

press release

CHATHAM - **Bulldog Design Inc.** is proud to be the first printing company west of London to be certified by the Forest Stewardship Council.

The FSC (fscscanada.org) is an international, non-profit organization that supports environmentally appropriate, socially beneficial, and economically viable management of the world's forests. The designation given to **Bulldog Design** ensures its customers that the paper used to create their award-winning marketing communications comes from trees grown in sustainable forest and is produced by companies committed to the best environmental practices. Both the World Wildlife Fund and the Nature Conservancy of Canada say the FSC certification is the highest standard for environmental sustainability in the world.

John Lyons says "since we began in 1995, **Bulldog Design** has made constant environmental upgrades, including the use of environmentally-friendly chemicals in printing, recommending recycled paper and moving away from traditional photochemicals to digital computer-to-plate technology. We strongly believe in responsible and sustainable environmental practices and want to make it the hallmark for our company."

Lyons says the FSC designation is just one more area which shows the company's depth of commitment to the environment. "We want to be champions for environmental responsibility and we want to encourage other printers in the area to be FSC designated to ensure that our forest are maintained."

Bulldog Design is also launching a new corporate identity to reflect its growing commitment to environmental best practices. "We want our new brand to reflect not only what we do, but what we believe in." Bulldog partner Ike Erickson says "although we have strong brand recognition in the community, we want our re-branding to reflect our commitment to the best environmental practices for our clients".

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