

## **“conVerd Pioneers an Innovative Sustainable Paper Product Line which Moves the Digital Printing Industry Towards a Greener Future”**

**(East Longmeadow, Massachusetts, USA)** – October 15, 2008 – conVerd is now distributing the “conVerd by Aconda Natura Poster Line”-- the very first paper product line that is both Forest Stewardship Council and Carbon Neutral certified in the wide and superwide format markets.

Paul Paulette, conVerd’s Vice President of Sustainable Products, says this product line shows that printing materials can provide high-quality graphic reproduction and also be gentle on the environment: *“With this product line, we are providing the printing community with an opportunity to advance sustainability while minimizing their carbon footprint. We are providing a product that businesses can feel good about”*.

Products from the “conVerd by Aconda Natura Poster Line” are manufactured from pulp from special forests that are FSC certified, and responsibly managed while protecting the human rights of the indigenous people of the land. These materials are manufactured with up to 50% Post Consumption Fibers and are 100% recyclable.

That’s a marked change from using synthetic products or petroleum based products, which can be difficult, if not impossible to dispose of let alone recycle.

conVerd by Aconda Natura Poster Line is also carbon neutral; the company has made significant internal investments to reduce their own carbon footprint through the addition of a captive cogeneration plant to support their energy needs and the development of an advanced waste water treatment facility that has helped them achieve ISO 14002 certification for their production facilities in Spain. In addition to these programs and their ongoing work with The Carbon Neutral Company in England, the plant has also invested in methane recapture energy production facilities in Germany to provide them with the additional offsets required to certify this line as 100% Carbon Neutral.

Mr. Paulette says this product line allows businesses to buy into a larger movement to green the printing materials industry:

*“Our mission at ConVerd is to renew, reuse and sustain. Everything that we do embodies that commitment. Now, businesses have an opportunity to share in this philosophy”*

The “conVerd by Aconda Natura Poster Line” includes a range of products: from “Citylight”, a coated poster paper that provides a high level of whiteness designed for backlit/frontlit applications, to “Hydros”, a flame retardant paper carefully engineered to hold up in crowded public environments such as rail, bus or subway stations.

## **About conVerd**

conVerd has over a decade's experience as a wide format supplier in the USA market. It is also a leader in creating green solutions for the printing industry. conVerd's product range includes environmentally sustainable printable products, printing machinery, and ink solutions. Much of its products are poster paper with exceptional durability and flame resistance. This paper is widely used in the US for billboards, backlit and frontlit applications and Point of Purchase applications.

More information about ConVerd is available on [www.converd.com](http://www.converd.com)