

LoweMartin



Lowe-Martin, Responsible Mail, and the Environment



Responsible Mail

Lowe-Martin offers our customers **Responsible Mail**, an environmentally-conscious process for producing mail pieces in our Mississauga and Ottawa locations.

Responsible Mail has three tiers:

- Bronze: projects printed on FSC paper and labelled as FSC-Certified
- Silver: projects printed on FSC paper and labelled as FSC-Certified and Bullfrog Power
- Gold: projects printed on FSC paper and labelled as FSC-Certified, Bullfrog Power and Carbon Neutral

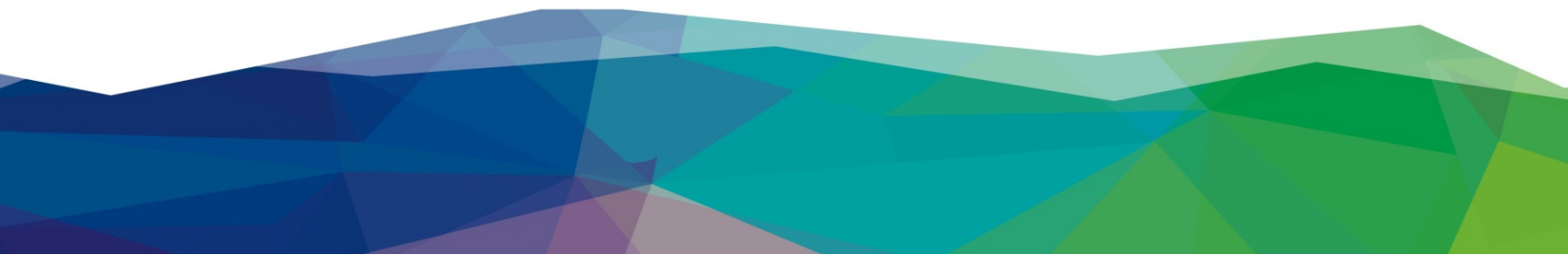
Examples of projects in the Gold category include:

- 2016 Atlantic Salmon Quarterly
- 2016, 2017, 2018 Ontario Physiotherapy Quarterly Newsletter
- 2018 CPC Postal Guide
- 2018, 2019, 2020 Jack's Lake Semi-Annual Magazine
- 2018, 20-19, 2020 Forests Ontario Semi-Annual Newsletter
- 2019 Wild Rock Outfitters Catalogue
- 2020 CPC eCommerce Invite & Envelope
- 2020 CPC Pension Plan Retiree Report
- 2020 CPC Incite Magazine
- 2020 CPC Environmental Action Plan

Responsible Mail is embedded in Lowe-Martin's decades-long drive toward sustainable printing and related services. Our approach to environmental sustainability has four elements: measure, conserve, mitigate, and offset. We are able to offer **Responsible Mail** because we have put all the elements in place. We have measured our environmental footprint to establish a baseline and continuously collect data for each of our locations. We have performed numerous retrofits to our plants and purchased equipment which reduces our consumption of energy, water, and materials. We mitigate by recommending FSC stocks and purchasing Bullfrog Power. Finally, we purchase carbon offsets for the remaining emissions.

In 2019, the most recent pre-pandemic year, we reduced electricity consumption by 6%, reduced water consumption by 10%, and increased the number of FSC-certified print projects by 32%.

Responsible Mail has the potential to be a game changer for the mail preparation industry. It directly addresses many of the concerns that consumers express about traditional mail and prepares mail providers for the upcoming regulatory environment. A program like **Responsible Mail** is within reach of any mail provider who is willing to invest in measurement tools, updated equipment, and renewable energy.



