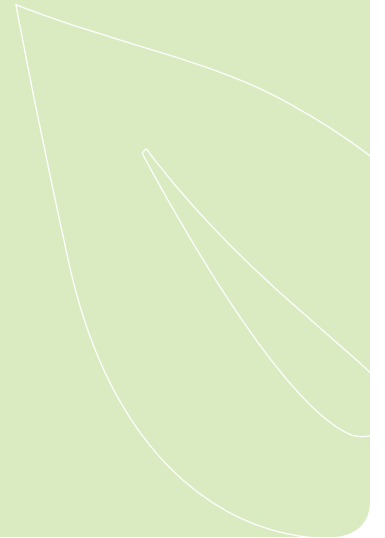




WHY GREEN?



Not just a TREND...

Everyone deserves clean air, clean water, and enough food.

It seems that, at times, we take these things for granted. But the magnitude of consumerism that developed countries have established is taking its toll. For example, it is estimated that through 2010, nearly 600,000 Chinese citizens will die young every year due to air pollution (via the *Britannica* blog). And much of China's manufacturing is due to the Western appetite.

Without getting boring or laying guilt on ourselves, it's good that we are wising up to the problem our wastefulness causes the world. No matter where you stand, **responsibility is always a good thing.** And consumers aren't in the dark. In fact, they are beginning to favor green/responsible products & companies, sometimes even at a premium.

We believe that the "green" movement is going to stick around for a while. And for good reason ... let's give our children, and other's children all over the world, a fair chance at a good life.

Being green is good business.

CLEAN WATER,
CLEAN AIR,
ENOUGH FOOD.

[FOR THE WORLD.]

OUR RESPON
SIBILITY.

Green + YOUR BUSINESS IMAGE

Rule29 can help you position your company in the green space. And if you already have a thorough set of green values, we can help you execute them by sharing our knowledge of sustainability in printing and design techniques. And you can rest assured that you're putting your faith in a firm that is working hard to be responsible with all of our resources ... financially, socially, and environmentally.

And now, you can print green and economically at the same time. Also, with today's re-forestry efforts, sometimes a printed piece actually has an environmental advantage over a digital piece. Check out the next page for just how that works.

For more information on our green stance, check out:
makingcreativematter.com/green

WE VALUE OUR MEMBERSHIPS
WITH SUSTAINABLE ORGANIZATIONS
AND CHOOSE FSC-CERTIFIED VENDORS
WHENEVER POSSIBLE.



Members of AIGA



THE DESIGNERS ACCORD



You Can PRINT GREEN

How does printing green measure up? See for yourself:

PRINT SAVINGS*



LIA brochure, printed on Neenah's Environment stock, with 100% post-consumer waste content.

PRINT SAVINGS*



O'Neil Prints Green brochure, printed on Neenah's Environment stock, with 80% post-consumer waste content.

*Source: neenahpaper.com