

RUDOLPH PLEADS FOR DONNER AND BLITZEN'S FUTURE

CATALOG INDUSTRY CONTINUES TO THREATEN CARIBOU HABITAT AND OTHER ENDANGERED FORESTS

Every year Santa and his reindeer fly over the forests of Canada, and every year they see those forests being systematically destroyed. Reindeer—called caribou in North America—need large areas of intact forest to survive. Canada's Boreal Forest is critical caribou habitat, but it is being logged to make junk mail and catalogs like Sears' Christmas Wish Book.



Will Santa's reindeer have a place to play next year?

"The Boreal is valuable to us not only because we live there, but also because it's one of our first lines of defense against global warming," said Rudolph. "We're worried there will be fewer and fewer white Christmases, so Donner, Blitzen, and the gang are not feeling very merry this year."

Luckily, there's good news for the reindeer and the inhabitants of Endangered Forests around the world. With encouragement from ForestEthics, catalog industry leaders like Victoria's Secret, Patagonia and Williams-Sonoma have implemented strong environmental policies and are taking leadership roles in environmentally friendly catalog initiatives. And some of the naughtiest catalog companies from past years are beginning to behave by using post-consumer recycled content and Forest Stewardship Council-certified paper.

LUMPS OF COAL FOR NAUGHTY SEARS

Some companies are still getting a lump of coal in their stockings this year, and Sears is one of the naughtiest of all. They send out an estimated 425 million catalogs a year—that's more than a million a day. Those catalogs contain almost no recycled content, and their paper comes from Endangered Forests, including North America's Boreal Forest. That's where reindeer, a threatened species otherwise known as caribou, live. Sears is contributing to the decline of woodland caribou in Ontario by using catalog paper that comes from unsustainable logging in the intact Boreal Forest.

Sears

come see the destructive side of sears



CATALOG AND JUNK MAIL STATISTICS

•The world's remaining intact and old growth forests store incredible amounts of carbon, one of the greenhouse gases that contributes to global warming. The logging of these forests releases all of the stored carbon back into the atmosphere, contributing to climate change. *Deforestation and forest degradation account for 18% of global greenhouse gas emissions, accounting for more emissions than transportation.*

•Each year, catalog retailers mail out more than 20 billion catalogs in North America. Meanwhile, hardly any paper contains recycled content. This means every year, more than 8 million tons of trees are used to make catalogs—most of which are unread and discarded.

•Americans spend an average of 8 months of their lives opening bulk mail.

Santa's List

Nice!

- | | |
|-------------------|----------------|
| Patagonia | Crate & Barrel |
| Williams-Sonoma | REI |
| Victoria's Secret | L.L. Bean |
| Dell | J. Crew |
| Timberland | |

Checking Twice...

- | | |
|----------------------|---------|
| JC Penney | PC Mall |
| Macy's/Bloomingdales | |

Naughty.

- | | |
|-----------------|------------------|
| Neiman Marcus | School Specialty |
| Talbots/J. Jill | Sharper Image |
| Eddie Bauer | Spiegel |
| OfficeMax | Sears |
| Lands' End | |



CATALOG		ENDANGERED FORESTS	FSC CERTIFICATION	RECYCLED CONTENT	PAPER REDUCTION	caribou nice 	fruitcake checking twice 	coal naughty 
NICE	Patagonia					Patagonia has been working hard to be an environmental leader, and has been very nice to the forests. We applaud them for their high post-consumer recycled content in their catalog.		
	Williams-Sonoma					Williams-Sonoma has a model paper policy and 99% of its catalog paper is FSC-certified—that's the highest in the catalog sector.		
	Victoria's Secret					Victoria's Secret has been an angel and is setting a great example with its environmental leadership.		
	Dell					Dell is a whiz, and not just at computers. Its model paper policy is one of the best in the industry.		
	Timberland					Timberland won't be getting any coal this year. It's earned a stocking full of gifts with its new paper policy.		
	Crate & Barrel					Crate & Barrel always remembers to say please and knows how to set a table. Plus, it has a good paper policy.		
	REI					REI is doing pretty well, but as an outdoor clothing company, shouldn't they have better Endangered Forest protections? That just isn't nice.		
	L.L. Bean					L.L. Bean has been trying to behave, but it needs some improvement in paper reduction.		
CHECKING TWICE	J. Crew					J. Crew has not been sharing very nicely. It says it has a new paper policy, but it hasn't shown anyone.		
	JC Penney					JC Penney is doing great on paper reduction, so why can't they commit to stay out of Endangered Forests?		
	Macy's/ Bloomingdales					Macy's/Bloomingdales is trying to get on Santa's nice list. Its new environmental initiatives look promising, but they're still in the early stages.		
NAUGHTY	PC Mall					PC Mall has reduced paper use, but still doesn't have a paper policy, so it gets a fruitcake for the holidays.		
	Neiman Marcus					Neiman Marcus has plans to develop a policy, but Santa still needs more information.		
	Talbots/J. Jill					Talbots/J. Jill paid attention and got FSC-certified paper, but could improve by using more recycled content and reducing paper use.		
	OfficeMax					OfficeMax doesn't have to be a scrooge. It still needs to do a lot more to protect forests and to use sustainable fiber.		
	Lands' End					Lands' End catalogs come from endangered caribou habitat. If the reindeer lose their homes, how will they pull Santa's sleigh?		
	Eddie Bauer					Eddie Bauer hasn't made any commitments to improve its environmental impact. It's getting a stocking full of coal this year.		
	School Specialty					School Specialty has been misbehaving and didn't even respond to our survey. Definitely not this teacher's pet!		
	Sharper Image					Sharper Image was rude and ignored us when we nicely asked it to get out of Endangered Forests.		
Spiegel					Spiegel was naughty this year. It doesn't even care enough about our environment to respond to the survey.			
Sears					Sears just released its holiday Wish Book. We wish Sears would stop destroying Endangered Forests. To find out more about our campaign against Sears, visit www.catalogcutdown.org .			

FORESTETHICS

Because protecting forests is everyone's business

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