



For Immediate Release

Hemlock Printers goes from Zero to 6 million in just two years time *Partnership with Offsetters is good for both business and the environment*

Jan. 18, 2011, Vancouver, BC – Just two years after introducing Zero, a carbon-neutral printing program, Hemlock Printers has reached the major milestone of printing 6 million individual carbon-neutral pieces and, in the process, offsetting more than 1,700 tonnes of greenhouse gas emissions.

Zero was introduced to the marketplace in 2009 in partnership with Offsetters, Canada's leading carbon management solutions provider. Under the program, Hemlock's clients can opt to offset the emissions associated with their print job, rendering the project carbon neutral. Since the launch of Zero, Hemlock has worked with more than 170 unique clients to print more than 465 carbon-neutral projects.

"It's a privilege for all of us here at Offsetters to work with the top-notch team at Hemlock Printers, a company hailed as Canada's most environmentally progressive printer for six consecutive years," said Kari Grist, Offsetters, senior vice president of marketing and client engagement. "Since 2008, we've helped Hemlock achieve and maintain their carbon-neutral status and launch the Zero program – two major milestones on the journey to become, one day, the world's greenest printer."

To calculate what it would take for a print project to become carbon neutral, Offsetters has worked with Hemlock to calculate the carbon emissions from the paper's lifecycle (based on weight, grade and recycled content), as well as the emissions associated with transportation of the paper. Based on these calculations, Zero participants can offset their climate impact with an investment in high-quality renewable energy and energy efficiency projects that achieve tangible reductions in greenhouse gas emissions.

Hemlock's sustainability initiatives have been good for both the environment and for business. Richard Kouwenhoven, senior vice president of customer service and business development, credits Hemlock's carbon neutrality and green reputation as the reason for his company success at winning both large contracts over industry competitors as well as a number of awards, including the inaugural international Heidelberg Eco Printing Award for Most Sustainable Printing Company and the Capital Regional District of Victoria's EcoStar Award for Corporate Social Responsibility.

"The response to this program has been incredible, having been adopted by a very diverse range of customers both in Canada and the United States," said Kouwenhoven. "Thanks go to these customers for their commitment. We look forward to the evolution and expansion of this program in the years ahead."

To learn more about Hemlock Printers or Offsetters and how other organizations are benefitting from managing their climate impact, visit www.hemlock.com or www.offsetters.ca.

About Hemlock Printers

Hemlock Printers is one of the largest commercial printers in the Pacific Northwest, and is a professionally managed, privately owned family enterprise that has built its success on service integrity, quality products and a commitment to continuous innovation. With a production facility in Burnaby, British Columbia that operates 100 per cent carbon neutral, and offices in Victoria, Seattle and San Francisco, Hemlock is consistently recognized as an industry leader in both quality and sustainability. For more information, visit www.hemlock.com.

About Offsetters

Offsetters is Canada's leading carbon management solutions provider, based in Vancouver, BC. Founded in 2005, the company helps organizations and individuals understand, reduce, and offset their climate impact. Offsetters was the first official supplier of carbon offsets in the history of the Olympic movement (Vancouver 2010 Olympic and Paralympic

Winter Games). Offsetters is proud to assist leading organizations manage their carbon footprints including Harbour Air, Vancity, and Aimia (formerly Groupe Aeroplan). For more information and a full list of all of Offsetters clients and achievements, visit www.offsetters.ca.

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Media Contacts:

Deirdre Campbell, Tartan Group: 250-592-3838, 250-882-9199 (cell) or deirdre@tartangroup.ca

Brian Cant, Tartan Group: 250-592-3838, 250-896-3844 (cell) or brian@tartangroup.ca