



# our core values



**sallart studios inc.**



# introduction

**“our core values illustrate our company's mission, guiding us to work, live and play in an exemplary manner. we aim to exist in harmony with our core values, allowing them to flourish as our company continues to advance. there are times where we may fall short of our ideals and intentions; we will capitalize on these opportunities, allowing them to act as platforms for our education, advancement and continual improvement of ourselves, our company and our global community as a whole.”**

# our core values

- creating the highest quality products 4**
- providing an exceptional experience and value offering to our clients 5**
- bringing value to all individuals and organizations — from those engaging with our company to our local and global communities 6**
- operating with environmental stewardship at the helm of all decisions 8**
- cultivating creativity as a means to foster sustained and continuous advancement on a creative plane 12**
- generating profits and growth through conscious and ethical means 12**



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## CREATING THE HIGHEST QUALITY PRODUCTS

There is something to be said for the appreciation we feel when we hold a beautiful piece of paper between our fingers. When that paper holds a message, includes a striking image or is simply presented in a notable way, it brings added enjoyment to us.

### PAPER & MATERIALS

Sallart Studios is committed to creating quality paper products that bring messages to others. We build quality into every step of the process, starting with the selection of only the highest quality papers sourced from paper mills operating with sound environmental practices. Our suppliers and partners are selected after meeting specific criteria with respect to high quality and environmentally sustainable products, services and business practices. Through the use of quality materials, we hope to bring enjoyment to those receiving our products.



### DESIGN

Open dialogue with our clients leads to creative imagery designed to present a visual message. We design to create a sensory experience, stimulating sight and touch through visually appealing images presented on heavy, quality papers of varying textures. Positive sensory stimulation increases the reception of messaging and branding, contributing to increased brand appreciation and retention.

### PRINTING & MANUFACTURING

Detailed workmanship is what combines the materials and design elements into truly noteworthy products. Throughout the printing and manufacturing process, quality standards ensure the final product is one that both our clients and our company can be proud of. Our printing includes premium environmentally responsible waterless print technology and vegetable based inks, injecting further life into the designs through vibrancy of colour. True folds and quality cuts create a complete and professional presentation.

### BRAND

Through our product offerings, services, environmental practices and certifications, we continually build value into the Sallart Studios' eco-brand. Our products double as eco-mediums for our clients to promote their brands, messaging and environmentally responsible business choices and practices.



**“there is something to be said for the appreciation we feel when we hold a beautiful piece of paper between our fingers...through the use of quality materials, we hope to bring enjoyment to those receiving our products”**

## PROVIDING AN EXCEPTIONAL EXPERIENCE AND VALUE OFFERING TO OUR CLIENTS

### CLIENT EXPERIENCE

We are committed to offering exceptional service and satisfaction, creating a positive experience for our clientele. We work closely with our clients to provide the customization and products required to fulfill their needs. As many of our products extend beyond our clientele to their customers and recipients, we design in ways to create a positive customer experience for our clients, their stakeholders, and the final recipients.

### CLIENT PARTNERSHIPS

Our clients are our most important stakeholders. Beyond offering a positive client experience, we aim to develop lasting relationships and partnerships. Varying levels of partnerships and programs are available for our clients to engage in with Sallart Studios in order to provide tailored alliances and optimal value.



### QUALITY

Building excellence into our company, products, designs and services presents a premium eco-brand for our clients to leverage through their corporate promotion and resale. Quality standards and checks ensure we consistently provide our clients with premium, quality products.

### ECO-VALUE

Bringing high eco-value to our customers is not only the right thing for us to do, but also provides a strong sustainability message for our clients' organizations to leverage in their communication initiatives, while enhancing their green business practices portfolio and triple bottom line. Our sustainable design practices involve supporting responsible forestry, improvement of air quality, use of 100% green electricity and carbon offsetting for all paper usage, manufacturing and shipping. All Sallart Studios products display the appropriate environmental certifications and eco-value, supporting our clients' green purchasing choices.

### CUSTOMIZATION

Offering complete custom design services, our clientele can leverage customization of materials, design, branding and messaging to realize both tangible and intangible returns on investment. Through use of beautiful papers and custom imagery, recipients' senses are stimulated and warmed to receiving our clients' messages. Subtle and professional presentation of client branding and messaging integrates into the viewer experience, enhancing brand retention and brand value.

