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FOR IMMEDIATE RELEASE:

PICTURA GRAPHICS CERTIFIED AS FIRST SUSTAINABLE GREEN PRINTER
Pictura Graphics Hopes to Lead the Printing and Graphic Communications Industry in Increasing Environmental Stewardship

MINNEAPOLIS – September 2, 2008: Digital graphics company, Pictura Graphics (Pictura) has been named as the first nationally verified “Sustainable Green Printer.” The SGP is the first and only national certification for printers that have implemented environmentally sustainable business practices. Nearly 40 companies offered their facilities to the SGP for evaluation, 11 were selected as beta test sites. Of the companies in the beta test group, Pictura earned the honor of being the first to achieve certification by the SGP.

“Pictura Graphics believes that sustainability is an integral business practice. We strive to achieve continuous improvements in all areas of environmental stewardship within the visual communications industry,” stated Paul Lilienthal, President of Pictura.

As part of its commitment to sustainability, Pictura recently launched its ecoIMAGES™ line, featuring products that are recyclable, biodegradable, and that use inks that are free of volatile organic compounds (VOCs). Pictura’s dedication to environmental responsibility has also earned them designation in the Printing Industry of Minnesota’s “Great Printer Environmental Initiative.” Pictura has identified additional opportunities to improve its environmental stewardship in the categories of air, waste, water, energy and natural resource conservation.

“We are proud to announce the certification of Pictura as a Sustainable Green Printer under the SGP Partnership,” stated Marcia Y. Kinter, Vice President of Government and Business Information at Specialty Graphic Imaging Association, a founding partner of the SGP. “The stakeholders and founding partners have worked diligently to produce a set of criteria that will encourage the print and graphic communications industry to reduce its environmental impact and increase social responsibility.”

The project goals of the SGP are to define sustainable green printing and identify steps that will help the printing industry establish manufacturing practices and products that are more environmentally sustainable. The SGP’s certification process evaluates printers based on the following criteria:

- The Product – input materials used to produce a products such as substrates, inks and coatings
- The Process – the manufacturing process involving press equipment and supporting technology
- The Envelope – the building, energy consumption, employees and supporting activities

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“It is Pictura’s mission to take the lead in exemplifying environmental responsibility through innovative product technologies and resources that provide sustainable results for our clients,” said Lilienthal. “It is an honor for Pictura Graphics to be named the first Sustainable Green Printer.”

On August 28, 2008, the SGP officially opened the application process for printers to be verified under the Sustainable Green Printing Partnership. To date, more than 700 inquiries regarding the program have been received.

For more information about Pictura’s SGP certification, please contact Megan Dobratz at 612.333.4596 or mdobratz@greenmarksports.com.

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About Pictura Graphics

Located in Minneapolis, Minn., Pictura Graphics provides digital photographic, dye sublimation fabrics, direct digital (Ultra Violet) printing and design services to customers nationwide. The company uses state-of-the-art technology, customized processes, vast experience and innovative approaches to deliver the best possible graphic solutions and extraordinary results.

For more information about Pictura Graphics, please visit www.picturagraphics.com

About Sustainable Green Printing Partnership

Founded in June 2007, The Sustainable Green Printing Partnership was formed by the Printing Industries of America/Graphic Arts Technical Foundation, Specialty Graphic Imaging Association and the Flexographic Technical Association. The SGP was created to establish a source of credible information related to sustainable business practices across all print platforms. With high stakeholder group involvement, the SGP has established the first national green printing verification and certification program.

For more information about the SGP, please visit www.sgppartnership.org.