



PRESS RELEASE

FOR IMMEDIATE RELEASE

PHOTOCRAFT ACHIEVES SGP SUSTAINABILITY CERTIFICATION

Thursday, October 6, 2011

PORTLAND, OR - Sustainable Green Printing Partnership (SGP), a non-profit organization providing sustainability certification in the graphic communications industry, today announces that PhotoCraft's print facility, located in Portland, OR, is SGP Certified. PhotoCraft produces high-quality POP and retail displays for many national retail chains. The environmentally-conscious printer chose SGP Certification to demonstrate its continuing commitment to sustainability. PhotoCraft has realized many positive benefits as a result. For example, SGP Certification promotes employee health and safety, as well as PhotoCraft's commitment to a healthy environment. The Certification requirements also help PhotoCraft improve upon existing manufacturing processes.

PhotoCraft is in the forefront of sustainability, and feels that SGP's objectives are consistent with its sustainability policy. For example, the company relentlessly pursues new initiatives to reduce, re-use, and recycle products and compounds in its manufacturing process and consumables. PhotoCraft also evaluates its manufacturing and business practices for continual improvement in sustainable principles and practices.

"PhotoCraft has an unwavering dedication to the environment and the community," comments Tom Wittenberg, General Manager of PhotoCraft. "We continually seek out and adopt business processes, technologies, and materials that are consistent with safeguarding the ecology of our surroundings. SGP's Certification is very important to our sustainability policy - it demonstrates our commitment to our stakeholders, while helping us to improve our operations."

"Photocraft's has validated their commitment to sustainable business practices through achieving certification under the SGP program," Marci Kinter, Chairperson of the SGP Board of Directors. "Their continued push marks them as an "outside the box" thinker!"

PhotoCraft actively informs its clients of sustainable practices and encourages the adoption of sustainability practices through leadership and example. The company also seeks collaboration of sustainable products and processes from its vendors and suppliers.

Printing capabilities at PhotoCraft include a fully UV curable Man Roland forty-inch press with perfecting and cold foiling options. In its Digital department, the company has two Vutek GS3200 large format digital UV curable printers, as well as two HP LX800 large format printers that make use of latex inks. The screen printing department includes a four color in-line large format UV curable press.

ABOUT PHOTOCRAFT, INC

PhotoCraft, headquartered in Portland, Oregon, is the leading provider of innovative retail graphics solutions. PhotoCraft offers solutions beyond traditional graphics—they help clients reach customers and build brands with unique fixturing programs, store-within-a-store design expertise, and large format motion graphics. They offer complete in-house solutions, including litho, screen printing and digital imaging, as well as a full range of design, finishing, kitting and installation capabilities. Their retail graphics solutions help clients develop new ideas and make brands command attention in any retail environment.

For more information visit their website at: www.photocraft.com