**“beyond offering a positive client experience, we aim to develop lasting relationships and partnerships.”**

## MARKETING & COMMUNICATION MEDIUMS

We build high brand value, eco-value and social value into our products, providing our clients with solutions that are highly marketable in the interest of promoting their corporate sustainability choices. Sallart Studios' products double as eco-mediums, transforming into marketing, advertising and communication platforms for our clients to leverage in the direct promotion of their brand, social responsibility and ecological initiatives.

## RESALE PROFIT

In addition to the marketing and brand value offered through our custom services, all products purchased for resale offer excellent profit margins, providing both tangible and intangible returns on investment, including a tangible return on marketing and advertising initiatives.

## PHILANTHROPY

A percentage of all Sallart Studios' profits is donated to environmental conservation in order to give back to the planet we take from. Through the purchase of Sallart Studios' products, our clients' organizations are participants in supporting environmental sustainability initiatives, including the preservation and management of water, forestry, fishery and ecosystems.



## BRINGING VALUE TO ALL INDIVIDUALS AND ORGANIZATIONS — FROM THOSE ENGAGING WITH OUR COMPANY TO OUR LOCAL AND GLOBAL COMMUNITIES

### VALUE TO OUR STAKEHOLDERS

Our stakeholders are contributors to the advancement and growth of our company, all being interdependent constituents of Sallart Studios as a whole. Creating value for our stakeholders is essential in sustaining a healthy and prosperous environment for all to thrive and flourish.

### CLIENTS

Our most important stakeholders are our clients, as they directly contribute to the increase of our business. We commit ourselves to providing exceptional value through our products, services, programs and partnerships, together with outstanding customer experiences and lasting relationships. We aim for each engagement with Sallart Studios to meet or exceed our clients' expectations.

### EMPLOYEES

Ensuring client satisfaction relies on the creativity, intelligence, energy and empathy of our employees. Facilitating the happiness and growth of our employees is integral to the success of our company. Providing fair compensation and a safe environment within which to work is our fundamental duty as an employer. Beyond this, we believe a culture rich with inspiration and fulfillment is essential to our combined successes.

#### **Sense of Team and Sense of Self**

We cultivate an atmosphere for creativity, innovation and communication within a team environment, while supporting the autonomy of our employees within their roles. Continuous advancement is essential to the happiness of individuals; we encourage and support both personal and professional growth of our employees.

### **Sense of Community**

The foundation of our company is built on the values and ethics of our Founders, beliefs that are woven into the sense of community within Sallart Studios. We encourage unity of vision throughout our company. Each employee has the potential to make a difference in contributing to a greater cause, through their individual or collective actions and participation within Sallart Studios. Within our Sallart community, we encourage a sense of play in order to stimulate both fun within the workplace as well as a breeding ground for great ideas and brainstorming sessions.

### **Respect**

Respect of oneself and the respect of others is highly admired and promoted within our workplace, as it is integral in the advancement of our individual and collective beings. With respect, negative factors such as envy, judgement and discrimination can be minimized or even eliminated from our workplace, while more powerful dynamics such as love, unity, innovation, creativity and confidence may flourish in an organic and exponential manner.

### **A Level Playing Ground**

Each individual at Sallart Studios, regardless of their longevity of employment or the position they hold, is recognized and appreciated as a fellow human being. We value our employees' intelligence and encourage their individual and collective insights and participation at all levels of our organization. We aim to be transparent in our communications and to provide relevant company information, empowering our employees with knowledge.

**“...we believe a culture rich with inspiration and fulfillment is essential to our combined successes”**

### **SUPPLIERS**

In our effort to fortify our values and provide added worth to our products, brand and stakeholders, our suppliers are selected with respect to high quality, environmentally sustainable and socially responsible products, services and business practices. We build relationships with our suppliers based on integrity, honesty, respect and open communication. Beyond the value created for our company and our supplier partners, we aim to create win-win-win scenarios, integrating the greater global community into the equation. By working together with our supplier partners, we aim to bring value and increase through efficiency, reduction measures and education.



### **INVESTORS — AND THOSE WITH A VESTED INTEREST IN SALLART STUDIOS INC.**

Sallart Studios embraces the generation of wealth and profits as a means of fulfilling our obligations to our investors, additional stakeholders and the well-being of our company. Maintaining economic growth is the backbone to advancing Sallart Studios' operations, products and services, while ensuring a paralleled growth of our environmental and social responsibility initiatives. Incorporating eco-efficiency into our daily business operations allows us to continually manage and reduce operating costs in order to offer the most to our customers, while contributing positively to our economic health, the environment and the society within which we live, work and play.

