



LVI EARNS FSC CERTIFICATION FOR ENVIRONMENTALLY-FRIENDLY PRACTICES

Boston, MA – Boston-area commercial printer LVI has earned the Forest Stewardship Council's Chain of Custody Certification for meeting international standards for environmentally-responsible use of paper and other forest products.

"Achieving FSC Chain of Custody Certification strengthens LVI's commitment to the highest social and environmental standards and can help ensure the availability of sustainable resources for generations to come," LVI CEO Christopher Wells said.

The Forest Stewardship Council sets international standards for responsible forestry practices and accredits forest products worldwide. LVI's new Chain of Custody Certification (CoC) means that LVI uses products that originate from FSC-certified sources and that LVI can now provide FSC-certified print for customers who want to be environmentally responsible.

"Maximizing efficiency and effectiveness of our client's print is the central component of Print Optimization," Wells said. "LVI's Print Optimization is not only good for our client's bottom line, it's good for the environment."

LVI's resource-conscious Print Optimization operating ethos is the optimal balance between efficient production methods that minimize Cost per Unit (CPU) while maximizing the sales effectiveness or Sales per Unit (SPU) of each piece.

LVI is part of a growing industry of printers that manufacture, process, and/or trade in non-timber forest products. LVI can now demonstrate to clients its responsible sourcing activities that comply with public or private procurement policies where FSC CoC certification is the preferred option.

ABOUT LVI

LVI is a Print Optimization company. Our goal is to help our clients move closer to the Print Optimization Zone, where their sales and marketing collateral is purchased at the lowest possible cost per unit and generates the highest possible sales per unit. LVI specializes in sales and marketing print collateral in the financial services, health care, high tech, manufacturing, pharmaceutical, retail and academic markets.

A key part of LVI's Print Optimization strategy is the LVI Open Book Relationship, which keeps customers informed on how LVI has met benchmarks for mutually agreed upon goals. The LVI Open Book Relationship is based on three guiding principles:

- Be Transparent: Share information to create optimal solutions.
- Be Simple: Standardize and automate.
- Be Accountable: Meet targets for improvement.

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