

BETTER TOGETHER.

Go green with the Eversfrank Group.



EVERSFRANK GROUP
PRINT. MEDIA. ENVIRONMENT.

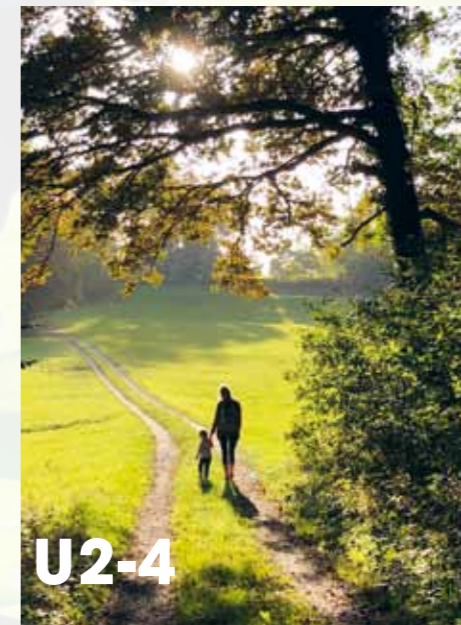
EVERS
ReForest
More trees. Less CO₂.



LET'S WALK THE PATH TOGETHER.

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Imprint.



U2-4

The path to a green print product.
The choice is yours.



05

CO₂ Compensator.
Join us.

08-09



Setting an example.
Our eco-labels.

We are more than happy to show you the way when it comes to the sustainable production of your print products. In this overview, we illustrate you how you can take small steps in the right direction with your print product – from paper certifications and eco-labels for the entire product to climate-neutral printing. Always included: our production runs on 100 % green energy as standard. More detailed explanations of the individual certificates and labels can be found on page 12.

THE PATH TO A GREEN PRINT PRODUCT.

The choice is yours.

CLIMATE-NEUTRAL PRINTING



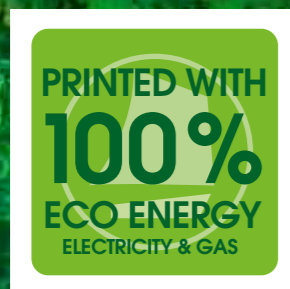
ECO-LABELS



PAPER CERTIFICATES



OUR STANDARD



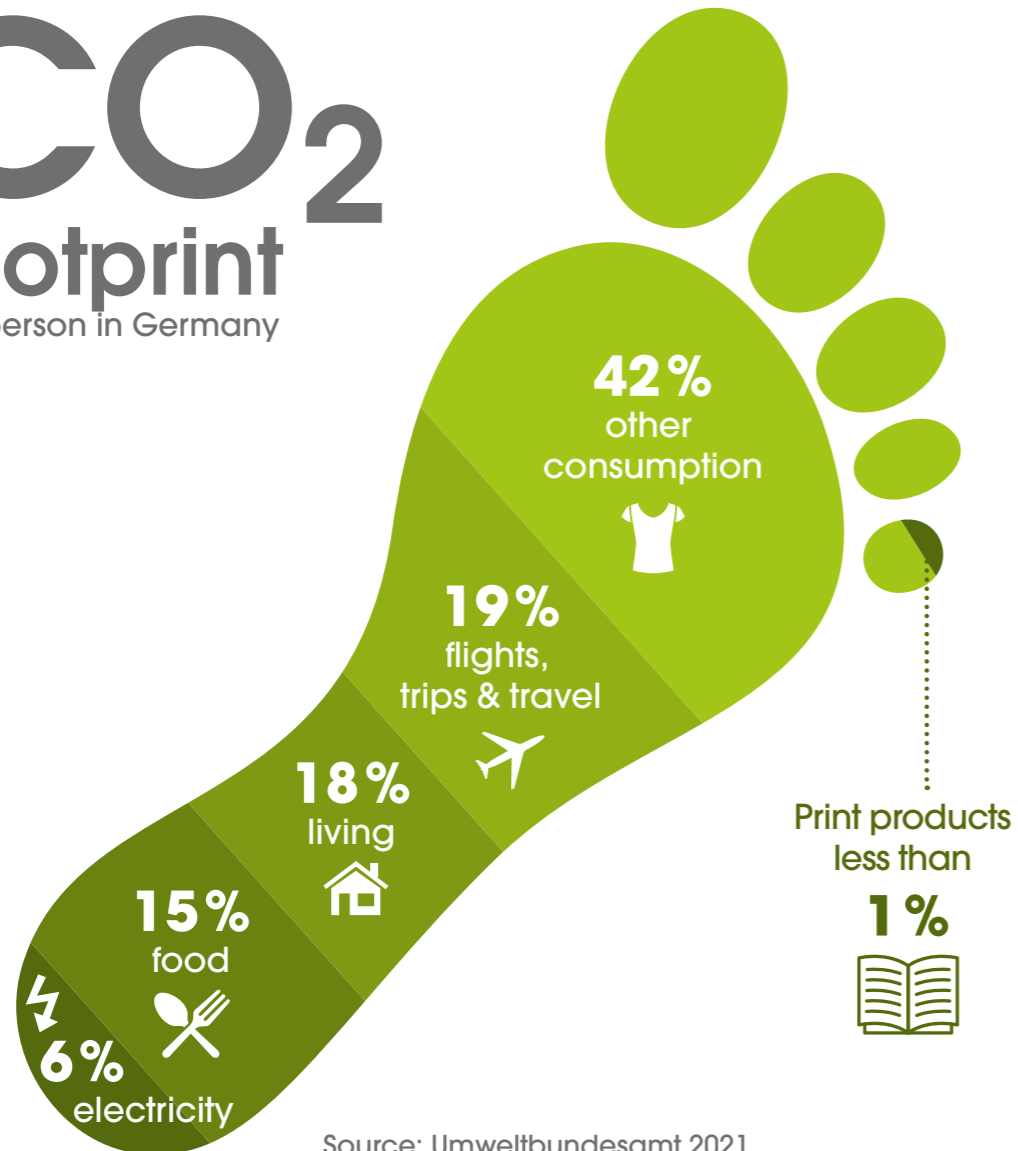
THAT'S HOW **GREEN** PRINTING CAN BE.