Environmental Overview

Lowe-Martin is deeply committed to lessening the impact of our industry on the environment. We have been an industry leader in the implementation and application of processes to minimize the environmental impact of our industry. Lowe-Martin's Environmental Business Strategy is based on a balance between economy and ecology; between consumption and renewal. We are deeply committed to eliminating waste and reducing consumption by ensuring that environmental awareness is firmly established in our corporate culture; by assisting our clients in making sound environmental choices; and by auditing our processes to continually implement new efficiencies. We have prospered for over 112 years now, and understand that in order to thrive for another century; we must protect our resources and our planet, and give back to the community that has assisted in our growth.

Lowe-Martin is actively involved in reducing the waste generated by our processes and those of our clients; we maintain multiple environmental certifications and have implemented many initiatives to ensure that environmental awareness is firmly established in our corporate culture. Our house sheets are all FSC® certified stocks, and we promote sustainable paper products as they come to market.

The awards and certifications that we have achieved are just a few examples of our commitment to the environment, quality and the highest standards of practice.



Most Environmentally Progressive Printer in Canada Award

Lowe-Martin has been recognized as one of Canada's Most Environmentally Progressive Printers for the past thirteen (13) years. Lowe-Martin was recognized with the Gold award in this category for the fourth year in a row at the Canadian Printing Awards in November, 2019. This prestigious award has been presented by PrintAction magazine in recognition of Lowe-Martin's holistic strategy to lessen the environmental impact of its products and processes.



Greenhouse Gas Inventory (GHG)

For the past eleven (11) years, Lowe-Martin has been collecting and measuring our carbon footprint for each of our facilities. Lowe-Martin collects this data for Scope 1, 2 and 3 GHG emissions annually in accordance with the GHG Protocol. This assessment helps identify opportunities to implement strategies to reduce, conserve and replace harmful products and processes with more environmentally friendly alternatives.



CZC-2407-0407-2011
Lowe-Martin's Mississauga operations
are Carbonzero certified.

Carbon Neutral

On May 18, 2011, Lowe-Martin announced our Mississauga facilities became carbon neutral. As part of the process in becoming carbon neutral, we collect and track our Green House Gas (GHG) inventory on an annual basis. We then implemented reduction strategies in order to reduce and conserve where we can as well as implement more environmentally friendly alternatives such as 100% renewable electricity. Our next step was to neutralize the remaining emissions.

Lowe-Martin has partnered with Carbonzero in order to produce measurable, verified emissions reductions that will support and provide the Montreal, Quebec's School Board Energy Efficiency Project with clear environmental, economic and social benefits. This project includes implementing energy efficiency measures such as increased insulation, improved HVAC and geothermal systems, as well as switching heating source from oil to natural gas. With the ability to offer carbon neutral printing to our customers, we have the ability to label your printed materials as Carbonzero certified.

Forest Stewardship Council - FSC® Certification



The mark of
responsible forestry

In an effort to improve our environmental practices, Lowe-Martin has continuously received and maintained certification from the Forest Stewardship Council's (FSC®) Chain of Custody program since March 2003. FSC® sets high standards that ensure forestry is practiced in an environmentally responsible, socially beneficial, and economically viable way.

Lowe-Martin strongly believes in the importance of preserving the environment and has therefore committed itself to developing practices that conform to the Chain of Custody certification. FSC® paper used by Lowe-Martin is properly identified, tracked and handled during production. This process allows Lowe-Martin to provide high quality products while presenting customers with the option of supporting sound environmental practices.

Bullfrog Powered



On November 1, 2007, Lowe-Martin became Bullfrog Powered. Lowe-Martin joined the growing list of Canadian businesses that are showing their support for the supply and development of green power. Lowe-Martin is the largest print manufacturing purchaser of

Bullfrog Power in Canada. Lowe-Martin carefully considers its ecological impact and its responsibility to the environment. With the help of Bullfrog Power, we can offer our clients printed materials produced with clean, renewable, emissions-free power that drastically reduces traditional power usage and greenhouse gas emissions.

Lowe-Martin is continuing efforts to reduce our ecological footprint by implementing solutions that positively impact our customers, our employees and the community. Lowe-Martin has consistently embraced changes that create a more sustainable way of doing business

What are we doing?