## THE ENVIRONMENT — A SILENT STAKEHOLDER

Our Founders hold a deep admiration for nature and the environment on a local and global scale. In the interest of advancing the well-being of our shared planet, Sallart Studios is committed to continually improving our sustainability practices while decreasing our environmental footprint, at all levels of our organization.

## SOCIETY — OUR COMMUNITY AND THE GLOBAL COMMUNITY

Our goal is to bring value and opportunities for advancement to those directly engaged with our company, as well as individuals and organizations in our community and beyond. By offering value through our services, products, company interactions, and educational and philanthropic outreach, our goal is to create increase through value, while leading by example.

### Social Outreach Program

We aim to foster opportunities for individuals and organizations to experience sustained and continuous growth through our Social Outreach Program, from our own community to the greater global community. Through educational programs, product donations for resale and use, donation of our time through activities such as pro-bono product design, at-cost product production and/or volunteering and monetary donations, we aim to reach as far as our means allow us in contributing to the greater good of our local and global society.

## OPERATING WITH ENVIRONMENTAL STEWARDSHIP AT THE HELM OF ALL DECISIONS

*The smallest footprint leaves the biggest impression*, a phrase we believe so strongly, we have coined it as our environmental motto. Stemming from our belief that less is more when it comes to ecological impact, we are devoted to decreasing our environmental footprint where and when we can.

From sustainable design — including environmentally responsible product materials, manufacturing, packaging and fulfillment — to supplier selection, third party certifications, use of alternative energies and the support of environmental conservation, we are committed to integrating the most environmentally responsible initiatives within our company and product design.

## SUSTAINABLE DESIGN

Sustainable design crosses numerous industries and is often practiced within varying ranges of its full spectrum. In its entirety, we feel sustainable design combines ecological, social and economic principals in the creation of products and services that minimize environmental impact.

Through creativity and innovation, our sustainable design practices unite efficiency, use of sustainable resources, extended product life cycles and the reduction of materials, waste and energy consumption. We support responsible forestry, improvement of air quality, use of 100% green electricity and carbon offsetting for all paper usage, manufacturing and shipping. We select product and packaging materials that are environmentally responsible and can be reintegrated into the post consumer supply chain through reuse or recycling programs. We aim to bring increased products and packaging solutions into the marketplace that are biodegradable and/or compostable.



## PRODUCT ECO-VALUE

We strive to offer the most comprehensive environmentally responsible paper products in the industry. The following is a sampling of the eco-value included in our products:

- ▶ Sallart Studios Inc. is a Forest Stewardship Council (FSC) Chain of Custody (CoC) certified printer (SW-COC-003229). Our paper products are FSC CoC certified, or manufactured with tree-free alternatives.
- ▶ Our organization and all applicable products are Rainforest Alliance Certified, a forestry program that protects soils, waterways and wildlife, while ensuring that workers and neighbouring communities are treated fairly.
- ▶ Our products are designed and printed with 100% green electricity; carbon neutral energy that meets or exceeds the federal government's Environmental Choice Program EcoLogo<sup>M</sup> standard for renewable electricity.
- ▶ All Sallart Studios' products are certified 100% carbon neutral. We offset the original manufacturing footprint of the papers we use — unless initially manufactured as carbon neutral — and the manufacturing of our products.
- ▶ The papers we use are sourced from paper mills operating with sound environmental practices. Our paper and raw material suppliers are selected after meeting specific criteria with respect to environmentally sustainable products, services and business practices.
- ▶ The paper eco-value can be further enhanced through selection of up to 100% post consumer waste (PCW) content, elemental or processed chlorine free (ECF/PCF), manufactured using alternative energy sources such as wind and biogas, Green Seal certified and EcoLogo<sup>M</sup> certified — as a sampling of options.
- ▶ We offer waterless printing and the use of vegetable based inks — contributing both to minimal water consumption used for print and considerably reduced levels of Volatile Organic Compounds (VOCs) being released into the atmosphere.



**“our organization and all applicable products are Rainforest Alliance Certified, a forestry program that protects soils, waterways and wildlife, while ensuring workers and neighbouring communities are treated fairly”**

## MANUFACTURING & FULFILLMENT

Typical manufacturing and fulfillment processes can have a heavy burden on our ecological footprint. In recognition of this from the onset of Sallart Studios Inc., we integrated a selection of alternative technologies, energy sources and procedures to lessen our environmental impact.