From forestry-sustainable paper to recycled paper and climate-neutral printing: throughout the entire printing process, there are countless ways to have your print product produced as sustainably as possible. We provide the basis, but ultimately it is up to you to make a conscious decision in favor of a sustainable product. We are happy to show you the

way and demonstrate our capabilities to make your product as sustainable as possible. It is not only our certificates that set us apart, it is also our attitude, because we have been actively committed to the environmentally friendly production of our print products for decades. This is also underlined by our own carbon footprint, which we were

able to minimize by 26% in the long term by 2020 and will continue to improve in the future. Speaking of which, did you know that print products account for less than 1% of a person's carbon footprint? Support us in promoting sustainable print production so that this number will soon approach zero as well. Let's take the green path together.

CO₂
footprint
per person in Germany



CO₂ COMPENSATION FOR EVERYONE!

Compensating CO₂ has never been so simple: With our CO₂ compensator, you can easily select the amount of CO₂ you would like to compensate. In order to neutralize this quantity, we have calculated the respective number of trees needed for this process and then plant them for you right away. Whether it is your print product, your own fleet of vehicles or a private flight – we'll do the reforestation for you!



here you can find the
CO₂ compensator

HOPE IS GREEN.

CO₂ is one of the key perpetrators of climate change. That's why it's up to all of us to reduce greenhouse gas emissions, or even to avoid them completely, if possible.

The latter is only partially possible for the production of catalogues, brochures and many other activities. The solution until such a time as it is fully possible is called CO₂ compensation. Just one single tree can convert an average of 100 kg of CO₂ into biomass in a year. How much could you achieve with an entire forest?

