



## NEWS RELEASE

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Contact: Cori Drenth, Baudville, (616)698-0889, cdrenth@baudville.com

### **'Tis the season to be merry (and green)**

*Local company partners with nation's leading conservation organization;  
hopes to donate 15,000 trees this holiday season*

**Grand Rapids, MICH., --** Baudville, Inc., a Kentwood-based provider of employee recognition products, is pleased to announce a special opportunity for greeting card buyers this holiday season. For every purchase of Baudville's new eco-friendly holiday cards through the end of the year, Baudville will donate five trees to be planted by American Forests, the nation's oldest nonprofit citizens' conservation organization.

The direct marketing company hopes to donate 15,000 trees as part of the company's new Baudville Greetings ([www.baudvillegreetings.com](http://www.baudvillegreetings.com)) product launch this holiday season.

"In an effort to reduce our impact on the environment, we designed our new line of greeting cards using recycled materials," says Brad Darooge, Baudville, Inc. President and CEO. "Now we're hoping customers will join us through the end of the year in our efforts to preserve and restore the environment."

Baudville has partnered with American Forests due to their outstanding reputation as a nonprofit citizens' conservation organization as well as its dedication to reforestation efforts in the United States. Founded in 1875, American Forests is dedicated to preserving and restoring the environment by planting trees in the right place for the right reason. The mission of American Forests is to grow a healthier world with trees.

"We are very excited to be uniting with Baudville for this worthy cause," comments Deborah Gangloff, Executive Director of American Forests. "We're confident this promotion will not only plant lots of trees, but also encourage people to go green with their greeting cards."

American Forests focuses 85% of its reforestation efforts in the United States and has planted trees in every U.S. state and territory. In 2007, American Forests planted approximately 3 million trees. They have planted trees in Michigan's Hiawatha National Forest and Huron-Manistee National Forest.

Baudville Greetings offers customers a choice of 22 exclusive holiday greeting card designs printed on paper with the highest amount of recycled content in the industry. Baudville Greetings cards are also printed with non-toxic, recyclable inks obtained from a Grand Rapids print shop.

All cards are printed on one of three paper stocks with the following recycled content:

- 100% Post-Consumer Waste Matte Finish
- 80% Post-Consumer Waste Felt Finish
- 50% Post-Consumer Waste Gloss Finish

"We're always looking for new and innovative approaches for our products," adds Darooge. "We knew we could have a positive environmental impact with these cards, and raise the standard for the greeting card industry. No one is using materials with a post-consumer waste standard as high as we are for greeting cards."

Baudville is confident its partnership with American Forests will enrich holiday card shopping during the 2007 season. With added convenience for its eco-friendly cards, including free personalization and one-day turnaround, Baudville expects customers to join in keeping forests plentiful.

To learn more about Baudville Greetings and to preview a selection of the 2007 holiday cards, visit [www.BaudvilleGreetings.com](http://www.BaudvilleGreetings.com)

**About Baudville, Inc.**

Founded in 1983, Baudville, Inc. ([www.baudville.com](http://www.baudville.com)) is the parent company of Baudville Greetings ([www.baudvillegreetings.com](http://www.baudvillegreetings.com)). Baudville is a leading provider of employee award and recognition products and tools. Today, Baudville continues to build on its past success, aggressively upgrading and expanding product development and marketing efforts. Having recently doubled operations to nearly 65,000 square feet provides room for all departments to grow as the company looks to future initiatives. Baudville's 96-page product catalog is now mailed to over 13 million businesses and schools across the country. Its 70 talented and dedicated employees will satisfy over 200,000 customers this year. The Kentwood, Michigan-based company will celebrate its 25<sup>th</sup> year of business next March.

**About American Forests**

American Forests ([americanforests.org](http://americanforests.org)) is the oldest nonprofit citizens' conservation organization in the nation. Founded in 1875, the organization is dedicated to preserving and restoring the environment by planting trees in the right place for the right reason. American Forests focuses 85% of its reforestation efforts in the United States and has planted trees in every U.S. state and territory. Their vision for the future is to ensure every community has a healthy forest ecosystem.

**Media Contacts:**

Baudville: Cori Drenth, (616)698-0889, [cdrenth@baudville.com](mailto:cdrenth@baudville.com)  
American Forests: Deborah Gangloff, (202) 737-1944, [gangloff@amfor.org](mailto:gangloff@amfor.org)  
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