What activities cause an environmental impact at Lowe-Martin?

- Paper, Ink, Chemicals, Water and other consumables
- Electricity and Natural Gas usage
- Employee travel... business and commute
- Waste... especially to landfill

Lowe-Martin embraces the challenge to continually progress and improve our commitment to reduce the impact of our industry on the environment. We follow a 4-Step approach which is to Measure, Conserve, Mitigate and Offset.

Measure

Lowe-Martin collects all data required to calculate our environmental footprint. The data is collected for each of our three (3) facilities and includes:

- Electricity Annual Usage
- Natural Gas Annual Usage
- Lowe-Martin Fleet Mileage
- Paper Purchases (both Lowe-Martin use and client use)
- Employee Commute
- Sales Travel (ground and air)
- Landfill Waste

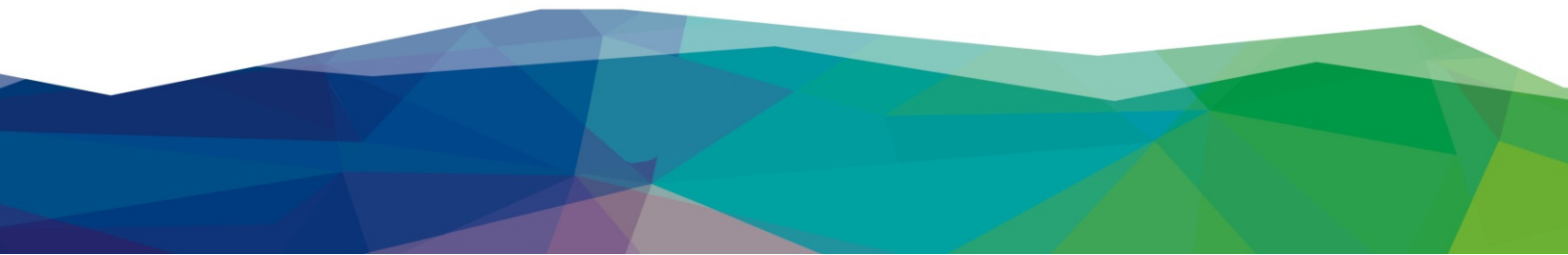
All of this information is entered into our online Carbon Management tool where the emissions are calculated based on the data collected in Scope 1, 2 and 3 of the GHG protocol. This tool allows us to closely monitor our GHG emissions and incorporate them into our purchasing and operational decision making processes.