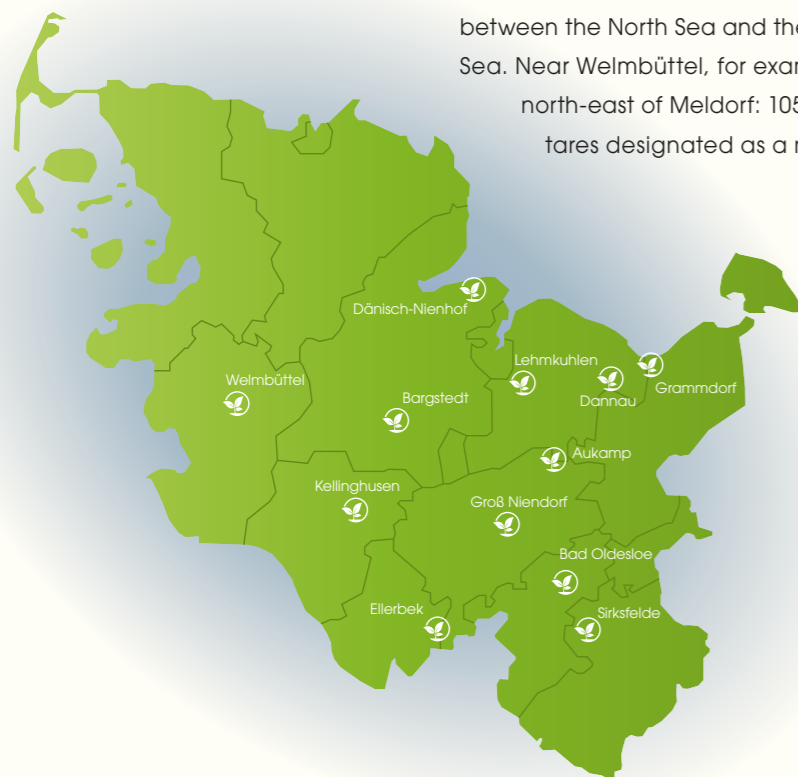
In 2011, we became the first ever printing company to found its own in-house reforestation company – Evers ReForest. It showed us that CO₂ compensation isn't actually that complicated: CO₂ emissions arising due to the printing production process and which cannot be prevented despite every effort can be offset through the reforestation of mixed deciduous forests. We've been providing carbon-neutral printing services in-house ever since.

Sustainability has become a value-adding factor for brands today. Businesses that pursue an environmentally-conscious strategy are not only doing something good for the planet

but are also promoting their image and, depending on the industry, are even capable of generating more sales by doing so. To demonstrate your involvement, you will receive a certificate and you may even label your products with the Evers ReForest logo.

Moreover, your dedication can even be seen, touched, smelled and wandered through: you can visit your own personal forest at any time. We believe that when you can actually see the result of your involvement then you'll be prepared to do even more. And this is urgently required as climate change is one of the biggest challenges for all of us.

OUR REFORESTATION AREAS.



Your forests are in Schleswig-Holstein, between the North Sea and the Baltic Sea. Near Weimbüttel, for example, north-east of Meldorf: 105 hectares designated as a nature

conservation area. Or in Lehmkuhlen, a municipality that borders the town of Preetz to the east, right in the middle of the northern foothills in the hilly landscape of Schleswig-Holstein.



We own 500,000 m² of reforestation area

distributed throughout Schleswig-Holstein. These areas can also be visited and explored during a nice walk.



400,000 trees

have been planted so far. 7,000 to 8,000 trees per hectares are planted for new mixed deciduous forests. Even a single tree can convert an average of 100 kg of CO₂ into biomass per year.

30.000 tons CO₂

have been compensated by us so far.



The way to get there is very simple.

Simply invest in one or more trees, get actively involved, receive the Evers ReForest logo and certificate – done.








You too can easily plant trees!

Whether it's a print product, a fleet or your own flight – Evers ReForest makes CO₂ compensation easy.



ECO-LABELS AT A GLANCE.

		Environmental management	Energy management		Eco-labels		
		 EMAS	 ISO 50001	 Green energy	 Blue Angel	 EU-Ecolabel	 Nordic Swan
Printing material	Paper grade	—	—	—	✓	✓	✓
	Origin/Recycling	—	—	—	✓	✓	✓
	Deinking ink	—	—	—	✓	✓	✓
Chemicals/ Materials	Ingredients	✓	✓	—	✓	✓	✓
	Efficiency	✓	✓	—	✓	✓	✓
Energy	Efficiency/Certification	✓	✓	✓	✓	✓	✓
	Use of renewable energies	✓	✓	✓	—	—	✓
Water	Consumption/Management	✓	✓	✓	✓	✓	✓
Waste	Waste types	✓	—	—	✓	✓	✓
	Recyclin/reuse	✓	—	—	✓	✓	—
Emissions	CO ₂	✓	—	✓	✓	✓	✓
	VOC	✓	—	—	✓	✓	✓
	Air thresholds	✓	—	—	✓	✓	✓
Management	Quality	—	—	—	—	—	✓
	Occupational safety	✓	—	—	—	—	✓
	CSR	—	—	—	—	—	✓
<div><div>— = No requirements</div><div>✓ = Requirement</div><div>★ = For climate-neutral printing, a carbon footprint of the product is required. All marked requirements are relevant for this.</div><div>★ ¹ = Life cycle assessment/Product life cycle</div></div>							

