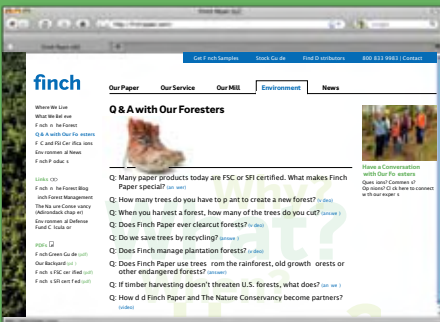


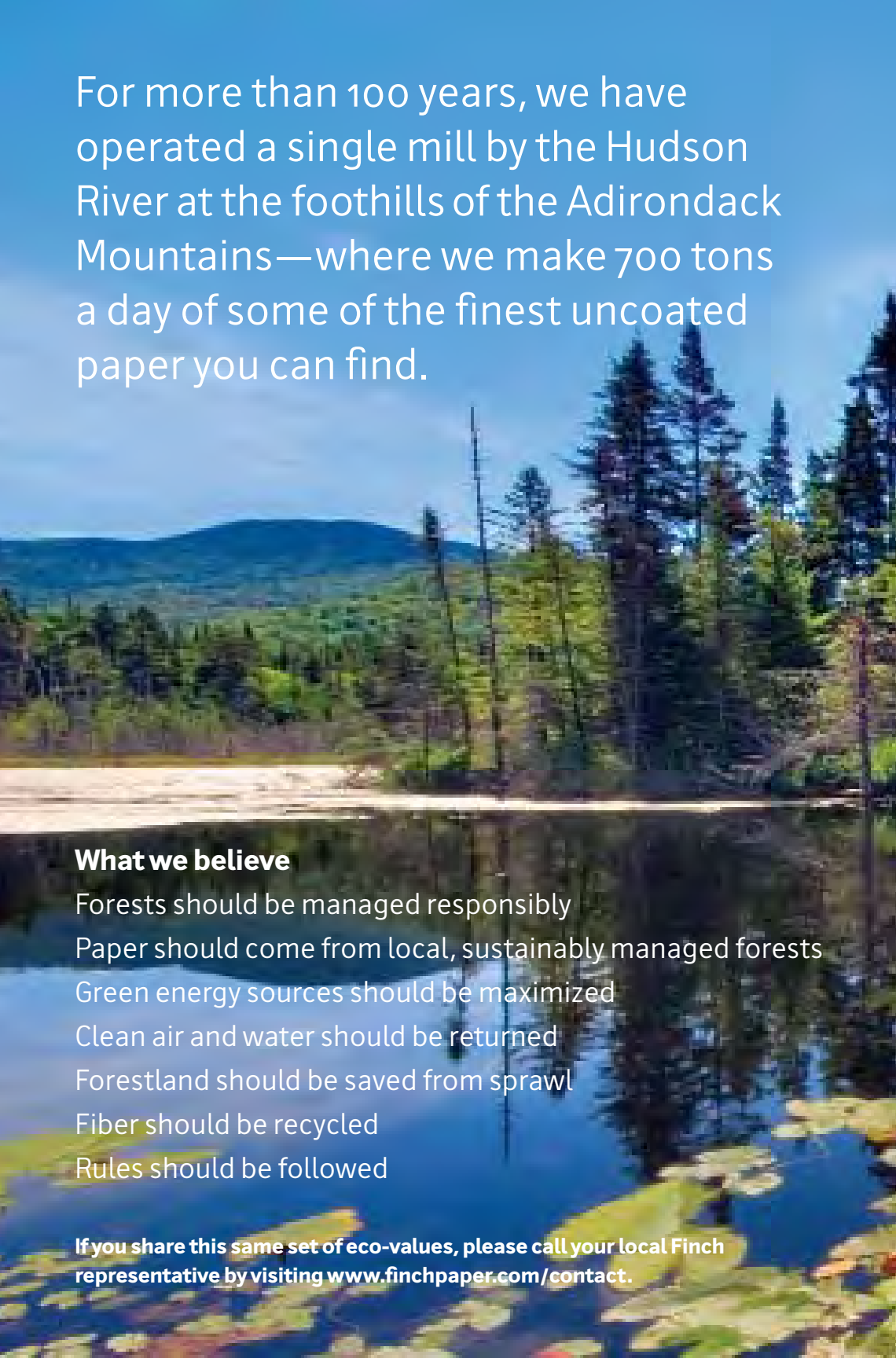


finch green guide

Five years after opening our paper mill in 1905, we hired one of the nation's first professional foresters, Howard Churchill. Mr. Churchill began his long career at Finch with this mandate: to cultivate our vast Adirondack lands to satisfy the growing demand for wood while at the same time conserving the natural resources and the wildlife that make their homes here. He started a science-based program to promote perpetual forest growth—and a holistic philosophy our team of foresters still practice a century later.



