remains the same. Only the paper's origin (harvested from sustainable forests) changes. Also, in a side-by-side comparison, vegetable-based inks consistently proved to be of higher quality than petroleum-based ones.

**What is the difference between green-certified and recycled paper?**

Recycled fiber is paper that is considered waste but has not been handled by a consumer, i.e., untouched newspaper, extra paper or trim from the paper making process, over supply of magazines, etc. Post Consumer Waste (PCW) is paper that has been handled by a consumer and then thrown away, or otherwise called "recycled" in most households, i.e., newspapers, magazines, coupons, throw-away mail, etc.

While recycled fiber and PCW are key elements of the traditional model for responsible consumption, it is becoming increasingly clear that forest management in the production of the wood used in paper manufacturing, has more fundamental importance than even recycled fiber. Only 35% of current consumption is met by using recycled fiber.

**What is Virgin Fiber?**

Virgin fiber is new fiber that has never been used by a manufacturer to make paper or other products.

**What is Pre-Consumer Waste?**

Pre-consumer waste is the material that occurs as a by-product to the paper making process, such as paper discarded at the paper mill for make ready or not having the quality specifications required for the final paper product.

**What are Mill Broke and Recovered Fiber?**

Mill broke occurs during the paper making process e.g. trimmings and faulty paper which goes straight back into the pulping process. Since it has never been used in a product, it does not count as recycled fiber but is defined as recovered fiber.

**What is "Post Consumer Waste" paper?**

Post-consumer waste paper is the paper discarded by the end consumer of paper. It is the paper recovered that it is routinely trashed. It is the reintroduction of manufacturing paper scrap back into the manufacturing of new paper products.

**What are vegetable-based inks?**

Vegetable-based, rather than petroleum-based, inks ensure that any hazardous materials contained in petroleum-based inks, such as barium, copper, and zinc, do not leak into or contaminate our soil and groundwater. Natural inks also do not release any volatile organic compounds (VOC) that can cause irritation or harm those exposed to it.

**Are there vegetable-based ink cartridges for office printers?**

Vegetable-based inks are available for offset commercial printing only – meaning magazines, brochures, business cards, etc. - which use oil-based inks. In this case, petroleum-based oil can be replaced with vegetable-based oil. Up to now there are no solutions available for office or home printers. Certified Green Partners is working with manufacturers that produce eco-friendly alternatives and will notify you of any updates.

**How is ink removed from paper for recycling?**

Sometimes the ink is not removed from the paper when it is processed but is allowed to disperse into the pulp, discoloring it slightly – which is why some recycled paper can have a grayish or brownish tinge.

However, all of the recycled papers we recommend for printing are de-inked and of a conventional whiteness. If the paper is to be de-inked, this can be done in one of two ways, by washing, flotation or a combination of both methods:

1. Washing - As the paper is pulped, soaps are added which separate the ink from the paper and allow it to be washed away in water which can then be cleaned and re-used.
2. Flotation - Air is passed through the pulp, producing foam, which will hold at least half of the ink and can be skimmed off.

Sometimes the pulp is also bleached; hydrogen peroxide is most commonly used as it breaks down into water and oxygen on disposal, although chlorine bleach is sometimes still used.

Although the de-inking process uses water and chemicals, it is still less harmful to the environment than the manufacturing process of making new paper.

**What happens to the ink?**

Ink that is removed from recycled pulp can be burned to generate energy to run the paper mill, or sold to make useful materials such as compost or gravel for roads.

**What is Acid-free paper?**

Acid free paper has had the acid removed from the pulp leaving it with a neutral pH of 7.

**What does an “On-Product” logo (CGP, FSC, SFI and PEFC) printed in a printed collateral mean?**

It means that the paper being printed on comes from sustainable and well-managed forests.