Paper certificates		Climate-neutral printing			Memberships and initiatives	
 FSC® Das Zeichen für verantwortungsvolle Waldwirtschaft	 PEFC™ Förderung nachhaltiger Waldwirtschaft www.pefc.de	 Evers ReForest More trees. Less CO ₂	 Climate Partner	 First Climate	 Klimaschutz Unternehmen	 Healthy Printing
✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓
—	—	—	—	—	—	✓
—	—	✓	✓	✓	✓	✓
—	—	✓	✓	✓	✓	✓
—	—	✓	✓	✓	✓	✓
—	—	✓	✓	✓	✓	✓
—	—	✓	✓	✓	✓	✓
—	—	✓	✓	✓	✓	✓
—	—	✓	✓	✓	✓	— ★ ¹
—	—	✓	✓	✓	✓	✓
—	—	✓	✓	✓	✓	—
—	—	✓	✓	✓	✓	—
—	—	✓	✓	✓	✓	—
—	—	—	—	—	—	—
✓	—	—	—	—	✓	✓
—	—	—	—	—	✓	✓

LET'S SET SIGNS TOGETHER!

Businesses that pursue an environmentally-conscious strategy are not only doing something good for the planet but are also promoting their image and, depending on the industry, are even capable of generating more sales by doing so. Ecology and economics are in no way mutually exclusive. With us, you have the option of distinguishing your product with various eco-labels. Each eco-label focuses on different things and has different requirements. We'd like to provide you with a summary here – sustainability should be anything but complicated.



EMAS

Resource-saving environmental management with the EMAS

The economy and the environment must, and can, go hand in hand. With the European EMAS (Eco-Management and Audit Scheme) environmental management system, companies are able to save resources intelligently. But the EMAS can also do a lot more: EMAS-tested organisations make an significant contribution to environmental protection, save costs and show social responsibility.

The EMAS ensures that all environmental aspects of energy consumption, even through to the waste and emissions, can be implemented in a legally secure and transparent manner.

As a voluntary instrument of the European Union, the EMAS

- is open to all industries and company sizes
- covers all DIN EN ISO 14001 requirements
- is applicable worldwide



100 % green energy

All our production sites have been running on 100 % green electricity generated through hydropower as standard since 2013, and they have been running on 100% climate-neutralised natural gas since July 2017. We are happy for you to express this environmentally friendly production method on your printed product, and for you to add our green energy logo to your layout.

- The logo identifies your printed product as having been produced in an environmentally friendly way with regards to the energy used in production
- Standard production with 100% green energy (green electricity and gas)



ISO 50001

How does an energy management work?

An energy management can help to identify and enhance energy saving potential. First, energy flows in operations and the associated energy carriers are recorded and analysed, then ideas for improvements are developed based on this information, their profitability is evaluated and they are then implemented. As such, the energy management helps us to make decisions when it comes to making investments in energy efficiency. In order to achieve an improvement in energy efficiency in the long term, companies

define an organisation-wide energy policy, set energy objectives, create action plans and measure the achievement of objectives with key performance indicators. In addition, the energy management also influences the organisational and technical processes in the company, as well as the behaviour of employees. For example, it regulates responsibilities for energy-relevant processes, defines communication procedures, determines the necessary skills for employees and ensures that they are equipped with them.

ECO-LABELS.



Blue Angel

The Blue Angel has been the eco-label of the Federal Government of Germany for over 40 years. Independent and credible, it sets demanding standards for environmentally-friendly products and services and lets consumers know that they are making a sustainable purchase. With the Blue Angel for printed products, all materials used to produce the product are taken into consideration. This usually includes the energy and resources used for production, such as paper and ink. The printing process and machine cleaning can lead to the emission of volatile organic solvents which contribute to the ozone formation 'summer smog'. In ecological system comparisons, paper products made from recovered paper come off considerably better in terms of resource consumption, waste water

pollution and water and energy consumption, than paper products with a predominantly primary fibre content. The manufacturing of printed products made using paper with a high recovered paper content helps to conserve resources, particularly the forest ecosystem, and reduce waste. In addition, a printed product should be made with suitable inks, varnishes and adhesives to ensure that it can be recycled. The use of energy, paper waste and air and water emissions in the printing process can be reduced through process optimisation. As such, consumers can be sure that printed products that bear the Blue Angel label are an environmentally-friendly alternative to more conventional printed products already on the market.



