

# THOMSON-SHORE

BOOK MANUFACTURER / DEXTER, MICHIGAN



**Thomson-Shore Inc.**, recognized as a leader in quality short run book manufacturing, is now striving to be noted as the most environmentally responsible book manufacturer in the country.

Recently, **Thomson-Shore** became the first book manufacturer to join the Green Press Initiative (GPI), a non-profit program of social and environmental entrepreneurs dedicated to increasing the use of recycled paper within the book industry.

Located in Dexter, Michigan, a small town known for its pristine Metro Parks, **Thomson-Shore** reflects the values of its local environment. It is aware that paper is a core part of its business and that policies are needed that will facilitate the conservation of ancient and other endangered forests globally.

By way of an internal study done earlier this year, **Thomson-Shore** learned that standing orders limited its use of recycled paper fiber to 5.7 percent of its total production. As good stewards of the environment, it quickly committed itself to an initiative that will see at least 25 percent of its total annual paper volume comprised of 100 percent recycled fiber by 2006. With book orders that can exceed 20,000 copies at 1,200 pages each, the impact on forest preservation will be considerable.

To achieve its goal, **Thomson-Shore** needs the cooperation of those it serves.

Some of their most prolific patrons are members of the Association of American University Presses, including Michigan State University, the University of North Carolina, the University of California and other institutions of higher learning. **Thomson-Shore** is happy to have these, and other, institutions as fellow members with it on the Green Press Initiative.

**Thomson-Shore** supplies another of their accounts within this coalition, the Cornell University Press, with about 97 tons of paper annually to meet its needs. Together, they have been working for many years on testing a variety of recycled and totally chlorine-free papers. The success of this experimentation will go far in achieving the publishing titan's goal to have 88 percent of this output on recycled paper.

"I am thrilled that **Thomson-Shore** is the first printer to sign on with the Green Press Initiative," said Deborah Bruner, Design & Production Manager for Cornell University Press. "Our collaboration on this matter is heightening the awareness of other publishers about their Eco-friendly paper stock. It also sends out an important message to mills that there is indeed a market for recycled product."

Bruner added that **Thomson-Shore's** commitment to globally facilitate the conservation of endangered forests by stocking recycled paper and demanding

accountability on the source of its virgin paper is an example of stellar leadership and a conscientious and committed staff.

**Thomson-Shore** also caters to organizations affiliated with such subjects as general education, religion and medicine who do not have the same opportunity to learn of the benefits and cost efficiency of recycled paper. Its sales representatives will dedicate themselves in enjoining these clients to reassess their needs.

Tyson Miller founded the GPI in 2001 as an expansion of his San Diego-based Recycled Products Purchasing Cooperative. He now acts as the program director for, both, the older local enterprise and the newer national program.

"**Thomson-Shore** is a true leader," Miller said. "So far, it has been small and mid-sized universities who have given this movement its momentum. With **Thomson-Shore** in active partnership with these institutions, we should see an industry-wide transformation at all levels by the end of the year."

**Thomson-Shore** is no stranger to environmentally friendly policies. In fact, its latest initiative can be seen as a continuation of its efforts, begun during the spring of 2003, when it became the first U.S. book manufacturer to stock a 100% post consumer recycled paper. This was in addition to recycled papers of a lower post consumer percentage it already made available.

Ned Thomson and Harry Shore founded **Thomson-Shore** in 1972 on the belief that that the only real asset the company has in the long run is the people who make up the organization. After retiring in 1998, Ned and Harry transferred the ownership to the employees to assure that these values remained in place. Today it is nearly 100% employee owned. When you talk with its employees, keep in mind that it is they who are behind the company's efforts to preserve endangered forests.

To assist them in reducing the use of virgin paper, contact **Thomson-Shore** National Account Representatives Bill Campbell [billc@tshore.com](mailto:billc@tshore.com) or Dave Raymond [daver@tshore.com](mailto:daver@tshore.com)

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