Wonder where your paper is coming from?
Visit www.finchpaper.com/our-environment to learn more about responsible forestry and to ask your own questions of our foresters.



For more than 100 years, we have operated a single mill by the Hudson River at the foothills of the Adirondack Mountains—where we make 700 tons a day of some of the finest uncoated paper you can find.

What we believe

Forests should be managed responsibly

Paper should come from local, sustainably managed forests

Green energy sources should be maximized

Clean air and water should be returned

Forestland should be saved from sprawl

Fiber should be recycled

Rules should be followed

If you share this same set of eco-values, please call your local Finch representative by visiting www.finchpaper.com/contact.

“Finch Paper’s forest management and wood procurement programs balance the perpetual growing and harvesting of trees with the long-term protection of wildlife, plants, soil and water quality.”

—The Sustainable Forestry Initiative



Glens Falls, NY

Founded in 1865, Finch Paper is located in the heart of downtown Glens Falls, NY where the Hudson River bends east, and the Adirondack mountains stretch north.

Carrying on the tradition.

Today we employ our own team of certified foresters who carry on in the tradition of Howard Churchill. While we have seen lots of paper companies walk away from forest management, Finch has an undeniable passion to stay directly involved with the long-term health of the forest. We have a team of professional foresters who have their feet in the forest every day, providing expertise to landowners, including The Nature Conservancy.



ORGANIC

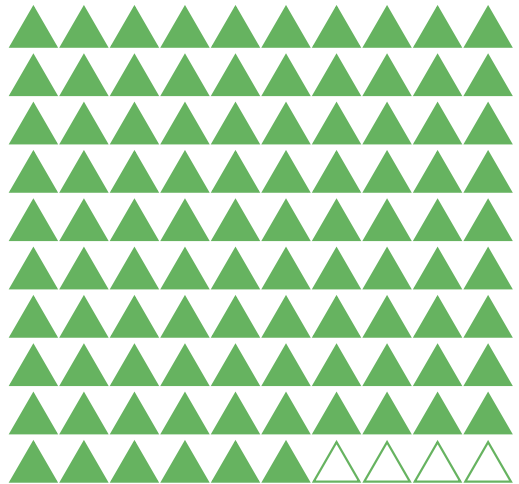
Keeping a natural ecosystem.

We do not use any type of herbicides, insecticides, fertilizer or other chemicals in our forests. In this sense, we regard Finch forests as truly organic.

Managing healthy, growing forests.

Finch Paper is located in northern New York, where the temperatures are cold and the growing cycles are long. The trees that grow here include beech, ash, maple, birch, white pine and hemlock to name a few. We work within the natural system and are fortunate that Mother Nature provides for our needs, as long as we responsibly manage the forestlands and protect them from development sprawl and disease.

Our goal is to keep the forest naturally regenerating itself forever. We remove the poorest quality trees in stages over a 70- to 150-year period. This gives the better-quality trees more room to grow and drop seeds for the next generation of forest. From these forestlands, we take less than the annual growth rate—which is less than 4 percent. Our selective harvesting technique leaves 96 percent of the forest growing.



△ acres harvested
▲ acres untouched

< 4%

Knowing where our fiber comes from.

We make more than 75 percent of our pulp on our own premises, using wood from the forests that we manage, or wood purchased from other responsible landowners. We track the source of our wood to ensure that it comes from responsibly managed North American forests—and not from continents thousands of miles away. We believe that knowing firsthand where your paper fiber is sourced is a good first step in reducing your environmental impact. Finch has earned both the Forest Management and Chain-of-Custody certifications from the Forest Stewardship Council and the Sustainable Forestry Initiative.



“The uniformly high quality of the forest management...remarkable scenic assets...the presence of numerous rare plant species and unusually high diversity of plant communities...exceeds any other Adirondack property, public or private that I have examined.”

