

## **NEWS RELEASE**

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### **Shaughnessy is Reducing Its Environmental Footprint Again**

Shaughnessy Kniep Hawe, a distribution company that markets printing papers, business communications papers and graphic supplies to commercial printers, corporations, publishing companies, and government agencies, has committed to increasing its corporate-wide commitment to renewable energy. This year Shaughnessy is offsetting 100 percent of its electricity use by purchasing 1,663,910-kilowatt hours of renewable energy credits (RECs). This is a 40 percent increase from the 2008 commitment.

In addition, Shaughnessy has renewed its purchase of carbon offsets for 100 percent of the emissions generated from its delivery trucks.

#### **How REC's work:**

Renewable energy credits ensure that the amount of electricity that Shaughnessy uses is replaced on the power grid by wind power from projects across the country. RECs help renewable energy facilities by making them more financially viable, and providing incentives for development.

By purchasing RECs, Shaughnessy's commitment has an environmental impact that is similar to:

- Planting 14,957 mature trees or
- Not driving 3,708,364 miles

“Shaughnessy continues its efforts to be an industry-leading environmental steward. Beginning August 1, 2009 our sustainability goals will be met with the purchase of wind energy credits to offset 100% of our energy consumption and carbon credits to offset 100% of our fleet emissions. Obviously this is something we believe in very strongly and will support throughout our company,” said Ed Kniep IV, president and COO of Shaughnessy Kniep Hawe.

Shaughnessy has been an industry leader in becoming tri-certified in the paper industries environmental certifications that includes the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), and the Programme for the Endorsement of Forest Certification schemes (PEFC). These organizations focus on the Chain of Custody certification that begins with the trees taken from the forest, to the paper mill, to the merchant, to the printer, and to the end-use consumer. Certified papers take the consumer beyond simply recycling; it provides the vehicle for reducing illegal deforestation and promotes exceptional conservation practices.

**Facts regarding energy consumption:**

- According to the EPA, conventional energy production from fossil fuels is the leading cause of industrial air pollution.
- The U.S. holds less than 5% of the world's population but produces nearly 25% of global carbon emissions. (*Scientific American*, Sept. 2006)
- Electricity accounts for 39% of all CO2 emissions. (US Department of Energy, 2007 Buildings Energy Data Book)

The offset credits were purchased from Boulder, Colo.-based Renewable Choice Energy. To find out more about Renewable Choice Energy go to [www.renewablechoice.com](http://www.renewablechoice.com).