EU-Ecolabel

The EU Ecolabel is recognised in all member states of the European Union, as well as Norway, Lichtenstein and Iceland. The voluntary label, which was introduced by an EU Regulation in 1992 (Council Regulation EEC 880/92), has gradually become a reference point for consumers who want to help reduce pollution by buying more environmentally friendly products and services. The label is awarded to products and services which have a lower envi-

ronmental impact than comparable products. With the EU Ecolabel, the consumer should be able to identify more environmentally-friendly and healthier products. The label can be applied to cleaning products, electrical devices, textiles, lubricants, inks and varnishes, and even accommodation providers and camp-sites. However, for the moment this label cannot be awarded to foodstuffs, drinks, medicines and medical devices.



Nordic Swan

Nordic Swan is the national sustainable stamp for Scandinavian countries. The stamp is awarded to a wide variety of products, including candles, computers, investment funds and supermarkets. The governments of Finland, Norway, Sweden, Denmark and Iceland stand behind the Nordic eco-label (also 'Nordic Swan').

Since 1989, it has certified products from what are now more than 60 categories. The licenses are issued by the national offices of the five countries themselves and they also commission testing institutes to carry out audits. The focus of the Nordic Ecolabel is on environmental protection and the quality and safety of the products.

PAPER CERTIFICATES.



FSC® – Forest Stewardship Council®

The FSC® was founded in order to promote an ecologically adapted, socially beneficial and economically profitable management of the world's forests and therefore guarantee that the needs of today's generation can be met without putting the needs of future generations in danger.

Environmentally compatible

The forest operations are ecologically adapted in their management and ensure that the extraction of wood and non-wood products preserves the biodiversity, productivity and ecological processes of the forest.

Socially beneficial

The forest management helps both the local population and society as a whole to share in their long-term benefits. It also creates strong incentives for the local population to conserve forest resources and follow long-term management plans.

Economically beneficial

Forest operations must be managed in a structured way in order to be sufficiently profitable. Financial profit must not come at the cost of forest resources, ecosystems or the affected communities.



PEFC™ – Programme for the Endorsement of Forest Certification™

Backgrounds and goals

Forests regulate our climate and are also spaces for us to relax. Companies that are PEFC certified show commitment to the environment and responsibility in dealing with the indispensable raw material, wood. PEFC stands for comprehensive sustainability: an integrated concept, which combines ecological, social, and economic aspects. And PEFC guarantees a controlled supply chain – independently monitored, completely traceable and sustainable.

PEFC - Four letters the forest is happy about

PEFC is international. This is already reflected in the name „Programme for the Endorsement of Forest Certification Schemes“, which pursues one goal across national borders: the worldwide improvement of forest use and forest management. All national national systems are based on the same the same origin: on the resolutions decisions taken at the follow-up conferences to the Rio Conference on the Environment.



CLIMATE-NEUTRAL PRINTING.



Evers ReForest

Climate-neutral printing is actually quite simple when you realise that just a single tree can convert an average of 100 kg of CO₂ per year. With Evers ReForest, we have founded the first ever reforestation company of a printing company to compensate for CO₂ emissions that cannot be avoided during the manufacturing process. The carbon footprint for your print production process is determined and a corre-

sponding number of trees are planted to compensate for these emissions and to make your printed product climate-neutral.

- The logo identifies climate-neutral printed products
- CO₂ compensation of your print production through our reforestation programme Evers ReForest



ClimatePartner

ClimatePartner continuously works towards improving the living conditions of people, animals and plants in the world through climate protection.

We develop and promote climate protection projects with our customers. Climate protection projects improve the local situation and create opportunities for people to improve their lives. In addition, climate protection projects preserve the habitats of animals and plants.

ClimatePartner continuously works towards improving the living conditions of people, animals and plants in the world through climate protection.

It stands for the development and promotion of climate protection projects which improve the local situation, and with it the quality of life. Even the preservation of the habitat for animals and plants is part of the climate protection projects.

