

LET'S STOP PROFESSING GREEN AND START ENABLING GREEN



For more than 50 years, we at Lamin-Art have been focused on doing the right things for the right reasons, every time. That focus defines our relationship with our people, our customers, and our planet. To us, sustainability isn't just a good marketing angle or a sound business decision; it's also a critical adjustment of our mindset as responsible members of the greater global community.

As a company, we've already identified several things that we are effectively accomplishing right now to protect our environment. In 2006, we introduced Abacá, a decorative surface which uses recycled banana fibers to create an intriguing motif and texture. Our collection of Premium Wood Prints accurately reproduces nature's beauty while protecting land and water from deforestation, as well as defending bio-diversity and animal habitats.

And in 2007, we completed a conversion of our entire fleet of corporate vehicles to hybrid cars, providing cleaner transportation for our sales and executive management teams. As a result, the reduction in trunk capacity forced us to also reconsider and redesign our sample packages and literature. In other words, we're doing everything we did before, but now we're doing it better. It has been a win-win for both the environment and our business.

But while we've made progress, we recognize that there is still much more to be done. That's why I want to share with you an objective I've assigned to each and every one of our employees. I have challenged them to be creative and find new, more sustainable solutions. At the corporate level, our team has been charged with finding ways that we as a company can support environmental initiatives at our offices, support the efforts of our supply chain in promoting their own sustainability programs, and lead the way for change within our industry as a whole. And our design and manufacturing teams are seeking ways to enhance our products' contribution towards specifiers and customers' green building strategies.

The **eco-enable project** is our response to this sustainability challenge. I invite you to visit www.laminart.com/eco-enable to learn more about the steps we, as a company and as responsible global citizens, are taking to reduce our environmental impact.

There is no one magical formula to reverse the situation; but all of us can contribute to the solution. After all, it's time to take real action.

Please join us.

A handwritten signature in black ink that reads 'D. Krog'.

D. Krog
Owner & President