



Dollco Printing – First North American Printer to Produce Special Environmental Magazine on Wheat Straw



Ottawa, ON Canada (June 27, 2008) – Dollco Printing, a leading publication's printer, announced the making of history with the printing of the June issue of *Canadian Geographic* magazine on a new, revolutionary *wheat sheet*. It is the first magazine in North America to be printed on paper made from wheat straw waste, inviting a new age in paper making and publishing. The *wheat sheet* is comprised of 20% wheat straw, 40% post-consumer recycled fibre and 40% totally chlorine free virgin wood fibre.

Dollco prints thousands of magazine pages each month on heatset web presses and uses state-of-the art screening technology for best results. The wheat sheet printed well while running at 60,000 pieces an hour. According to Dollco's Director, Quality Assurance, Dave Dauncey, "the wheat sheet prints like any publication stock within its grade. We had no problems on press."

Through its procurement strategy, Dollco actively promotes the use of paper certified by the Forest Stewardship Council, arguably the highest standard in 'green papers' for the publications industry. "We are excited about being a part of an initiative such as this, it puts Dollco in the forefront of environmental sustainability," said Kevin Nicholds, President of Dollco Printing. "It's an important milestone for the publishing industry- Canada's magazine industry has led the way with its widespread adoption of FSC-certified papers and so this is a natural next step."

The environmental organization, Markets Initiative, partnered with Canadian Geographic magazine and technical experts at the Alberta Research Council to create an exploratory trial that would showcase the commercial viability of paper made from agricultural by-products, namely wheat waste. Ottawa-based Dollco Printing, was the first North American publications' printer to print on wheat straw.

"Our June issue uses 60 percent less trees but looks and feels just like any other issue of Canadian Geographic," said Editor-in-chief Rick Boychuk. "We're delighted by this paper's performance and hope it will be more widely available for North American publishers soon."

Using straw-based pulps can halve a paper's ecological footprint and improve its strength and print quality. The wheat straw pulp for this magazine edition was sourced from China, because straw-pulping facilities have yet to be retrofitted in Canada.

"Canada is well positioned to become a leader in a brand new resource industry that is also an environmental solution for the twenty first century," said Nicole Rycroft, executive director at Markets Initiative. "Our world needs environmental solutions. Here's one at the farm gate and we've identified hundreds of commercial paper consumers ready to buy it."

The majority of Canada's paper is currently made from Boreal forests and Temperate rainforests. Straw from Canada's wheat harvest could produce 8 millions of tonnes of pulp – equivalent to the paper volume used by the North American newspaper industry every year. That could result in a saving of 100 million trees each year - without impacting food production or increasing energy inputs, while providing a new source of income for grain growers.

More than ten years ago, the Alberta Research Council began investigating pulping technologies for agricultural fibres such as wheat straw. "We're working with the pulp and paper industry to explore additional opportunities to create new agriculturally-based pulps that can satisfy the growing market demand for environmentally friendly paper," said Wade Chute, head of ARC's pulp-paper program.

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About Dollco Printing

Dollco Printing is one of Canada's largest privately-owned printing companies offering the most comprehensive suite of printing services under one roof in Canada.

Headquartered in Ottawa, Canada, Dollco Printing operates out of a 120,000 square foot, custom-built production facility. The company employs 300 people with offices in Ontario, Quebec, Atlantic Canada and the northeastern United States. Dollco is committed to providing responsive, resourceful service to each and every customer. www.dollco.com

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