However, the main contribution that we want to make is to protect the climate, so that future generations can live their lives as freely as we do today. This will not be possible if the average temperature of the Earth continues to rise. Let's reach this goal together!



First Climate

Not all emissions can be avoided, but all unavoidable emissions can be compensated. As climate change is a global phenomenon, Scope 1 and Scope 3 emissions that are generated in one place on Earth can be balanced out through the avoidance or prevention of emissions in another place on Earth. The

CO₂ compensation solution from First Climate makes it possible for you to support high-quality climate protection projects all around the world and acquire emission reduction certificates to show that your company is a climate-neutral company.

MEMBERSHIPS AND INITIATIVES.



Climate protection companies

What will our planet look like in 100 years? What will we leave behind for our children? These are questions that concern us and that society as a whole cannot avoid. Climate protection and energy efficiency are the solutions to these questions, but we have to do everything within our power today to make a change!

As Barack Obama said, "We are the first generation to feel the effect of climate change and the last generation who can do something about it." Our pioneering initiative 'Klimaschutz-Unternehmen e.V.' was founded for companies that have recognised this issue and that want to act. Here pioneers come together under the motto: 'Vordenken, vorleben, vorangehen!' (Think ahead,

set an example, go ahead) We set ambitious objective for ourselves and develop individual solutions for operational energy efficiency with products, services and production processes that can be measured and implemented as best practice models for other companies.

We are united by a shared mission, growing expertise and the continuous exchange of ideas. Neither the size of the company nor the industry that it belongs to matter if you want to join our pioneering initiative. What counts is the willingness to be a real pioneer, to work on future-oriented solutions, to exchange ideas with each other and to encourage a transfer of knowledge.



Healthy Printing

The Eversfrank Group is a member of the Healthy Printing Initiative, established by EPEA and the DOEN Foundation. The aim of the initiative is to encourage the healthy production of printed products in the long term by returning to the ecosystem the resources that it needs to continuously regenerate the materials used. All ecological and social effects along the entire supply chain are taken into consideration. The main focus of the Healthy Printing concept is ensuring a healthy level of recyclability.

In the future, printed products should be recycled according to quantifiable criteria, and by-products should be safely reused in other products or composted and returned to the ground.

The Eversfrank Group is taking the first steps towards reaching this long-term goal by changing the sheet and roll ink to Cradle to Cradle® as a standard for all productions. The aim is to actively promote positive effects instead of just trying to minimise negative effects, e.g. by trying to improve the quality of recycled products instead of simply trying to reduce the effects of printing.

As a member company of the initiative, we are committed to working towards producing healthy printed products by developing and optimising best practice and design and purchasing criteria through stakeholder networks.

FACTS • DATA • NUMBERS.

What we are already doing and planning.

CO₂ reduction through

- 100% green energy
- initial reforestation with Evers ReForest

100 customers

have supported the ReForest project since its launch

www.evers-reforest.com

More than 50 customers

opted for Blauer Engel certification

More than 30 %

PEFC and FSC certified paper in use

CO₂ neutralization

of our fleet

Project "Seasonal Heat Storage"

