

LET'S STOP PROFESSING GREEN AND START ENABLING GREEN

For more than 50 years, we at Lamin-Art have been focused on doing the right things for the right reasons, every time. That focus defines our relationship with our people, our customers, and our planet. To us, sustainability isn't just a good marketing angle or sound business decision; it's also a critical adjustment of our mindset as responsible members of the greater global community.



As a company, we've already identified several things that we are effectively accomplishing right now to protect our environment.

In 2006, we introduced Abacá, a decorative surface, which uses recycled banana fibers to create an intriguing motif and texture. Our collection of Premium Wood Prints accurately reproduces nature's beauty while protecting land and water from deforestation as well as defending bio-diversity and animal habitats.

And in 2007, we completed a conversion of our entire fleet of corporate vehicles to hybrid cars, providing cleaner transportation for our sales and executive management team. As a result, the reduction in trunk capacity forced us to also reconsider and redesign our sample packages and literature.

In other words, we're doing everything we did before, but now we are doing it better. It has been a win-win for both the environment and our business.

But while we've made progress, we recognize that there is still much more to be done.

That's why I want to share with you an objective I've assigned to each and every one of our employees. I have challenged them to be creative and find new, more sustainable solutions.

At the corporate level, our team has been charged with finding ways that we as a company can support environmental initiatives at our offices, support the efforts of our supply chain in promoting their own sustainability programs, and lead the way for change within our industry as a whole.

And our design and manufacturing teams are seeking ways to enhance our products' contribution towards specifiers and customers' green building strategies.

There is no one magical formula to reverse the situation; but all of us can contribute to the solution. After all, it's time to take real action.

Please join us.

D. Kroog OWNER & PRESIDENT



LAMIN-ART®

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Who we are:

I Imagine Studio is full service marketing agency dedicated to making brands more relevant and compelling, while at the same time making a business more profitable and successful. I imagine builds its business by doing everything from identifying new marketing opportunities for a company through research and the generation of creative solutions to nurturing brand loyalty through search engine marketing campaigns and other techniques. I imagine comes up with creative and innovative ways to build unique brands that speak to a company's target audience. They pride themselves on their unique corporate social responsibility in being committed to making a positive impact by planning and implementing marketing programs designed for long-term growth and sustainability. I Imagine Studio makes an effort to work with companies that share the same value of contributing to the greater good.

A "Green" campaign:

In 2007 they began a major "Green" campaign for Lamin-Art, a design leader in premium decorative surfaces. I Imagine Studio worked with Lamin-Art to exhibit the actions they have taken and plan to take to protect the environment. They started out the campaign by naming and giving the visual identity of "Eco-Enable". Following the development of the visual identity, IIS created a series of print ads, online ads, and on the landing page of their website, we identified the "green steps" that Lamin-Art has already taken. The final part of the campaign included a section of Lamin-Art's website to provide detailed information on their "green" initiatives. The unique format of the print ads that IIS created were designed to demonstrate the friendliness of the company while providing as much information as they could on their green initiatives. They were created in a letter format and were signed by the president and CEO, Donald Krog. In the letter he not only challenges his employees to continue to generate new and creative "green" solutions, he also asks the reader to do the same.

Information on how Lamin-Art contributes to protecting our environment:

In alignment with the intent of LEED Regional Materials Credits, supporting the local economy and reducing the environmental impacts resulting from transportation, Lamin-Art HPL products are manufactured in Montreal, Quebec, Canada. Veneer-Art products are manufactured in and imported from Europe. Lamin-Art products are distributed to most of the U.S. through our corporate headquarters in Chicago. In addition, Quality Design Products in Las Vegas, NV distributes Lamin-Art HPL exclusively in the state of Nevada and PJ White Hardwoods is our exclusive distributor for western Canada, with branches in Victoria, Vancouver, Edmonton, and Calgary. (point of final assembly: local fabricators)

To encourage reduction of indoor air contaminants, Lamin-Art HPL products have been tested and certified by the GREENGUARD Environmental Institute for meeting safe emission levels recognized by the USGBC LEED rating system. Furthermore, Lamin-Art HPL products have been certified to the GREENGUARD Children & SchoolsSM, the

most stringent product emissions criteria in the market. Currently, Veneer-Art products have not been tested and certified. Certificate numbers and copies are available on www.greenguard.org and www.laminart.com.