Our primary mandate is the reduction of energy consumption and waste output. Secondly, we offset carbon-producing energy usage and facilitate the diversion of waste through programs designed to reuse and recycle.

- ▶ Our print manufacturing uses 100% green electricity.
- ▶ All additional carbon producing energy incurred through manufacturing and fulfillment is certified 100% Carbon Neutral, offset through the purchase of Gold Standard carbon credits.
- ▶ Our products are printed and manufactured in an ISO 14001 certified facility, ensuring environmental management systems and standards are monitored.
- ▶ We print on-demand in order to eliminate excess product, waste and energy consumption.
- ▶ All inbound and outbound shipments — from the receipt of raw materials until the final products are received by our clients — are certified 100% Carbon Neutral.
- ▶ In the combined interests of our clients, our company and the environmental benefit, we work with our customers to reduce the shipping footprint and costs. Integrating into our clients' shipping infrastructures and logistics, using the most direct shipping routes, and selecting shipping services supporting a reduced ecological footprint are elements we take into consideration.
- ▶ We use recycled boxboard and cardboard with post consumer waste content for packaging and shipping.
- ▶ Where possible, we reuse shipping materials from inbound shipments or donate used packaging and containers to other organizations.

### **ALTERNATIVE ENERGY**

We support clean, renewable electricity producers who are displacing polluting and carbon-intensive electricity production on the grid. All Sallart Studios' operations, design and printing are powered with 100% green, carbon-free electricity. This power is sourced exclusively from generators who meet or exceed the federal government's Environmental Choice Program EcoLogo<sup>™</sup> standard for renewable electricity. The power comes from clean, emission-free sources such as wind power and low-impact water power instead of carbon-intensive sources such as coal.

### **CARBON FOOTPRINT**

Sallart Studios Inc. is certified as a 100% Carbon Neutral Company, through the purchase of Gold Standard carbon credits.

Gold Standard carbon credits are the highest quality carbon credits currently available for voluntary offsets, funding premium projects on the market. Gold Standard requires that renewable energy and energy efficiency technologies lead to sustainable development for local communities, such as increased standards of living, knowledge transfer, job creation or pollution reduction. All Gold Standard projects are rigorously tested for environmental quality by registered third parties.

Sallart Studios Inc. offsets all of our operations, manufacturing, inbound and outbound shipping, business travel, employee commuting, and paper usage — including all paper used for our products as well as office and promotional use.



## ENVIRONMENTAL PHILANTHROPY

### Environmental Outreach Program

In order to give back to the planet we take from, a percentage of Sallart Studios' profits is donated to environmental conservation, through our Environmental Outreach Program. Our donations contribute to funding projects engaged in the preservation and management of water, forestry, fishery and ecosystems.

### Extended Life Program

Our sustainability mandates involve integrating the most environmentally responsible initiatives at all stages of our company practices, product design and manufacturing. We are continually looking for methods to extend our product life cycles.

The Extended Life Program (ELP) is designed to find additional uses for our packaging, display stands, excess product, and print runs that are below our quality standards and cannot be used for distribution, resale or client fulfillment. Through the development of Extended Life Program Partners (ELPP) — organizations that can use or reuse our products, and our Extended Life Program Members (ELPM) — clients participating in the donation of excess products, we are able to extend the consumer life of our products prior to being integrated into recycling or composting programs.

Additionally, the ELP facilitates awareness and education of ecologically responsible practices such as reduction, reuse, recycling and the integration of the Cradle to Cradle mentality of consumer products.



## OUR STUDIO'S ECO-PROGRAMS AND MANDATES

### Reduce and Reuse

With respect to the 3 R's of Reduce, Reuse and Recycle, our primary goal is to *reduce* our waste output, energy and water consumption. Through renewable energy usage, water reduction measures in both the print process and our studio, and offsetting our carbon footprint, we establish a base-point from which we continue to build upon.

Our Extended Life Program contributes to the reuse of our packaging, display stands, and products that have been removed from the distribution chain.

### Recycling Centre

In our effort to divert as much waste as possible from landfill sites, all of our paper, plastics, metals and glass items are sorted in our Studio Recycling Centre in accordance with the regional guidelines for our area. We collect our printer and toner cartridges for inclusion in remanufacturing, material recovery or recycling programs.