—Jerry Jenkins, a biologist working for The Nature Conservancy

Finch and The Nature Conservancy.

Finch Paper and The Nature Conservancy (TNC) began a relationship in New York’s Adirondack Region more than a decade ago when we worked together to study the rare plant species on the forestland we owned. We sold our 161,000 acres of forest to TNC in 2007, and TNC entrusted our foresters with the continued, responsible management of their lands.

Using recycled fiber.

Recycling paper is very important for two reasons: it saves landfill space and it reduces the amount of methane—a greenhouse gas—that is emitted from a landfill when paper products and other materials buried there decompose. For this reason, everyone should recycle paper and mills should reuse the fiber as many times as possible.

Finch purchased about 4,500 tons of post-consumer recycled fiber last year to make our papers. Using a balance between virgin and recycled fiber makes sense for our papers and the high-quality, consistent results our customers expect.



We share a conservation philosophy based on protecting forests and the wide array of wildlife, plants, freshwater resources and economic activities that they sustain. Finch Paper is pleased to include wood harvested from TNC lands in our products.

Running on clean energy.

Two-thirds of the energy used by Finch Paper for our pulp and paper making operations comes from renewable, non-fossil fuel sources. It all starts with the Hudson River, which has provided our energy, in the form of emission-free, renewable hydropower, since 1938. Today, the hydroplant generates the equivalent amount of electricity as 3.1 million gallons of oil.

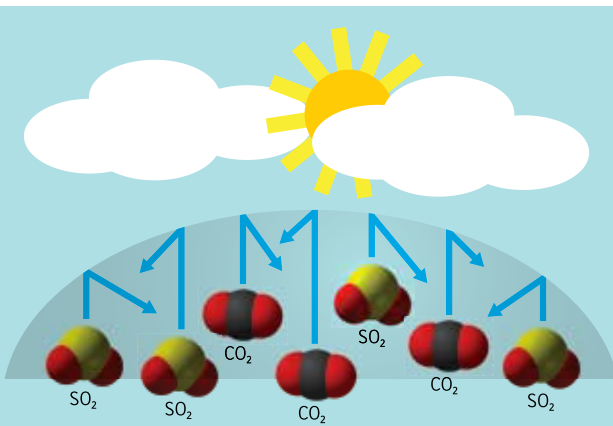
We also operate our own cogeneration facility, which converts 600 tons per day of biomass (bark, sawdust and rejected wood chips) into steam which powers our equipment. This process keeps wood waste out of the landfill and generates enough electricity to run 11,614 households a year.

These on-site renewable energy sources help power our pulp mill and our paper machines.



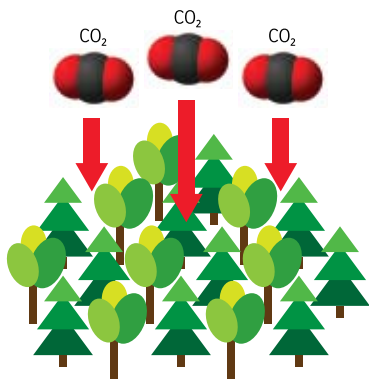
Reducing air emissions.

Beyond energy conservation efforts, we capture 50 million pounds per year of the greenhouse gas carbon dioxide from our processes and prevent it from being released to the environment. We use it as a raw material in making precipitated calcium carbonate, a brightening agent for paper. The emissions prevented are equivalent to conserving 2.5 million gallons of gasoline. We also capture sulfur dioxide (precursor to acid rain) to make cooking liquor in our pulping process.



“By integrating environmental and social standards with product quality, they (Finch) are leaders in the growing market for environmentally responsible paper products.”

— The Rainforest Alliance’s Smart-Wood Program



Understanding climate change.

Through photosynthesis, trees absorb and store carbon dioxide from the atmosphere. Any forest is a natural carbon store; it becomes a carbon sink when it is increasing in size or density. Because healthy forests generate more growth than we harvest, the forests we manage have met the definition of a carbon sink for the last 20 years.

A special awareness.

All the way back through the generations of our professional foresters, there's been an awareness that we are the stewards of a special place. We've worked alongside 48 miles of rivers and streams, in forestlands containing 2,679 acres of lakes and ponds. The natural beauty along all of these waterfronts remains, and our valuable watersheds are protected with New York's Best Management Practices in place.



