



CERTIFICATIONS

GREEN IS NOT JUST A COLOR
IT IS A WAY OF LIFE





MARKETING GREEN FOR A BETTER WORLD



**EAGLE:XM'S SMARTWOOD
CERTIFICATION CHAIN OF CUSTODY
CODE IS SW-COC-003022.**

Eaglexm Is FSC and Rain Forest Alliance Certified

Eaglexm is committed to forest conservation and responsible forest management around the globe. As part of our commitment, Eagle:xm has been certified by SmartWood as a Forest Stewardship Council member and a Rainforest Alliance member.

About FSC

The Forest Stewardship Council (FSC) is an international organization that brings people together to find solutions which promote responsible stewardship of the world's forests.

- ▶ FSC is a stakeholder owned system for promoting responsible management of the world's forests.
- ▶ Through consultative processes, it sets international standards for responsible forest management.
- ▶ It accredits independent third party organizations who can certify forest managers and forest product producers to FSC standards.
- ▶ Its trademark provides international recognition to organizations who support the growth of responsible forest management.
- ▶ Its product label allows consumers worldwide to recognize products that support the growth of responsible forest management worldwide.
- ▶ FSC undertakes marketing programs and information services that contribute to the mission of promoting responsible forestry worldwide.
- ▶ Over the past 13 years, over 90 million hectares in more than 70 countries have been certified according to FSC standards while several thousand products are produced using FSC-certified wood and carrying the FSC trademark. FSC operates through its network of National Initiatives in 45 countries.

About Rainforest Alliance

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

Based in New York City, with offices throughout the United States and worldwide, the Rainforest Alliance works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers. From large multinational corporations to small, community-based cooperatives, we involve businesses and consumers worldwide in our efforts to bring responsibly produced goods and services to a global marketplace where the demand for sustainability is growing steadily.

They set standards for sustainability that conserve wildlife and wildlands and promote the well-being of workers and their communities. Farms and forestry enterprises that meet their comprehensive criteria receive the Rainforest Alliance certification seal. They also work with tourism businesses, to help them succeed while leaving a small footprint on the environment and providing a boost to local economies.

Ask For FSC Certified and Rainforest Alliance Products

On your next print and mail project, ask for FSC Certified products. When you do, you are helping to ensure responsible forest management for this generation and the next. Make green a way of life.



Eagle:xm Services

Strategic Services:

Strategic Marketing Sciences:

- Database analysis
- ROI analysis and modeling
- Statistical analysis
- Strategy and segmentation analysis

Database Operations:

- Datamarts
- Data collection and entry
- Test marketing
- List research and recommendations
- Cluster coding
- File conversion

Agency Services:

- Campaign development
- Targeting and messaging
- Creative design
- Digital imaging enhancements
- Copywriting
- Photography and illustration

Media Tactics:

- Direct mail programs
- Print advertising
- Free-standing inserts
- Incentive programs
- Newspaper
- TV and radio production
- Outdoor
- Interactive media
- Custom programs
- E-mail campaigns
- CDR and DVD
- SMS

Proprietary Marketing Support Systems:

Marketing Resource Center:

- Field marketing support
- Marketing material procurement
- Print customization and procurement
- Browser based internet access
- Intuitive user interface
- Automatic e-mail notifications
- User-level security controls

Production Services:

Prepress:

- Color correction
- Image and file manipulation
- High resolution scanning
- Press-accurate color digital proofing
- Direct-to-plate

Printing:

- Publishing on demand
- Variable imaging
- Traditional offset multicolor presses
- Waterless direct imaging presses

Bindery & Finishing:

- Cutting and die cutting
- Hand assembly
- Stitching and folding
- Shrink wrapping

Order Processing:

- Online ordering
- Customer service staff
- Automated backorder confirmation
- Phone, fax, call center
- Automated e-mail order confirmation

Fulfillment, Warehousing, and Distribution:

- Product distribution
- Literature fulfillment
- 85,000 sq. ft. / 7,900 sq. m.
- Climate controlled
- 100+ employees
- Monitored security systems
- 10 loading docks
- 3-tier pallet storage

Inventory Management:

- Near real-time reporting
- Cycle counting controls
- Parts assembly
- Custom kitting and packaging
- Hand counting
- Receiving
- Order processing
- Shipping – international and domestic
- Returns

Mailing:

- Address standardization (ACE)
- CASS certification
- Postal presorting
- In-plant USPS loading
- Ink jet addressing
- Variable laser printing
- Envelope inserting

Marketing Automation:

- Turn-key customer response program
- Integrated database systems
- Transactional data triggers response
- Business rule driven
- Supports mail and telemarketing
- Results tracking

Campaign Response and Sales Lead Tracking:

- Turn-key customer inquiry system
- Tradeshaw, magazine, media response
- Lead qualification procedures
- Field lead notification
- Cross-sell packaging
- Response to sale reporting



5105 East 41st Avenue
Denver, Colorado
80216-4420

Phone 303-320-5411 • 800-426-5376
Fax 303-393-6584
www.Eaglexm.com

