

# Building a brighter future.

## Supporting your mission is our mission

We take great care in passionately helping people express themselves, celebrate experiences and traditions, recognize achievements and share their stories.

We live our values – every member of the Jostens' team is accountable to customers, to act with integrity and responsibility, to respect and recognize and to embrace change. We believe that living our values is required to earn customer loyalty and meet the expectations of all our stakeholders.

It is within this framework that Jostens conducts all business based on health and safety, respect for the environment and commitment to the communities in which we work.

## Our commitment to environmental sustainability and social responsibility

Jostens' commitment to operating in an environmentally and socially responsible manner is in the best interest of our employees, customers and communities in which we operate. It is part of our approach to doing business in an ethical manner and doing the right thing for today and the future.

We are committed to providing a safe and healthy working environment for employees and avoiding adverse impact and injury to employees, the environment and communities in which we do business. We strive to operate in compliance with all applicable environmental, health and safety laws, regulations.

Our employees are tasked with conserving resources and reducing waste and emissions through recycling and other energy conservation measures. Employees whose jobs involve manufacturing have a special responsibility to safeguard the environment in the handling and disposal of materials and the emissions into the land, water and air.

## Jostens' commitment to environmental sustainability and social responsibility.

### Health and Safety

Our strategy to maintain a safe and healthy work environment is grounded in our Company Values and our Code of Conduct.

To allow customers to make buying decisions without concern, Jostens became a charter member of the Fair Labor Association (FLA), a third party organization chartered to assess compliance with workers' rights and safety. The FLA conducts unannounced audits of Jostens' production facilities, both company owned and contract manufacturers. Jostens maintains an ongoing team of employees to collaborate with the FLA and is accountable to lead the remediation of any deficiencies discovered during such audits. This group works under the direct guidance of Jostens' CEO and Senior Leadership Team.

### Environmental Sustainability Team

This year, activities at Jostens are heightened by the launch of a company-wide environmental sustainability initiative and team, endorsed and supported by the Jostens Leadership Team.

The Environmental Sustainability Team has developed a framework to reinforce Jostens' position as an environmentally conscientious leader. The team was chartered by the Jostens Leadership Team to deploy a strategy that will focus on earth-friendly designs for products, energy conserving facilities and to promote environmental sustainability as an integral part of the company culture.

By developing a holistic approach for our environmental framework, the team works across the organization to drive environmentally responsible actions and results.

Team priorities include the following:

- ✓ Encouraging and engaging employees to think and act in an environmentally responsible fashion
- ✓ Ensure a strategic approach in developing and marketing environmentally responsible products
- ✓ Continuously and diligently monitoring environmental regulations to ensure integrity and compliance in all our operations.

# Building a brighter future.

## Jostens' commitment to environmental sustainability and social responsibility.

### Material sourcing

Our sourcing strategy is to confirm that our raw material sources, finished goods suppliers and contract manufacturers support our Values and meet our Code of Conduct. We follow a strict internal selection and verification process and support third party verification processes that strive for sustainable change throughout industries regardless of location.

### Fabrics

As with all raw materials, Jostens follows a strict selection process for fabrics. Graduation gowns are available for purchase or rent and rental gowns are cleaned in a closed-loop dry cleaning system with minimal waste, which is collected and recycled.

Jostens has announced a new line of innovative regalia for graduates: the Elements Collection™. The Elements Collection™ fabric fiber is made from wood sourced exclusively from renewable, managed forests. The fabric used in Jostens Elements Collection™ was developed using 100% acetate material, selected after an extensive evaluation of various options. Based on scientific research, the fabric is proven to decompose in soil in one year.

In addition, the Eco-Zip™ coil zipper tape and teeth are made from 100% recycled PET. Earth-friendly packaging contains ECM BioFilms™ material that facilitates the decomposition process of the cap and gown bag.

### Paper

Paper is a key raw material used in the production of Jostens' yearbook and memory book products. Jostens is committed to working with its customers in making environmentally educated choices about paper.

✓ All paper used in the production of Jostens' yearbook and memory book products is purchased from paper companies that conduct business in a responsible manner by minimizing their impact on the environment. These companies have sound environmental policies and practices that address how their operations impact our air, water, land and forests.

✓ All paper used in the manufacturing process comes from non controversial forests that are responsibly managed for sustainability, biodiversity of plants and animals and for soil and water management.

✓ These suppliers are members of numerous forest management associations and they participate in certification processes that vary by location and product lines that include; The American Tree Farm Society, The Sustainable Forestry Initiative, The Forest Stewardship Council, The National council for Air and Stream Improvement, The Program for the Endorsement of Forest Certification and many others.

✓ All pulp used in the production of our paper is elemental chlorine free. This includes all Jostens' paper-based products including yearbooks, memory books, graduation announcements and diploma papers.

✓ Jostens has reduced its paper usage by 10 million sheets in the last 3 years through technology investments and redesigning processes. These reductions have come from schools creating pages online and proofing over the web.



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### **Manufacturing**

Our manufacturing strategy is to provide a safe and healthy working environment for employees and avoid adverse impact and injury to employees, the environment and communities in which we do business. Employees whose jobs involve manufacturing have a special responsibility to safeguard the environment in the handling and disposal of materials and emissions.

Through the Environmental Sustainability Team, all facilities participate in a coordinated process to assess opportunities and implement initiatives to reduce our overall carbon footprint through process changes and by reducing, reusing and recycling.

### **Recycling**

Jostens makes efforts to recycle all waste paper, cardboard and aluminum used in the manufacturing process in addition to comprehensive recycling in office environments.

### **Give Back Programs**

Jostens supports environmental sustainability through the The Green Belt Movement and The Nature Conservancy

Through a relationship with the Green Belt Movement, Jostens' plants a tree for every DualCast™ class ring purchased. The Green Belt Movement provides income and sustenance to millions of people in Kenya through the planting of trees; it also conducts educational campaigns to raise awareness about women's rights, civic empowerment and the environment throughout Kenya and Africa.

Through the purchase of Jostens Elements Collection™ caps and gown, Jostens offers graduates an opportunity to give back to the environment.

Jostens will donate \$1 to an environmental sustainability project on behalf of students that post a code from their gowns at Jostens.com.

### **Our direction and commitment**

We make choices every day that impact the people and places around us. Jostens pays special attention to these critical choices. We do our best to reduce our environmental footprint and to add value to students, families and communities with careful consideration for the generations to come. As a market leader, Jostens is committed to supporting initiatives to ensure a bright future for all we touch