

GREEN AT WORK

Sustainability is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (World Commission on Environment and Development)

Visant's commitment to operating in an environmentally and socially responsible manner in the interest of its employees, customers, the communities in which we operate, and the future, is part of its approach to doing business in an ethical manner and doing the right thing.

This commitment has been an integral part of Visant's fabric since its formation. The companies forming Visant are committed to providing a safe and healthy working environment for their employees and to avoiding adverse impact and injury to the company's employees, the environment and the communities in which we do business. Visant requires compliance with all applicable environmental, health and safety laws, regulations and its own internal standards.

Our employees are encouraged to conserve resources and reduce waste and emissions through recycling and other energy conservation measures. Employees are tasked with promptly reporting any known or suspected violations of environmental laws or any events that may result in an illegal, unregulated discharge or emission of hazardous materials. Employees whose jobs involve manufacturing have a special responsibility to safeguard the environment in the handling and disposal of materials and the emissions into the land, water and air.

As part of our environmental strategy, we follow selection and verification processes that support conscientious sourcing of materials, while assuring qualitative and economic feasibility. We look for vendors who can assure us that they are similarly committed to fostering business practices and principles that contribute to sustainability of natural resources.

Some examples:

- ❖ A majority of our Yearbook and Marketing and Publishing Services facilities are Forest Stewardship Council (FSC) and/or Sustainable Forest Initiative (SFI) certified.
- ❖ All paper is sourced from forests managed through sustainability programs coordinating conservation of natural resources, environmental protection and social principles.
- ❖ Primary use of inks formulated with significant quantities of bio-based, renewable resources, such as vegetable oils as opposed to petroleum based oils which increase the percentage of volatile organic compounds (VOCs) where available; use of inks that avoid toxic heavy metal content
- ❖ We have ascribed to the NO DIRTY GOLD principles, including by working diligently with our gold supplier to confirm that our gold is sourced through environmentally and socially responsible mining activity. We currently source gold through one primary mine located in the United States. The mine has met rigorous international standards in environmental management.

We are all influenced by the demands of our stakeholders, including our employees, customers, vendors and stockholders, to do more to preserve and sustain our environment. Sustainability efforts have become a matter of distinguishing us as a good corporate citizen and a superior competitor.

To answer this call, Visant has introduced a formal integrated **GREEN AT WORK** effort, which includes focused corporate guidelines on awareness and action in promoting the sustainability of the environment through our workplace.

A taskforce has stewardship to integrate our **GREEN AT WORK** initiatives at our facilities.

Our businesses have groundwork in place through core practices of recycling, conservation and regulatory compliance but the opportunity to do more is great.

We will promote further initiatives by:

- instilling personal employee awareness and translating awareness into participation,
- making comprehensive the best practice green efforts already underway in our businesses, and
- identifying new opportunities within our business to reduce our carbon footprint and promote sustainability of natural resources.

We know that we can only achieve our objectives with the cooperation of our business partners.

Key initiatives include:

- ❖ Supply chain sustainability efforts through:
 - ensuring that we are identifying and sourcing bio-based, renewable resources; recycled raw materials while ensuring economic and quality feasibility;
 - working with vendors who themselves have mandated green efforts in their sourcing, manufacturing and post-production processes and “end-of-life” activities to reduce their carbon footprint
- ❖ Evaluating our facility post-production recycling and waste streams to reduce, recycle or reuse
- ❖ Implement “green” awareness in our office environments by ensuring conservation of energy and resources and comprehensive recycling; mandating “green” alternatives in sourcing office supplies and equipment; promoting “think before you print”.
- ❖ Making comprehensive across our platform the practice of recycling of all computer equipment taken out of service.
- ❖ Identifying alternative energy sources to replace conventional power, including wind power, where available.
- ❖ Evaluating our data centers to increase energy efficiency.
- ❖ Implementing green alternatives and HVAC equipment in new space and renovations underway in our facilities to create “centers of ‘green’ excellence”.
- ❖ Evaluation of travel and freight logistics for opportunities to reduce energy consumption.
- ❖ Meeting new legislative requirements, including the European Union’s (EU) new legislation on chemical substances, known as Registration, Evaluation, Authorization (and Restriction) of Chemicals (aka REACH), with the stated goals of improving protection of human health and the environment.
- ❖ Considering affiliation with one or more leading “green” focus group that will provide tools, criteria and verification for our internal “green” efforts.

We continue to look for ways to direct our philanthropic efforts towards renewing the environment. Our Jostens subsidiary participates in a program under which it donates money through the Green Belt Movement for a tree to be planted by women and children of Kenya for each DualCast® ring sold by Jostens. Since launching the program money has been contributed towards the planting of over 10,000 trees.

Each of the participants in our value chain, our employees, our vendors, our customers, is called to contribute through their awareness, identification, practices and initiatives in order to achieve the objectives we have laid out for ourselves in our **GREEN AT WORK** program.