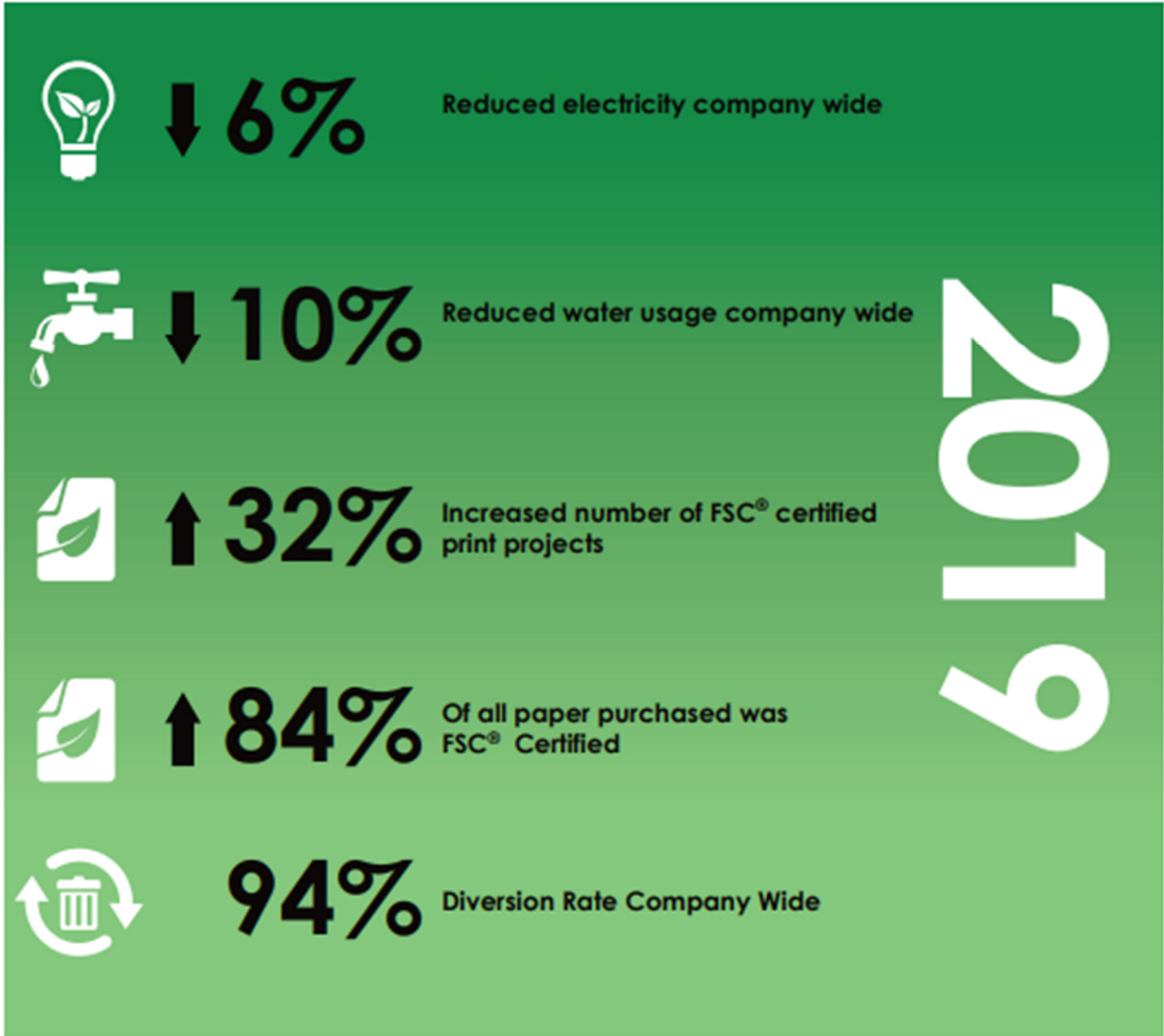
Conserve

Lowe-Martin then looks at ways to reduce our emissions through various strategies such as:

- a new digital press with increased run speeds reducing energy consumption.
- a new plate processor system which reduces water consumption for each plate by 80%
- a lighting retrofit reducing our electricity usage.
- conducted employee training on recycling materials at Lowe-Martin in order to improve our diversion rate.

As a result of these strategies and others, we realized the following results:





Our next step was to mitigate our emissions. Some of our strategies for this include:

- Recommending FSC and other smart paper choices
- Video Conferencing/Team Meetings reducing ground and air travel
- Purchasing Bullfrog Power

