

We can help you meet environmental demands before consumers even make them.

If you're seeking an environmentally proactive print-and-mail provider, look no further than FSSI. Here, "sustainability" and "eco-friendly" are more than trendy buzz-words. They're highly regarded precepts upon which our practices and policies are built.

Energy conservation and recycling

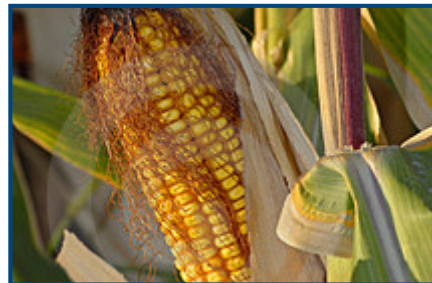
Evidence of this commitment can be seen in our processes and product offerings, as well as the facility itself. One example is the installation of an energy-saving centrifugal chiller to cool prep and production areas. The unit is 5 times more efficient than a conventional air conditioning system.



A more familiar example is recycling. Each year, FSSI recycles or responsibly disposes of tens of thousands of pounds of paper waste, wooden pallets and electronic assets, including computers, monitors and other office equipment.

Biodegradable, USPS-tested envelope film

FSSI is among the first vendors to offer and encourage the use of corn-based PLA (polylactic acid) window-film envelopes. PLA gives customers an easy yet credible way to "go green," without compromising quality or readability.



Paper-saving Web-based services

Increasingly, our clients and their customers are realizing the economic and environmental benefits of reducing paper waste. That's why FSSI has evolved, improved and expanded its stable of Web-based services. Today, clients interested in using or offering online options have more choices than ever, including:

- Document composition management
- PDF proofing and approvals
- Electronic hosting of indexed PDFs and reports for research and desktop printing
- E-presentment and delivery of client statements and invoices

Want to be greener? It's easier than you think.

Cut costs and improve efficiency with any or all of FSSI's eco-friendly print-and-mail service options.

Efficient Quadplex bill format – printing two-up duplex reduces ink and paper usage and saves on postage

"Onsert" printing – printing marketing messages onto the document reduces the need for preprinted inserts

Customized programming – supports client-requested pulls before printing or mailing

Selective messaging and inserts – provides direct target marketing to customer without additional paper/postage costs

Highly targeted direct mail – avoids the waste of sending printed pieces to uninterested parties

Document "householding" – mailing to the same address to reduce envelope and postage costs

Address cleansing – cuts paper waste by correcting addresses and separating undeliverable pieces from the mailstream

Postal pre-sorting – reduces postage costs

More

E-documents give consumers a golden opportunity to go green.

But education and encouragement are needed.

A study released in March, 2008 reveals just how significantly consumers' paper-handling practices and preferences can impact the environment. Results center on individual households' use of paper statements and bills versus their electronic counterparts and presents a compelling case (excerpts below) for migrating to online documents.

Did you know?

- Each year, U.S. residents mail 26 billion bills and statements and 9 billion payments in paper form
- The related paper consumption is staggering -- more than 755 million pounds
- The resources used to produce and transport all that paper are equally staggering:
- 9 million trees; 512 million gallons of gasoline



Did you know?

If just 10 percent of U.S. households gave up paper bills and statements it would:

- Preserve 6,202 acres of forest from deforestation
- Avoid creating 719,800,685 gallons of wastewater
- Avoid producing 1.96 million pounds of greenhouse gases (equivalent to taking 162,861 cars off the road.)

Working together to increase adoption

FSSI believes that sharing this and similar information with your customers may help them see the environmental benefits of Web-based transactions -- and possibly influence them to embrace and adopt electronic document delivery. Our e-document experts are available to help you develop long-term adoption and messaging strategies. Call today for more information or a free consultation.

Stewardship is a journey, not a destination.

We're proud that FSSI was among the first in our industry to integrate environmental stewardship into regular business operations. However, we readily acknowledge that there's always more to do and that the job is far from finished. That's why we'll continue to be proactive in finding ways to recycle, save energy, reduce paper waste and shrink our carbon footprint.



888-351-3774 or 714-436-3300
www.fssi-ca.com

(source: Scientific American online, March 2008)