### In-Studio Paper and Print Guidelines

Our studio paper and print guidelines promote double-sided printing and the reuse of scrap paper prior to being recycled; 100% of waste paper in our studio is reused or recycled. Our office papers and shipping labels are all FSC certified.

### Composting Program

Our on-site Studio Composting Program is designed to reduce landfill waste while contributing to organic grounds maintenance. Through the collection of food scraps, compostable paper products and grounds maintenance trimmings, we create our own organic soil amendment for use on our studio's premises.

### Grounds Maintenance

Pesticide-free grounds maintenance and the integration of our own compost for use as soil amendment in our studio's gardens contribute toward developing a completely organic grounds maintenance program on our studio premises. Over the winter months we reduce the amount of de-icing salt through use of a more environmentally friendly de-icing product, using only enough to ensure the safety of our premises.

### Earth Day Program

Each Earth Day, our studio dedicates a half day to cleaning up the surrounding curbs and roadsides, collecting garbage and items for recycling.

### Cleaning Products

Our studio is cleaned and maintained with all natural and/or biodegradable cleaning products.



Co-Founder, Sally Reijerse  
Roadside clean-up, Earth Day 2008

## CULTIVATING CREATIVITY AS A MEANS TO FOSTER SUSTAINED AND CONTINUOUS ADVANCEMENT ON A CREATIVE PLANE

We are all creators in our own ways. We create through thought, inspiration and action. Fostering creativity — beyond the capacity of design — is encouraged throughout all levels of our company. In working together on a creative plane, as opposed to a competitive plane, freedom of thought, creation and innovation in their purest forms contribute to achieving higher levels of consciousness, offering greater increase and advancement to individuals, organizations, the planet and the universe as a whole.

## GENERATING SUSTAINED PROFITS AND GROWTH THROUGH CONSCIOUS AND ETHICAL MEANS

Our mission is multi-faceted in terms of creating with the greater good of society in mind, while embracing the noble virtue of generating wealth and profits as a means of supporting our stakeholders and facilitating increase and advancement. We engage in all business dealings with integrity, fairness and respect, honouring all transactions and agreements to be conducted through the voluntary exchange of each party involved. We place high value in the ethical creation of wealth, with healthy profits being integral to the advancement of our company, stakeholders and society at large.

## sallart studios inc. a sustainable design company

Incorporated in 2008, Sallart Studios Inc. is a purpose-driven sustainable design company, offering innovative and ecologically responsible products and services for corporations, organizations, government and wholesale retail markets.

We create and manufacture custom-designed premium paper products, certified with some of the highest and most widely respected environmental accreditations in the market — with a considerably deeper and detailed eco-value built in beyond the actual certifications.

Our Founders hold a deep admiration for nature and the environment on a local and global scale. In the interest of advancing the well-being of our shared planet, we are committed to integrating the most environmentally responsible initiatives within our company and product design, continually improving our sustainability practices while decreasing our environmental footprint.

Our sustainable design services include custom design packages, custom branding and messaging, and environmentally responsible print and manufacturing processes. We are certified 100% carbon neutral, powered with 100% green electricity, Forest Stewardship Council Chain-of-Custody certified (SW-COC-003229) and Rainforest Alliance certified.



# resources

## contact details

### general

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### media

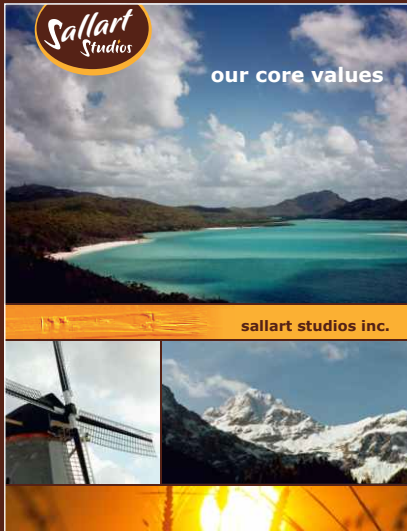
media@sallart.com  
1.519.634.9368

### sustainability

we are always interested in hearing from our stakeholders and those interested in sallart studios' sustainability initiatives, values, product offerings and services.

for feedback or questions about this report, sallart's core values, or our sustainability initiatives, please contact:

sustainability@sallart.com



### on the cover

top: a true place of serenity, beauty and clarity — the whitsunday islands, australia

middle left: a touch of dutch, old-school wind power — vlissingen, the netherlands

middle right: timeless, inspiring and integral — the alps, italy

bottom: the majestic sun rising over a wheat field

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