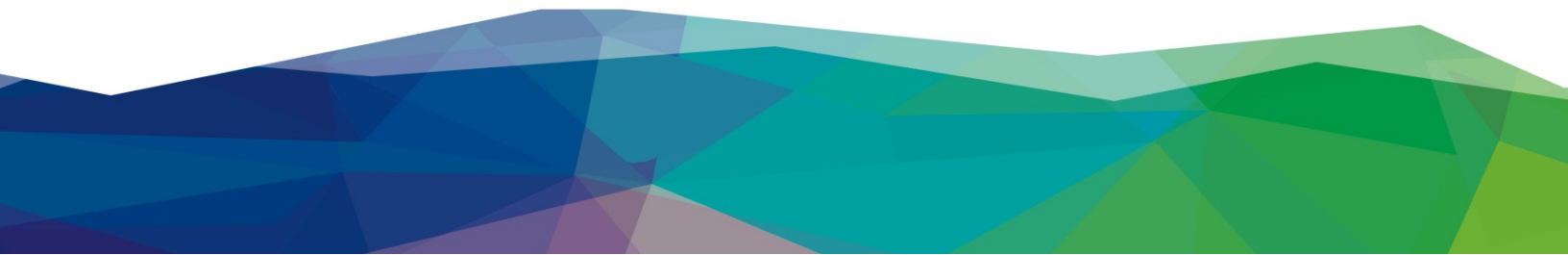
Offset

Finally we purchase offsets for the remaining emissions. Carbon offsets are real and verified reductions of greenhouse gas emissions. Their purpose is to assist in the mitigation of global warming by compensating or "offsetting" an emissions-producing activity by investing into offsets that improve efficiency, conserve energy and biodiversity, and change in behaviour.

By following these processes we continue to progress as environmental leaders in our industry.

Case Study

The following is an example of how we helped a customer enhance their message. The publication, Atlantic Salmon, prints 4 times a year. This publication is about salmon fishing, sustainability and conservation. One of the publication's values is sustainability. We approached the customer with the initiative to produce this publication using Bullfrog Power and carbon neutral offsets as a way of supporting the publication's message.



Client: Atlantic Salmon Federation

Project: Atlantic Salmon Journal

Project Description The Atlantic Salmon Federation (ASF) publishes a quarterly journal dedicated to fly-fishing for Atlantic salmon and protecting this priceless species. The Atlantic Salmon Journal's affluent and influential readership is passionate about protecting the environment. Minimizing the journal's environmental footprint supports the journal's editorial profile.

Challenges & Solutions

ASF partnered with Lowe-Martin to produce the journal in the most sustainable way possible.

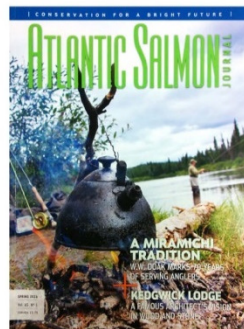
- Lowe-Martin purchased clean, renewable, emissions-free electricity from Bullfrog Power to power the manufacturing equipment used in the production of the journal. Lowe-Martin is the largest print manufacturing purchaser of Bullfrog Power in Canada.
- The paper used in the project was certified by the Forestry Stewardship Council (FSC). The FSC® Chain of Custody program ensures that paper is sourced from a sustainably-managed forest and that waste is kept to a minimum.
- Ink usage was kept to a minimum by using 20 micron screening.
- Carbon emissions in the manufacturing of the paper and in the remainder of the printing process were offset by the purchase of carbon offsets from CarbonZero.

Outcome

ASF was able to deliver to their readers a high-quality publication on FSC certified paper that supports sound environmental practices while remaining 100% carbon neutral.

At the Canadian Printing Awards in November 2016, the project received the Silver Award in the Most Environmentally Progressive Printing Project category.

By carefully considering their ecological impact and responsibility to the environment, ASF chooses to work with Lowe-Martin to help provide their readers with a premium finished product produced in an environmentally-friendly manner. ASF is satisfied knowing that the production of their environmentally-friendly journal complements their views and those of their advertisers' brands.



Health & Safety and Ethical Practices

We consider health & safety, ethical treatment of our employees, ethical business practices, and our environmental strategy to be very high on our list of priorities at Lowe-Martin. When we combine our strategy on the environment with our ethical business practices, we feel we have the best practices in place to be leader and a strong corporate citizen.

Not only have we done extensive and exhaustive work toward becoming Canada's Most Environmentally Progressive Gold Award winner, we continually search out ways to improve in all areas, especially by being a good corporate citizen. To that end, we have been fully audited by Sedex Members Ethical Trade Audit (SMETA) and have been recognized with the Silver Award by Ecovadis in recognition of our sustainability achievement. We continue to improve in socially responsible ways to help our staff and our customers.

