

MARKETING GOES “GREEN” AT PSB *with Eco-Friendly Paper and Natural Gas Generated Electricity*

MARCH 2008, LAKE FOREST, CA: Responding to the global climate concern, PSB Integrated Marketing has taken a proactive step in protecting our nation’s forests. In April 2007, the marketing communications firm, joined forces with the Forest Stewardship Council (FSC) to offer its clients FSC-certified papers.

FSC is an international organization which brings people together to find solutions that promote responsible stewardship of the world’s forests – our best line of defense against carbon dioxide build-up in the atmosphere. It is the *only* forest management program to provide a global set of standards for responsible logging; and the only such program to be endorsed by industry, environmental groups, and indigenous peoples alike.

To date--over the past 13 years--over 90 million hectares in more than 70 countries have been certified according to FSC standards, while thousands of products are produced using FSC-certified wood and paper carrying the FSC Trademark.

“PSB is very proud to be part of the solution to protect our forests, promote sustainability, and support fair trade,” said PSB President, Mark DeBellis. “While none of us, as individuals, can eliminate destructive logging practices, it’s increasingly apparent that the marketplace can have a significant impact on changing the way forestry is actually carried out. Consumers around the world are demanding products that limit damage to the environment, and the FSC label is one way they can make this choice with confidence.”

“This kind of global consciousness and cooperative spirit can work particularly well for our clients. Letting members know that they are using eco-friendly paper can reinforce loyalty. People simply like to feel that they are part of an environmentally responsible organization; that their participation is supporting a greater good for the planet.”

When asked about the slightly higher cost of the FSC paper option, DeBellis pointed out that “doing the right thing” does not always come with the smallest price tag, as evidenced by the entire organic food industry. “At this point in time, sustainable agriculture / forestry often costs a little more. We also hope, since PSB offers such cost-effective marketing to begin with, that our clients will be able to make a ‘greener’ choice” on projects in the future.”

Paper choice is just one of the steps that PSB takes to be more environmentally conscious. Currently they are

one of the few operations in the nation that produce their own electricity through a natural gas powered generating system. Vice President of Operations, Lair Hull said, “We have been using alternative energy sources to offset the high cost of electricity in Southern California for the past 5 years. It comes in handy during peak summer periods. Currently, we produce over 35% of our own electricity during these months.”

PSB is a privately held corporation, entering its 17th year of providing marketing communication solutions. The company services clients across the United States with cost effective marketing and strategic marketing solutions. It is a full service provider that offers creative concepting, design, prepress, lithographic and digital printing, bindery and mail house services all onsite in their Lake Forest, CA facility.

For accompanying photos to this press release, please go to www.psonline.com/presspass or click on the links below.

- [*Mark DeBellis photo*](#)
- [*Lair Hull photo*](#)
- [*Electricity generation equipment photo*](#)
- [*FSC logo*](#)
- [*PSB Building*](#)

###