



## **Paper Sourcing Policy**

Hallmark Cards PLC is a market leader in the greetings industry, supplying a range of high street chains, and grocery stores.

As a market leader in a paper-based industry it is imperative that we apply stringent sourcing principles to ensure that our products are of the highest environmental integrity possible.

### **Our Commitment**

We commit that all paperboard and paper used in the products that we purchase or specify will be sourced from well-managed forests, which have been certified to credible certification standards and / or are made from recycled materials.

### **Principles**

**Responsibility:** Hallmark is committed to ensuring that all the paper used to manufacture our products has been sourced with the environment in mind and that the paper hierarchy below has been followed. We will work with our supply partners to ensure they are aware of our sourcing policies; and will assist them, where necessary, in improving their sourcing principals.

**Traceability:** We seek to source paper materials from certified well-managed resources, and we will give preference to suppliers who can demonstrate this, preferably through the use of Chain-of-Custody certifications.

Hallmark Cards PLC has implemented a due diligence system to enable us to actively monitor and risk assess all paper and timber based products. Paper and timber products used in finished products can be traced back to species and country of origin.

We review our paper and timber based products annually to ensure continued compliance.

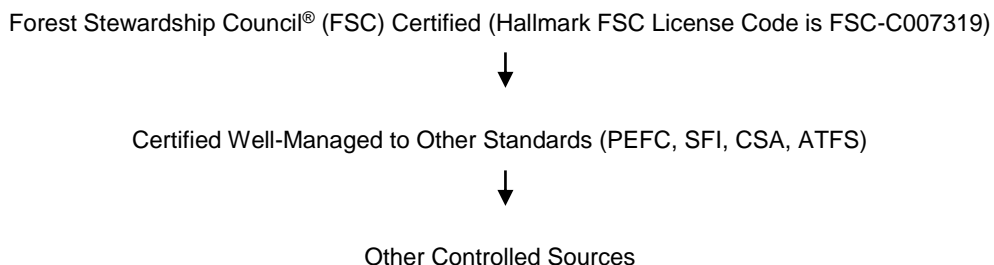
**Legality:** As a minimum all paper materials will originate from verifiable legal sources, in compliance with applicable EU regulations, including, but not limited to, EU Timber Regulations. We require suppliers of paper stock, and finished goods, to be able to provide evidence of origins from legally harvested forestry sources.

### **Timber Results 2017**

In 2017 96.99% of all Hallmark Cards PLC branded product was made from FSC® certified materials; with all other product made from paper based materials meeting the Hallmark paper hierarchy as detailed below.

### **Hallmark Paper Hierarchy**

When sourcing paper materials the following hierarchy is used to determine preferred material choices.



**Signed By: John Franey – Supply Chain Director**