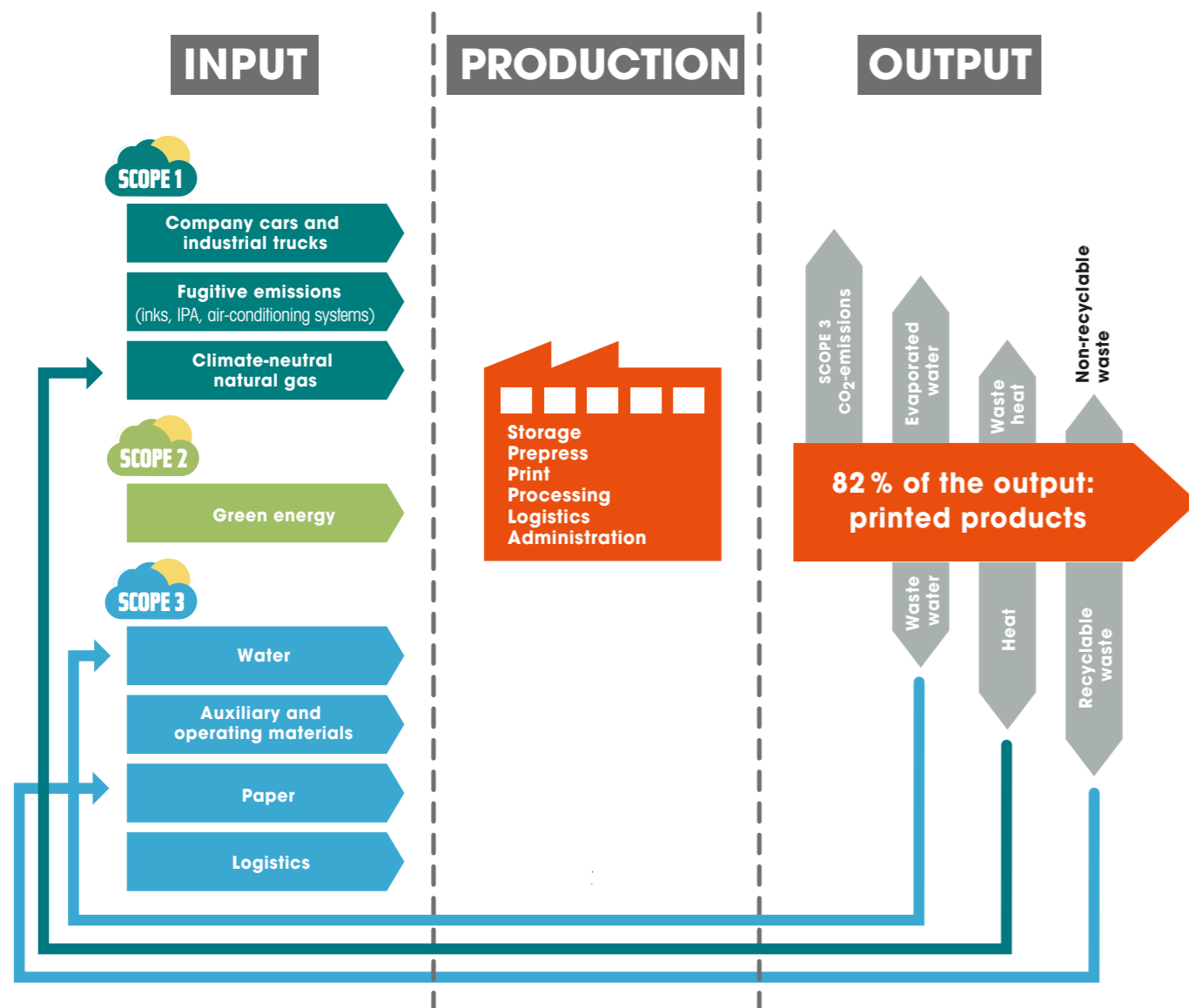
Heating of further public buildings
(planned)

Reduction of scope emissions

Heating of the Meldorf outdoor pool

by waste heat

EMAS LIFE CYCLE ASSESSMENT WITH SCOPE 1-3 (GHG).



Output:

CO₂-Emissions: These are downstream processes such as, among others, the transport and delivery of printed products, but also the disposal of recyclable and very little other waste. These Scope 3-emissions are taken into account in the overall balance.

Water: Over a third of our waste water is returned to the water cycle through the sewer system. The remaining water evaporates through our cooling towers.

Thermal energy: Up to 75% of the thermal energy that we produce is fed back into production and is used to supply the heating system. The remain-

ing 25% leaves our production sites into the surrounding nature as waste heat together with the CO₂ emissions and the evaporated water.

Waste: 99% of our waste is recyclable. Paper and cardboard waste makes up almost 97% of the waste that we produce. This waste can then be fed back into our cycle as an input via paper mills. Around 2% of our waste consists of other usable raw materials that can be recycled. Only 1% of our waste cannot be recycled and is disposed of in accordance with the applicable laws and regulations.

Printed products: Our output consists of the printed products and waste listed on pages 45 and 47. Around 82% of our output leaves our factories and heads to our customers in the form of printed products for their intended use. With the measures that have already been implemented to compensate Scope 1 and 2 emissions, as well as with the upstream and downstream processes that are covered by Scope 3 emissions, we are well on our way to becoming a climate-neutral company.

IMPRINT

Printed with 100% green energy, on quality paper Magno Natural from Sappi.



The remaining unavoidable CO₂ emissions were compensated by the reforestation of mixed deciduous forests in Schleswig-Holstein.

www.evers-reforest.com



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