A simple story.

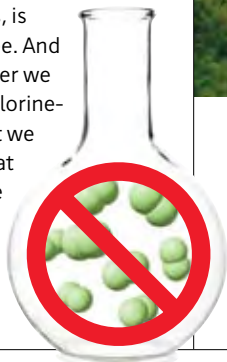
Buying Finch paper is like buying produce at the farmer's market.

There's no mystery where it came from, how it was made, who did the work or how the environment was affected. We have one mill, at the edge of the woods that supplies most of our fiber, next to the river that drives hydroelectric generators.



Respecting the river.

In 1996 we invested more than \$10 million to convert to an elemental chlorine-free process. All of the pulp that we make ourselves, or purchase from outside suppliers, is elemental chlorine-free. And the post-consumer fiber we buy? That's process chlorine-free. The same respect we give to the streams that feed the Hudson in the Adirondacks is given to the river that runs next to our mill.



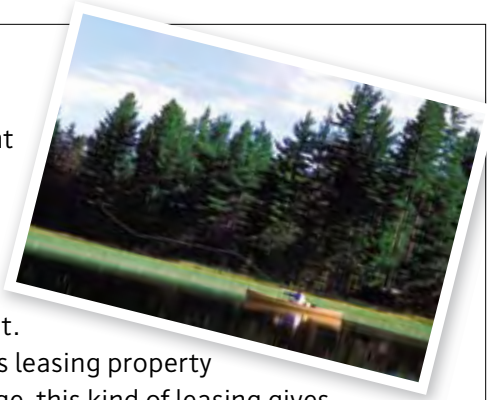
We're an important part of our downtown community and the greater Adirondack region. This is where we work, live and play. The wise use—and reuse—of our natural resources is our inherent responsibility.

Extra eyes and ears.

Low-impact recreational leasing is an important aspect of our approach to forest management.

Besides providing an economic incentive for landowners to resist development, it also attracts people who share our commitment to protecting the waterways and wildlife habitat.

There are hundreds of fishing and hunting clubs leasing property in the Adirondack Park. In the forests we manage, this kind of leasing gives us about 3,000 extra sets of eyes and ears to make sure all is well in the woods.



A home for many.

Wherever there is a hawk's nest, or a salamander slough, our foresters keep watch and work with loggers to protect the area. They are looking for habitat value in every tract and every tree—including standing dead trees which offer some of the best shelter in the forest. A study by wildlife biologists at the State University of New York found that black bears spend more time in our managed forests in the warm seasons, largely because of food sources, and move into the State Forest Preserve in the colder seasons. In fact, the combination of working forests and forever-wild forests can provide for a diversity of food, nesting habitat and shelter.

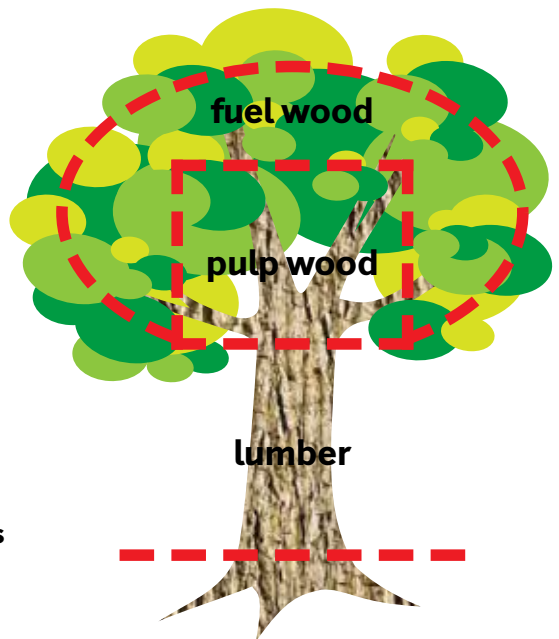


The Finch forests are an “ecological marvel” with “unmatched natural features.”

—as described by The New York Times at the time of our sale to The Nature Conservancy.

Multi-use of a tree.

When a tree is harvested, it is used in a variety of ways. Some parts of the tree are left in the forest for the overall health of the ecosystem, such as habitat for the animals and nutrients for the soil. The straightest, smoothest and most valuable trunk (16 ft and taller) is used for furniture and lumber; the poorest quality parts are used to make paper, or for firewood; and the tops can be chipped for biomass energy generation. At Finch, we do not waste any of our wood resource, finding markets for everything from cherry veneer cabinetry to landscaping mulch.



