



24 September 2009

PRESS RELEASE

Smith & McLaurin supports FSC Friday – 25th September

Smith & McLaurin Ltd (SMCL) supported FSC Friday on the 25th of September with a set of exclusive promotional offers to all existing and new customers. As the world's first laminator to gain dual FSC/PEFC Chain-of-Custody Certification SMCL felt they had the responsibility to promote the use of certified materials in the labeling industry.

From the 1st to the 30th of October, SMCL will be offering a free consultancy service with a member of their experienced technical and sales teams where customers will be offered advice on where they could effectively substitute FSC certified materials for their standard materials. Additionally, we are offering free trial reels (Subject to Terms & Conditions) of our FSC certified materials to customers who are interested in running trials prior to making their decision. Finally as an added incentive, we are offering our existing customers, currently purchasing certain standard grades, the option of upgrading to the FSC equivalent at no added cost, promoting the cost-neutral benefit of switching to FSC certified materials.

The primary aim of FSC Friday is to raise awareness of the FSC logo as a mark of responsible forestry. It is also to highlight the fact that forests and woodlands in the UK need to be well-managed and aims to encourage people to visit their local FSC certified site.

*Terms and Conditions will apply visit www.adapteco.co.uk for further information.

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Registered in Scotland Number SC229817





External Links:

Forest Stewardship Council (FSC): <http://www.fsc-uk.org>

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- **Company Background:**

Smith and McLaurin Ltd (SMCL) are a leading manufacturer and global supplier of materials for self-adhesive labels, tickets and tags, speciality communication media and thermal V.I.P products. It was established in the mid 19th century by the McLaurin family and has been trading successfully for more than 150 years. It sells material in roll form, cut to width and length, to printers and manufacturers who convert the raw material into finished label ticket and tag products for end users. Typical end users include supermarkets, pharmacy chains, logistics companies and food manufacturers.

SMCL's brand identity of being "Positively Different... the application of adaptation" illustrates the way in which it operates. SMCL defines itself as being a "positively different" company within the labelling industry based on its current ethos of placing people (both customers and employees) at the forefront of all implemented decisions. Additionally, the company's customer centric attitudes enable it to be highly flexible and "adapt" to offer bespoke solutions to satisfy its customers'.

- **For more information contact:**

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