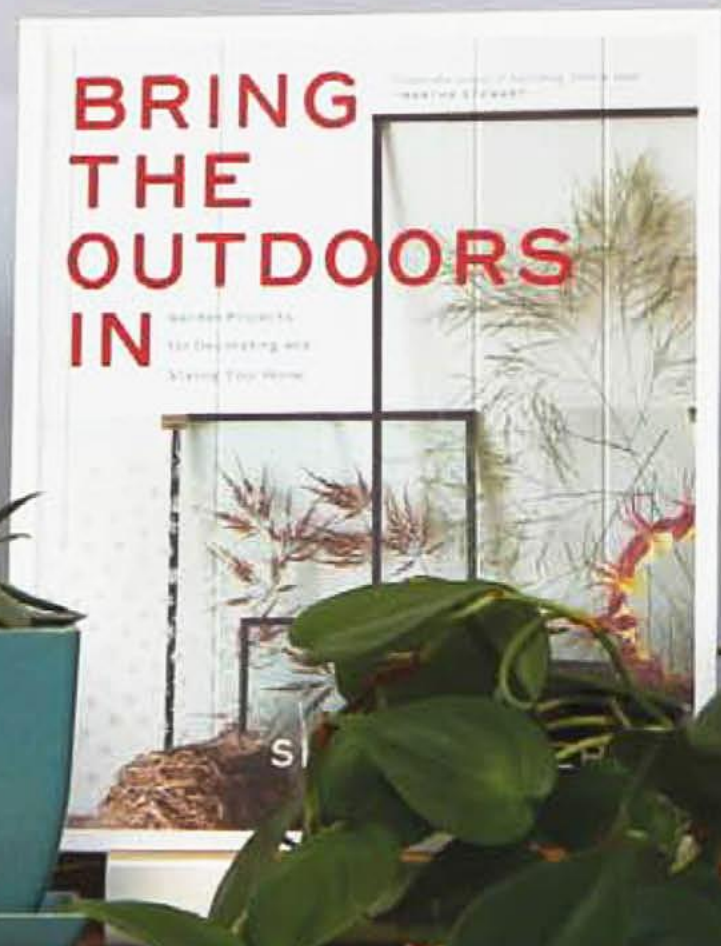
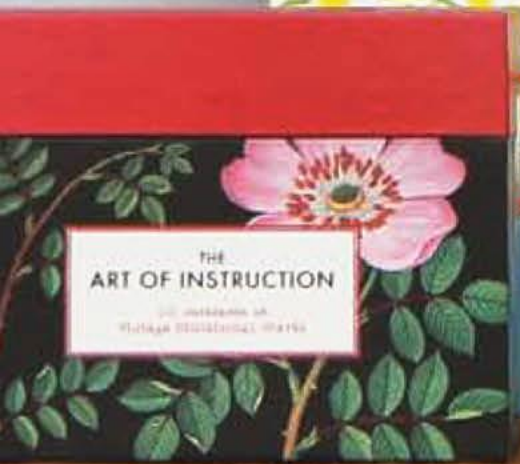




PREPS: A Publisher's Perspective



CHRONICLE BOOKS



What We Publish

Our 200 person staff publishes 330 carefully curated books, stationery formats, and gift products each year in partnership with some of the most recognized brands in entertainment, art and design, food, and lifestyle, such as:

MoMA

Disney · PIXAR

LUCASFILM
Ltd

BOBBI
BROWN

marimekko®


PAUL FRANK
industries

DC

Bravo

PANTONE®

PENDLETON®

n p r®

Esquire

HBO®

Cath Kidston®
EST. LONDON 1993

the world of
ERIC
CARLE

CATERPILLAR



CHRONICLE BOOKS

Our Specialty Outreach

We have a dedicated sales team in house that focuses on specialty and mass market retailers, as well as new account development.

Chronicle Books has over 15,000 specialty and retail distribution channels nationwide and is a leading book and gift vendor at:



P O T T E R Y B A R N



PAPYRUS



Crate&Barrel



CHRONICLE BOOKS

Chronicle Books

Environmental Paper Policy

- Maximize the use of FSC certified paper in our supply chain
- All standard Chronicle Books titles are 100% FSC certified & carry the logo
- Non-standard trim books and formats are on FSC certified paper, or a minimum PREPS 3 star grade
- Any non-FSC stock **must** have a minimum grade of PREPS **3 stars** or above
- Due diligence fiber testing several times annually to ensure compliance with our policy.
- No purchase of Indonesian stocks UNLESS they are FSC certified.
- Increase use of recycled stocks whenever possible.



2016 FSC Stats:

56% of ALL CB manufactured titles
64% of all CB manufactured front list



Retailer, Licensor and Consumer Expectations

The Licensor & Retail Landscape

- Increase in licensors requiring FSC certified stocks, adherence to their environmental paper policies and/or paper usage restrictions.
- Sharp increase in requests from retailers for Bills of Materials including paper stock information, CSR documentation, Safety testing, etc.

The End Consumer

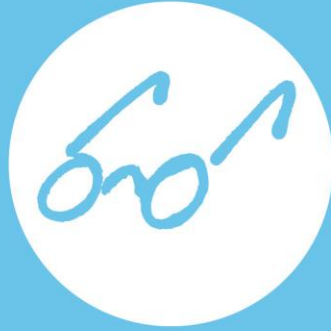
- 80 Million Millennials in the US, approximately 25% of the population
- \$200 Billion in annual buying power
- Millennials report buying habits to include high degree of brand loyalty, AND that brands are socially responsible
(source Forbes Magazine)
- 42% of 2013 Cone Communications PR and Marketing survey reported boycotting brands for enviro & social misconduct



Final Thoughts

- Supply chain transparency is non-negotiable
- End consumers expect brands to know what is in their products. This expectation goes straight up the supply chain to the forest.
- Engage with PREPS
- Embrace the opportunity for leadership





Thank You