



YELLOW PAGES ASSOCIATION AND ASSOCIATION OF DIRECTORY PUBLISHERS JOINT ENVIRONMENTAL GUIDELINES

I. INTRODUCTION

The Yellow Pages Industry has a long history of environmental responsibility. Our members are committed to complying with applicable environmental laws and regulations and support balanced regulatory and voluntary initiatives that protect the environment, while supporting innovation and industry growth. Our members are committed to improving the environmental performance of their products throughout their lifecycle. These include initiatives focused on source reduction, manufacturing processes, and recycling.

These voluntary Guidelines are intended to document the Industry's environmental principles. Member publishers who comply with these principles will be entitled to exhibit the Yellow Pages Industry's Environmental Seal on their products and promotional materials.

II. SOURCE REDUCTION

Print Yellow Pages directories provide a vital service in linking buyers and sellers. The industry is committed to meeting the needs of numerous constituencies, including our advertisers and directory users. We recognize that all products, including directories, can be manufactured and distributed in an environmentally sensitive manner. We seek to minimize the industry's environmental impact while meeting applicable legal and regulatory requirements and the needs of the businesses and communities we serve.

By subscribing to these voluntary Guidelines, our members demonstrate their commitment to reduce the consumption of paper through the following activities:

1. Communicating flexible directory distribution policies that allow end users to request additional directories or to opt out from receiving a future distribution of a print directory.
2. Implementing strategies to reduce the weight of paper used consistent with appropriate product performance and marketplace needs.

3. Evaluating the finished dimensions of print directories and implement strategies to minimize paper utilization and trimming waste.
4. Evaluating and employing pagination and other software systems to utilize page space effectively and minimize unnecessary use of paper.
5. Evaluating print directory scoping, coverage, and distribution to optimize paper use consistent with regulatory and marketplace requirements.
6. Evaluating and implementing inventory management and stock reduction initiatives for print directories.
7. Consistent with marketplace and regulatory requirements, offering consumers a choice of how to receive directory information, including print, electronic, and other media, and where appropriate, seeking regulatory changes necessary for pursuing source reduction.

III. ENVIRONMENTAL MANUFACTURING PRACTICES

Yellow Pages publishers and their suppliers have made significant investments in projects that are environmentally friendly. The directory paper industry has purchased and installed costly systems to produce recycled de-inked pulp for directory paper and newsprint. As a result, directories today are recyclable and contain significant amounts of post-consumer recycled content.

In addition to recycled pulp, directory paper contains fiber primarily derived from "residual chips," a byproduct of sawmills left after logs are converted to lumber. The chips become paper pulp instead of going into landfills or being burned.

By subscribing to these voluntary Guidelines, our members have demonstrated their continued commitment to evaluate and to collaborate with their paper suppliers, printers, and other vendors to minimize the industry's environmental impact. Examples include:

1. Use of post-consumer waste in directory paper consistent with reasonable availability and product performance.
2. Use of wood by-products consistent with reasonable availability and product performance, minimizing use of virgin pulp stock.
3. Use of environmentally sensitive inks and adhesives consistent with reasonable availability and product performance.
4. Evaluating product design and production methods to insure that print directories are recyclable by the paper recycling industry.

5. Encouraging suppliers to utilize recognized environmental best practices including, where appropriate, recognized environmental certification processes, such as FSC, CSA, and SFI.

IV. RECYCLING

The industry is proud of its efforts to promote recycling of print directories. Industry efforts have taken many forms, from promoting recycling efforts through donation of advertising space to supporting the recycling activities of local community groups and government agencies. According to the Environmental Protection Agency, print directories are estimated to account for only .3% of municipal solid waste. By subscribing to these voluntary Guidelines, our members promote recycling of print directories through methods designed to meet the needs of the communities they serve, including, where appropriate:

1. Communicating recycling opportunities to users of their products.
2. Supporting recycling efforts.
3. Collaborating with private, government and non-governmental agencies to encourage and expand recycling opportunities.

V. INDUSTRY ENVIRONMENTAL SEAL

While these Guidelines are voluntary, the Associations encourage all member publishers to subscribe to them. Publisher members who commit to these Guidelines will be entitled to use a Yellow Pages Industry Environmental Seal.