

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 well as its own successful retail outlets.

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.

We will maintain a Paper Source Database that traces the chain of paper back to source forest and tree species for all finished paper product We will monitor and assess the supply chains for paper products and will employ a risk management approach.

Legality: As a minimum all paper materials will originate from verifiable legal sources, in compliance with applicable EU regulations, with suppliers able to provide evidence of origins from legally harvested forestry sources.

Hallmark Paper Hierarchy

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

Forest Stewardship Council® (FSC) Certified (Hallmark FSC License Code is FSC-C007319)



Certified Well-Managed to Other Standards (PEFC, SFI, CSA, ATFS)



Other Controlled Sources

Signed By: John Franey - UK Supply Chain Director