Finch Product Chart

					Renewable Power*	Elemental Chlorine Free†
High-quality Text & Cover Papers Applications: corporate reports, marketing collateral, premium catalogs, college viewbooks, newsletters, note cards, letterhead suites and art books	Finch Premium Blend	●	●	30% pcw	●	●
	Finch Fine	●	●	10% pcw	●	●
High-volume Opaque Papers Applications: financial reports, statements, direct mail, manuals, catalogs, inserts, employee newsletters and book publishing	Finch Casa Opaque	●	●	30% pcw	●	●
	Finch Opaque	by request	●	by request	●	●
High-performance Digital Papers Applications: newsletters, brochures, proposals, custom calendars and photo books, variable data marketing, business cards and letters	Finch Fine iD	●	●	10% pcw	●	●
	Finch Fine Color Copy	●	●	10% pcw	●	●
	Finch Casa Opaque Digital	●	●	30% pcw	●	●
	Finch Opaque Digital	by request	●	by request	●	●
High-value Office Papers Applications: everyday copies, letters, reports and newsletters	Finch Laser	by request	●	by request	●	●
	Finch Xerographic	by request	●	by request	●	●

***Renewable Power:** Over ⅔ of our energy needs are met by on-site, renewable resources—a mix of emission-free hydropower and biomass. We use this power to make both our pulp and our paper.

†**ECF:** All of the virgin pulp used in Finch papers is elemental chlorine-free; all of the post-consumer recycled fiber is process chlorine-free.

FSC: Forest Stewardship Council

The Global Benchmark for Responsible Forest Management. The Forest Stewardship Council is a global organization working to eliminate habitat destruction, water pollution, displacement of indigenous peoples and violence against wildlife. FSC certification is administered through the Rainforest Alliance's SmartWood program. www.fscus.org and www.smartwood.org. ©1996 Forest Stewardship Council A.C. SW-COC-000934

To receive approval for a Chain-of-Custody label, the project must be printed by a certified printer, who in turn purchases the paper through a certified paper merchant. The printer secures approval for the logo and places the logo on the final file. The printer's chain-of-custody number will be the final number placed in the FSC label.

If you are unable to use an FSC-certified printer, you may make this general statement about Finch Paper: "The wood fiber used to make this paper is independently certified to come from responsibly managed forests."

MS1



MS2



MS3



Finch's stocked FSC-certified products qualify for the MS1 or MS2 label.

Finch FSC-certified products that are ordered by request, without recycled fiber, qualify for the MS3 label.

SFI: Sustainable Forestry Initiative

A land stewardship standard that is based on the premise that responsible environmental behavior and sound business decisions can co-exist. Adopted by the American Forest and Paper Association, stakeholders and environmental groups, this initiative has significantly improved forestry practices in the United States. www.sfiprogram.org. Finch Paper's COC number is PwC-SFICOC-293.

PCW: Post-consumer Waste Fiber

Post-consumer waste fiber is derived from paper that has been used, collected and de-inked then resupplied to paper manufacturers. The use of post-consumer fiber reduces the amount of paper going to landfills where it decays and produces methane gas, a greenhouse gas emission.



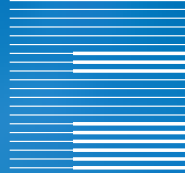
All Finch products qualify for the Certified Fiber Sourcing label. Any Finch product can carry the SFI Annex 2 Certified Chain of Custody upon request with our Customer Service Department.



The universal recycling symbol can be downloaded from www.finchpaper.com/our-environment

finch

Finch Paper LLC
One Glen Street
Glens Falls, NY 12801
1-800-833-9983
www.finchpaper.com



 **Mixed Sources** 
Product group from well-managed
forests, controlled sources and
recycled wood or fiber
www.fsc.org Cert no. SW-COC-001855
© 1996 Forest Stewardship Council

Printed on Finch Premium Blend, Soft White,
80 lb. cover. Four-color process plus one match
color and overall dull aqueous coating.
50 % fluorescent yellow and magenta were added
to the process colors. Sublima 340 lpi screening.

September 2009