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PRESS RELEASE

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Advance Paper Box & Packaging Spectrum become a CarbonNeutral® company

Advance Paper Box and Packaging Spectrum, a leading paper box manufacturer in Southern California, announced today that it has been awarded CarbonNeutral® company certification by reducing its carbon footprint to net zero. Since 1924, Advance Paper Box/ Packaging Spectrum has dedicated itself to its customers and its products. With CarbonNeutral® certification, they are now able to publicly showcase their environmental leadership as well. As the first packaging manufacturer in the Western US to achieve CarbonNeutral® company status with the CarbonNeutral Company, the company asserts itself as a groundbreaker in the industry for carbon management and sustainability planning.

The CarbonNeutral Company is a world-leading provider of carbon reduction solutions and is working with Advance Paper Box/ Packaging Spectrum to establish a carbon management plan, which includes quantification and reduction of emissions from business activities. The company is measuring and managing emissions from energy consumption, waste disposal, product delivery, and business travel through a powerful 3rd party greenhouse gas accounting solution provided by Ecometrica. These emissions are then reduced to net zero through combining internal changes with carbon offsetting. Through offsetting, every metric ton of CO₂ emitted by Advance Paper Box/ Packaging Spectrum is matched by an equivalent amount saved by projects in the United States and other parts of the world. For example, one of the projects selected by Advance Paper Box/ Packaging Spectrum is a forestry project in northern California.

The carbon reduction strategy ties in closely with Advance Paper Box/ Packaging Spectrum's wider sustainability initiatives from 2011, including the completion of their first annual Sustainability Report. Included in the report are energy reduction measures like solar power, cool roofs, and lighting retrofits. Other initiatives include increased recycling practices, paperless software, and equipment retrofits. Now, with a clear understanding of where carbon is currently being generated, and an inventory for their baseline year, Advance Paper Box/ Packaging Spectrum is better equipped to manage their emissions in the future and to identify areas where there are opportunities for emissions reductions. "Going CarbonNeutral® is part of the first phase of our sustainability program," said, Nickie Silk, President of Advance Paper Box. "We chose our offsets carefully and made sure that the projects we invested in would have real results that are measurable. Going forward we know that we are working with a reputable company that can help us achieve our sustainability goals."

The CarbonNeutral Company (www.carbonneutral.com) is a world leading provider of carbon reduction solutions. It has worked with over 300 major businesses and thousands of small and medium sized companies in 32 countries to develop carbon offset inclusive carbon reduction programs. Since 1997, it has purchased carbon credits from over 200 projects in 24 countries. CarbonNeutral® is the registered trademark of The CarbonNeutral Company and is a global standard to certify that businesses have measured and reduced their CO₂ emissions to net zero for their company, products, operations or services. Permission to display the CarbonNeutral® mark is only given to clients whose carbon reduction program is implemented in accordance with The CarbonNeutral Protocol. The Protocol assures quality of carbon offset projects, carbon footprint assessments and communication and is regularly reviewed by an Independent Advisory Group. The company's 'audit trail' includes an annual independent verification of CarbonNeutral programs – from contracts with carbon offset partners through to contracts with clients and everything in between. The CarbonNeutral Company has offices in New York and London. The CarbonNeutral Company is a founding member of The International Carbon Reduction and Offset Alliance (ICROA), which provides leadership and a unified voice advocating for rigorous industry standards www.icroa.org.

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