

Turning Over A New Leaf

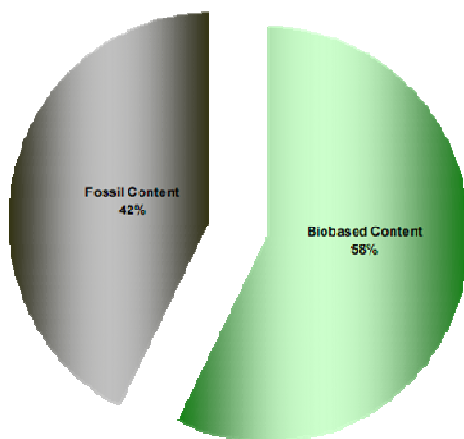
Following three years of planning and research into environmentally friendly materials, we at Smith & McLaurin officially launched our innovative AdaptEco range early in 2007. This, along with a dual FSC/PEFC certification and a NAPM recycled content certificate, reaffirms our strategy to be the industry leader in the supply of environmentally friendly materials.

Our pioneering AdaptEco range was initially introduced in early 2005, to meet the increasing market demand for materials that were recyclable, reusable and from sustainable sources. We currently have one of the most extensive FSC certified range of papers on the market and at an almost cost neutral basis. We offer economy and top coated direct thermal papers, Eco Matt & Eco Satin papers (which include both recycled and FSC pulp), FSC tags and ticket board with proven, excellent thermal transfer printability and FSC gloss papers.

While fully compostable face papers and films are easy to find, finding an adhesive with the same qualities is almost impossible to come by. Ignoring certain companies claiming to have found this "holy grail" of the labelling industry, we decided to focus on finding a greener alternative to standard adhesives, as a first step towards our ultimate goal of being able to offer our customers a label that was fully home compostable. Our research resulted in the recent launch of our new EP7000 adhesive, which is based on 75% sustainable crops and is backed up by a specially commissioned set of green carbon content tests.

Mean Biobased Result: 58% *

Proportions Biobased vs. Fossil Based indicated by ¹⁴C content



Green Adhesive: EP7000

Mean Biobased Result: 3%

Proportions Biobased vs. Fossil Based indicated by ¹⁴C content



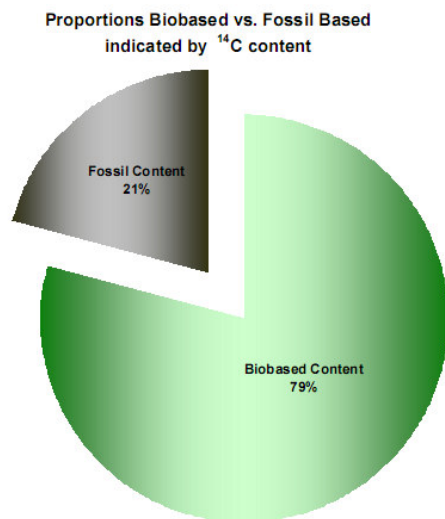
Standard Adhesive: AT231

The tests utilise the same concepts as radio-carbon dating and measures the carbon content of a product. They indicate the percentage of bio-based (e.g. corn-starch) and fossil based (petrochemical) content

within a particular construction and is an excellent indicator of the total amount of renewable content that a label contains. The carbon tests reveal that our EP7000 adhesive alone has 58% green carbon content vs. 3% for standard permanent adhesive. As Elaine Williamson, our Product Development Manager asserts "EP7000 sets us on a very exciting journey to not only find an environmentally responsible adhesive but also one that is practical and actually works in a wide variety of applications. The adhesion tests carried out on this product set it on a similar standard to our own SP8000 adhesive". The fact that EP7000 outperforms most leading permanent adhesives on the market is excellent news for companies who want greener products without compromising on quality.

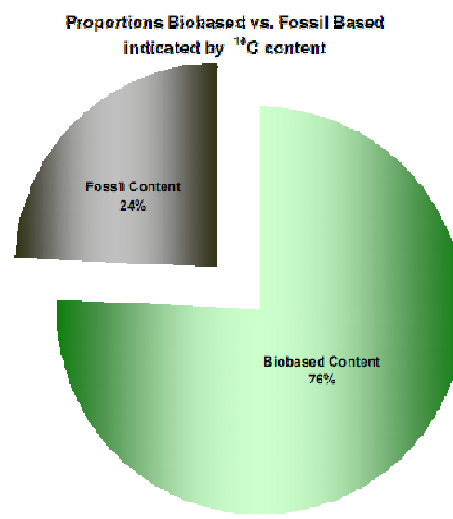
Other key products include our 100% recycled, NAPM certified, ReECO paper which is one of the most environmentally friendly papers available today and is already a success with our customers. This in combination with our green adhesive (EP7000) has a very high renewable content of approximately 94% making it an excellent eco-friendly alternative.

Mean Biobased Result: 79% *



ReEco/EP7000/HG6

Mean Biobased Result: 76% *



EarthFirst W40/EP7000/HG6

Building on our past successes we are now officially the first ever UK co-branding partner with Plastic Suppliers Inc (Sidaplast UK) who supply the EarthFirst® PLA films that are fully compostable and made from renewable plant sources. When used in a construction with our EP7000 adhesive it becomes an ideal eco-friendly alternative with a high renewable content of approximately 90% (backed up by tracing "green carbon" content test). Craig Monks, our Sales Director, states "Market tests with clients have proven that we are the first company to have an adhesive made largely from sustainable resources. When used with the EarthFirst® PLA films or our FSC Chain of Custody papers range we are setting new standards with our clients."

We also offer a particularly unique NCSP mineral paper, which is UV photo-degradable and breaks down into harmless chalk powder. Our range of white and clear films made exclusively of regenerated cellulose has also been received favourably by our customers. Where eco-friendly alternatives are not available we've tried to be creative and now offer our customers lighter weight matt coated HDPE films down to 60gsm with excellent strength and durability. Another market success for us is our adaptable, film to film dri-peel constructions using water based technology. This highly adaptable system that works with a number of face substrates is currently very unusual in the label industry. Based on this, it is safe to say that Smith & McLaurin's AdaptEco range is unmatched in the marketplace.

We at Smith & McLaurin want to ensure that our customers have easy access to a range of products from sustainable and well managed sources. While, the above achievements further enhance Smith & McLaurin's belief that green issues are not a passing fad they also help reinforce our core commitment to becoming a truly sustainable manufacturer and supplier.

ADDITIONAL INFORMATION

- **External Links:**

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

PEFC Council: <http://www.pefc.org/internet/html/>

National Association of Paper Merchants (NAPM): <http://www.napm.org.uk/>

- **Company Background:**

Smith and McLaurin Ltd (SMCL) is 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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