

Softening our footprint while helping our business

A primary tenet of Watson's philosophy of practical environmentalism is to develop practices that are sustainable from both environmental & business perspectives.

This commitment has led us to dramatically alter our approach to printed pricing materials. Where once we produced them freely in quantities equal to our printed sales brochures, we now ask our representatives, dealers, designers, and end user customers to rely more heavily on electronic media than paper-intensive hard copies.

While we will continue to provide enough hard copies of our 230-page pricing document to service our key clientele in each territory, we will no longer support widespread loose pricer distribution. Feedback from the field indicates many firms are reducing or eliminating their hard copy libraries, and **dialing back on our printed copies will save almost 1.5 million pages of printed material each year.** That equates to 180 trees, 26 tons of wood use, 21 tons of greenhouse gas, 8 tons of solid waste, and more than 140,000 gallons of wastewater – for the paper alone. Additional impact is avoided when you consider the environmental costs of printing, warehousing, and distributing materials. Reducing these elements also will help Watson continue to control expenses and maintain the price-competitive position of our end products.

We realize this transition will not be simple, but we also firmly believe it's the right thing to do. Watson has a solid reputation for sustainability and maintaining that approach requires a strong commitment to our ideals. We appreciate your understanding and support of this decision.

Our current price guides are available for download at www.watsondesking.com/pricguides

 **Watson Environmental Program**
Visit www.watsondesking.com/stewardship

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