Lamin-Art brand high-pressure decorative laminate products do not contain any post-consumer recycled content. Detailed documents declaring the percentage of recycled content are available at www.laminart.com.

To increase demand of building products incorporating recycled content materials and reducing the draw of virgin materials from the environment, LEED encourages the sum of post-consumer, plus one half the pre-consumer recycled content at the level of 10% for LEED-CI 4.1 and 20% for CI 4.2. **Lamin-Art brand high pressure laminate products contain over 40% pre-consumer (post-industrial) recycled content, recovered wood pulp. The Abacá collection is made with recycled banana fibers which make up approximately 1% of the total weight of the sheet, for a total of 41% recycled pre-consumer content.** Detailed information on the percentage of recycled content of our products can be found in the Environment section of our website at www.laminart.com.

Lamin-Art brand high-pressure laminate does not contain added urea-formaldehyde. Most importantly, Lamin-Art products can be applied to composite wood products, including hardwood plywood, particle board, and medium density fiberboard with no added-formaldehyde, compliant with the California Air Resources Board Regulation 93120.12. Please consult composite wood providers' information for third-party certification of particleboard, MDF panels or hardwood plywood panels.

The fabrication of Lamin-Art brand high-pressure laminates and Veneer-Art products is complementary with the use of adhesives, sealants and sealant primers in accordance with the South Coast Air Quality Management District (SCAQMD) Rule # 1168 and the Green Seal GC-36f requirements. Adhesive manufacturers provide product data in support of this credit.

Lamin-Art HPL and Veneer-Art products do not contain FSC Certified wood materials. To pursue this green building strategy, with the strongest loading factor contribution, we suggest you source FSC Certified wood substrates and attest to the required chain-of-custody certification.

The HPL manufacturing plant has been certified as ISO 9001, the world wide recognized international standard for total quality initiatives.

Solid waste that can be recycled is sold to other industries and used off-site, as an example, kraft paper used as padding materials in production presses is routinely recycled into other uses such as drywall backing. Post-industrial laminate scrap is sold to the oil industry and used as drilling fluid additives. Water used in manufacturing is a closed loop process, recycled and reused within the plant. Post-industrial laminate dust obtained from sanding processes are incinerated with resin treatment of backing paper to produce steam used in the manufacturing facility, reducing energy usage. Recycling of the corrugated

core used to ship kraft and decorative papers generates post-consumer cardboard products.

The company encourages waste reduction by its employees in the corporate office by using e-mail versus printed documents, double-sided copying when possible, and sending printer and photocopier toner cartridges back to vendors for re-manufacturing. Employees use their own mugs for beverages rather than disposable cups. Discontinued products are cut and made into samples for usage by interior design schools. Sample binders and current laminate samples are recycled for use in the marketplace. The corporate Green Team is charged by the leadership to make continual environmental improvements.

The HPL manufacturing plant has been certified as ISO 9001, the worldwide recognized standard for total quality initiatives. The functions involved in the manufacturing processes do not involve hazardous waste, processes that present significant occupational health risks to workers, systems that use large quantities of raw materials, or high volumes of energy, and processes that require feed stocks that are undesirable to manufacture. Environmental initiatives focus on two areas, the health and safety of workers through ergonomic factors for the assembly lines and the recycling of waste materials for sale to local recyclers.

The manufacturing functions are considered to be “clean manufacturing” processes based primarily upon hand assembly of multiple layers of the backing material kraft paper, specialty design papers and topper resin sheets inserted into presses for lamination.