Community Participation

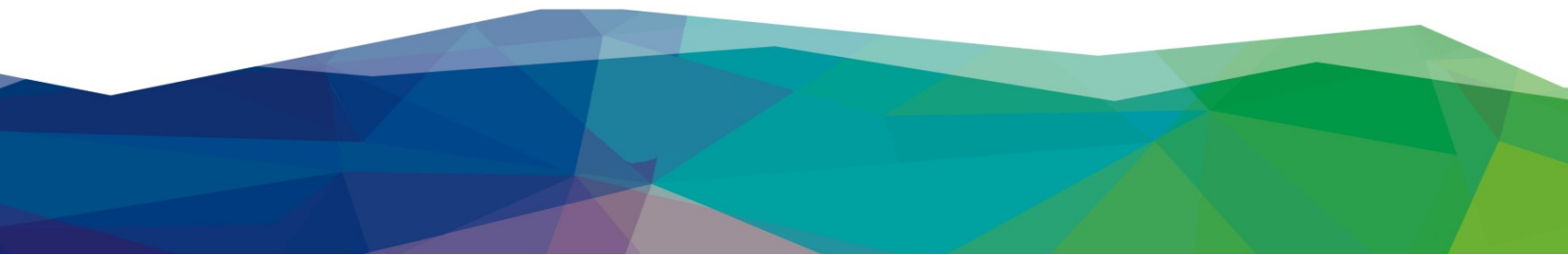
Lowe-Martin, as part of our sustainability efforts, believes it is important to support the local communities where we live and work. We participate in various ways through fundraising, donations, events and providing resources.

Lowe-Martin participates in the following programs:

- CURE Foundation for Breast Cancer Research
- Peel Regional Police Toys for Tots Holiday Toy Drive
- Local Food Banks on GTA and Ottawa Region
- Trek for Tourette
- Blood Donor Clinics
- Smiles for Seniors
- Earth Day Clean Ups
- Donate surplus paper to schools

Lowe-Martin and our employees support local charities including:

- Tourette Canada
- Local Food Banks on GTA and Ottawa Region
- Barrhaven Kitten Rescue Centre
- Sit with Me Dog Rescue Centre
- Restoring Hope Shelter for Homeless Youth



Summary

Lowe-Martin is proud to be recognized as an environmental leader in the print and mail industry. This recognition is embraced by our employees and our customers. Even though this has been challenging over the years as we continue to restructure our organization through acquisitions, divesting, new technology, the always changing print and mail industry, and most recently COVID-19, we continue to embrace the challenge. Our strategy of moving toward a digital, zero-waste production platform is a key factor in our environmental strategy. We strive to remain an industry leader and continually progress and improve our commitment to the environment. We continue to follow our 4-Step approach which is to Measure, Conserve, Mitigate and Offset, resulting in the following highlights this past year:

- **94%** waste diversion rate
- **10%** reduction in water usage company wide
- **6%** reduction in our electricity usage company wide
- **84%** of paper purchased is FSC Certified
- **32%** increase in the number of FSC Certified print projects.
- **23** Carbonzero certified customer print projects

Lowe-Martin has historically been the leader in the implementation of new ideas including:

- First printing company in Canada to become EcoLogo certified in both offset (1999) and digital (2004) imaging
- One of the first printing companies in Canada to become FSC certified in March 2003
- First carbon neutral printer in Ontario
- Became the largest purchaser of Bullfrog Power in the Canadian Printing Industry in 2007

Lowe-Martin continues to make efforts to reduce our impact on the industry and achieving significant results as indicated above. With these results, our history of being innovative and being one of the largest printing companies in Canada, we continue to strive to be an environmental leader and assist our customers in reducing their environmental footprint.

