

# TALBOTS

*Established 1947*

## **Talbots Catalog & Marketing Program Paper Procurement Policy**

Talbots recognizes the challenges faced by all corporations today in identifying and making efforts towards responsible use of our natural resources in a changing global climate. In purchasing paper for our catalog and marketing programs, Talbots seeks to work with suppliers that ensure the responsible management of the forests.

As an initial step in laying out our commitment and communicating our expectations to our paper and forest products suppliers, we have developed the following procurement policy that sets forth principles that will guide our purchasing decisions. Going forward, we will continue to assess new initiatives concerning other aspects of environmental sustainability, while striving to meet the expectations of our customers, employees, and stakeholders.

### **Responsible Forest Management**

In making our purchasing decisions for our catalog and marketing programs, Talbots will give preference to those suppliers with sound environmental and safety practices that incorporate sustainable forestry management in their own operations and those of their suppliers. The goal of our paper suppliers should be to protect the health and integrity of forest ecosystems, while ensuring sustainable yields. These principles enhance the conservation of biological diversity, the preservation of soil and water resources, and the safeguard of forest areas with significant ecological and cultural importance.

- We will seek to source paper from companies that are committed to compliance with all applicable environmental, health and safety requirements in their areas of operation.
- We will seek to source paper through a third-party certified, chain of custody system, which system seeks to ensure that best practices are employed in the procurement of wood fiber.
- While we understand that there are multiple certification systems in place, we give preference to fiber certified under Forest Stewardship Council (FSC) standards whenever feasible. We also recognize and accept fiber managed under the following certification systems: Sustainable Forestry Initiative (SFI); American Tree Farm Standard (ATFS); Canadian Standards Association (CSA); and Program for the Endorsement of Forest Certification (PEFC).
- We will not knowingly purchase any product manufactured with fiber obtained through illegal logging, or from forests with high conservation value (that is, forests possessing at least one of the following attributes: significant biodiversity or wilderness value; rare or endangered species or ecosystems; or ecosystem services, such as watershed protection and clean drinking water, that are critical to meeting basic needs of local communities (*e.g.* subsistence, health)).

## **Recycled Content**

Talbots recognizes the fact that using recycled fiber in paper production means less pressure on the forests. When they meet quality standards, are readily available, and economically viable, we will use paper products with recycled fiber (post-consumer waste or PCW) content for our catalogs as well as for our marketing programs. We are interested in the further development of commercially viable new grades of paper that include recycled PCW fibers, and periodically test these new products.

Talbots store signage and marketing programs (other than catalog) are printed on a range of papers containing a varying percent of PCW in the total program mix. Our goal is to keep this percent of usage no less than 50% annually, and to increase this percent on a year over year basis where possible.

## **Efficient Use of Paper**

We have been actively developing, implementing and assessing the viability of a number of initiatives aimed at reducing our long-term catalog and other marketing program paper requirements. These initiatives include:

- A commitment to use primarily groundwood based papers that are over 30% more efficient in their fiber consumption than woodfree papers.
- An ongoing initiative to make reductions in the trim size (dimensions) of our catalogs without reducing their overall response, or sales, rates.
- Vigilance with our catalog printers in establishing and monitoring their adherence to agreed-upon consumption of paper for printing make-readies and running pounds per thousand, including incentivizing our catalog printers to under-consume the agreed-upon consumption amounts.
- Encouraging our paper vendors to develop new, lighter weight papers that have the performance characteristics (e.g. opacity) of heavier weight papers.
- Maximizing the efficiencies of our house files to reduce mailings to unresponsive recipients, duplicate mailings, and undeliverable catalogs.
- An increase in the use of, and continuing promotion of, the Internet for ordering and on-line marketing. We continue to encourage our customers to set up accounts that enable such communication and transactions from merchandise orders to electronic bill paying.

## **Pollution Prevention**

Talbots encourages its suppliers to continually improve environmental practices and the sustainable management of natural resources.

- We encourage environmental best practice initiatives such as the implementation of environmental management systems (such as ISO 114001).

- We require all of our printing paper to be elemental chlorine free.
- In an effort to reduce fuel consumption and transport emissions, all vendors must attempt to utilize rail transport where practical, and maximize all car and/or vehicle load capacities.

### **Vendor Commitment to Shared Issues**

Talbots seeks to work with vendors that ensure the responsible management of the forests that provide raw materials for our catalog and marketing program papers. In the spirit of continual improvement, we have individual vendors' environmental policies on file, and we have asked to be kept updated as their various policies evolve.