

Dear FSC certified companies,

As you are well aware demand for FSC paper and building materials is on the rise and the green building industry prefers FSC paper and building materials more than any other sector. At the same time FSC has changed some of the standards and labels for products being sold. Forest Products Solutions is working on an *FSC Marketing & Sales Guide (MSG)* that will help you cut through much of this information and apply it to your company's future prosperity.

The outline for this guide includes:

- 1) A brief introduction to FSC
- 2) Clarity on the new Standards & Labels - FSC-STD-40-004 (v2)
- 3) Marketing & Selling your FSC products
- 4) Additional Resources

These guides will be pocket size (7"x4"), four color and about 25 pages. They will be great to use as a resources for training your in-house staff, dealers, distributors, customers, retailers and end users about how the FSC is changing and the best methods for communicating those changes.

For a sponsorship of \$1500 your company will receive:

- 50 FSC Marketing & Sales guides
- Your logo and website on the back-cover of the guide
- A PDF version of the MSG and
- A 1 hour consultation session to answer questions about the guide or standards.

Don't waste anymore time trying to figure out the volumes of FSC standards let Forest Products Solutions provide you with the shortened version that you can actually use.

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