



You may know us as the company who has been manufacturing quality books for more than a century. What you may not know is that eco-friendly practices and materials have been at our core for more than a decade.

Being environmental stewards has been a priority at Maple-Vail for many years. Being green has always made sense to us. We've been working with our vendors and local utilities over the years to not only reduce what we use, but also to recycle and reclaim materials along the way.

Incorporating this approach into our values of creating quality books at affordable prices, we have chosen eco-friendly business practices consistently throughout our history:

- ✦ **One of the first U.S. manufacturers to test and use totally chlorine-free paper**
- ✦ **FSC and SFI-certified stock, including ten types of recycled stock in dozens of sheet and roll sizes**
- ✦ **Developer of the *THINKTech*® printing system, a revolutionary process which virtually eliminates VOC emissions and significantly reduces energy usage**

This list goes on and on, from case material selections in our stocking program to the stocks used in our jackets and paper covers. The list stretches all the way to our manufacturing processes and the operation of our facilities.

On the next page you'll see a partial listing of our *Green by Design* materials and partners. Let us know how we can help incorporate these selections into your publishing program.

Being green is easier than you may imagine. We can create books that meet your quality and price expectations *and* design a product that you and your customer base can feel good about buying.

**The Maple-Vail
Book Manufacturing Group**

www.maple-vail.com

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Green by Design Program Options

PAPER

NATURAL:

- 50/55/60# Natures (30% PCW, FSC)

WHITE:

- 50/60# Maple Recycled Opaque (30% PCW, FSC)
- 50/60# MV White Offset Recycled (30% PCW)
- 50# Enviro 100 White (100% PCW, FSC)
- Utopia II Gloss (10% PCW)
- 60# Thor Plus (15% PCW)

BINDING MATERIALS

PAPER:

- Ecological Fibers 70/80# Rainbow (15% PCW, ECF)

CLOTH:

- ICG Holliston Arrestox B, Kennett and Pearl Linen (vegetable-based filler and water-based coatings and colorants)

BOARD:

- 100% recycled, FSC-certified

Maple-Vail
Green by Design
**Eco-friendly Materials
 and Processes**

COMPONENTS

COVERS:

- 10/12 pt Kallima C1S (10% PCW, ECF, 30% FSC)

JACKETS:

- 80/100# New Leaf Primavera Gloss (80% RCY/60% PCW, 80% PCF, FSC)

PROCESS:

- Available through FSC-certified suppliers utilizing eco-friendly manufacturing methods

PROCESSES

- Digital plates imaged within a closed-loop system
- Exclusive ultra-low VOC and energy-saving printing technology for both sheetfed and web presses
- Robust scrap and plant-wide recycling program
- Chain-of-custody certification for both FSC and SFI
- Binding materials selected for their effectiveness as well as environmental and workplace impact
- Cartons contain an average of 30% recycled fiber