

NAC

2012/13

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COMMUNICATION ON PROGRESS

*'Unlocking the Power of Social Good'*



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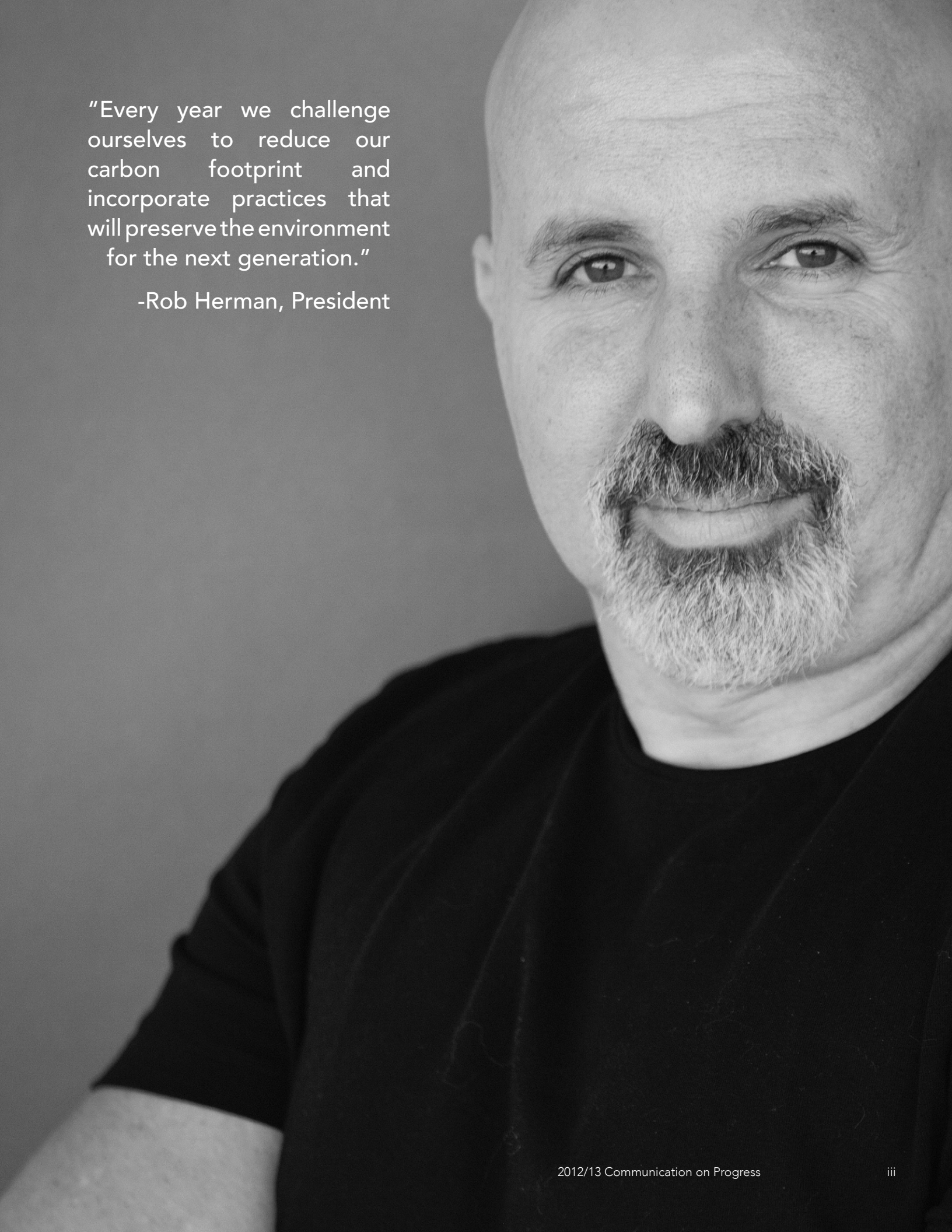
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"Every year we challenge ourselves to reduce our carbon footprint and incorporate practices that will preserve the environment for the next generation."

-Rob Herman, President



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# FROM THE PRESIDENT'S DESK

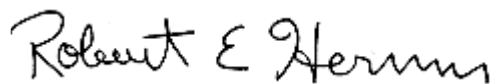
To my fellow stakeholders,

This year, North American Communications celebrates its 35th anniversary. This milestone allows us to stop and take a moment to reflect on the years that led us here. In 1979, our company integrated its envelope manufacturing capabilities into print and fulfillment services to match the country's demand for direct mail package production. Through the following three decades, NAC developed an intuitive marketing platform that incorporates each aspect of the direct marketing value chain, including creative and data services, print production and literature/production fulfillment.

In 2007, NAC expanded to include an additional location in El Paso, Texas, twinned with a production facility in Juarez, Mexico. With two regional locations, we have become the largest, international, fully integrated direct mail supplier.

As our business continues to grow, so does our responsibility to social good. It is my pleasure to reaffirm NAC's commitment to the United Nation's Global Compact. As a proud signatory for the last six years, we promote the integration of the 10 principles in the areas of Human Rights, Labor, Environment, and Anti-Corruption, into our business strategy, corporate culture and daily operations.

Sincerely,

A handwritten signature in black ink that reads "Robert E. Herman". The signature is fluid and cursive, with the first name "Robert" and last name "Herman" clearly legible.

Rob Herman  
President & COO

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# OVERVIEW

## SCOPE

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The 2012/2013 Communication on Progress encompasses company performance, initiatives and statements for North American Communications (NAC) and its partner companies: North American Mailing Services (NAMS), NAMSdirect and NAC Logistics, LLC.

This is NAC's fourth CSR report. Its boundaries are limited to January 2012 through December 2013. Reports for previous years can be viewed at <http://www.unglobalcompact.org/COPs/detail/8271>.

Company statistics are calculated per calendar year and represent all U.S. and Mexico locations.

Unless otherwise noted, statistics referenced in this report represent combined averages of data sets from all NAC facilities.

## COMPANY REFERENCES & STATEMENTS

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Reference to "NAC" within the scope of this report shall mean "NAC and its partner companies: NAMS, NAMSdirect and NAC Logistics, LLC." Unless otherwise stated, references to "NAC facilities, operations, systems, and locations" shall mean "NAC, NAMS, NAMSdirect and NAC Logistics, LLC facilities, operations, systems and locations". Use of the words "we" and "our" within the scope of this report shall mean of, belonging to or on behalf of "NAC and its partner companies: NAMS, NAMSdirect, NAC Logistics, LLC".

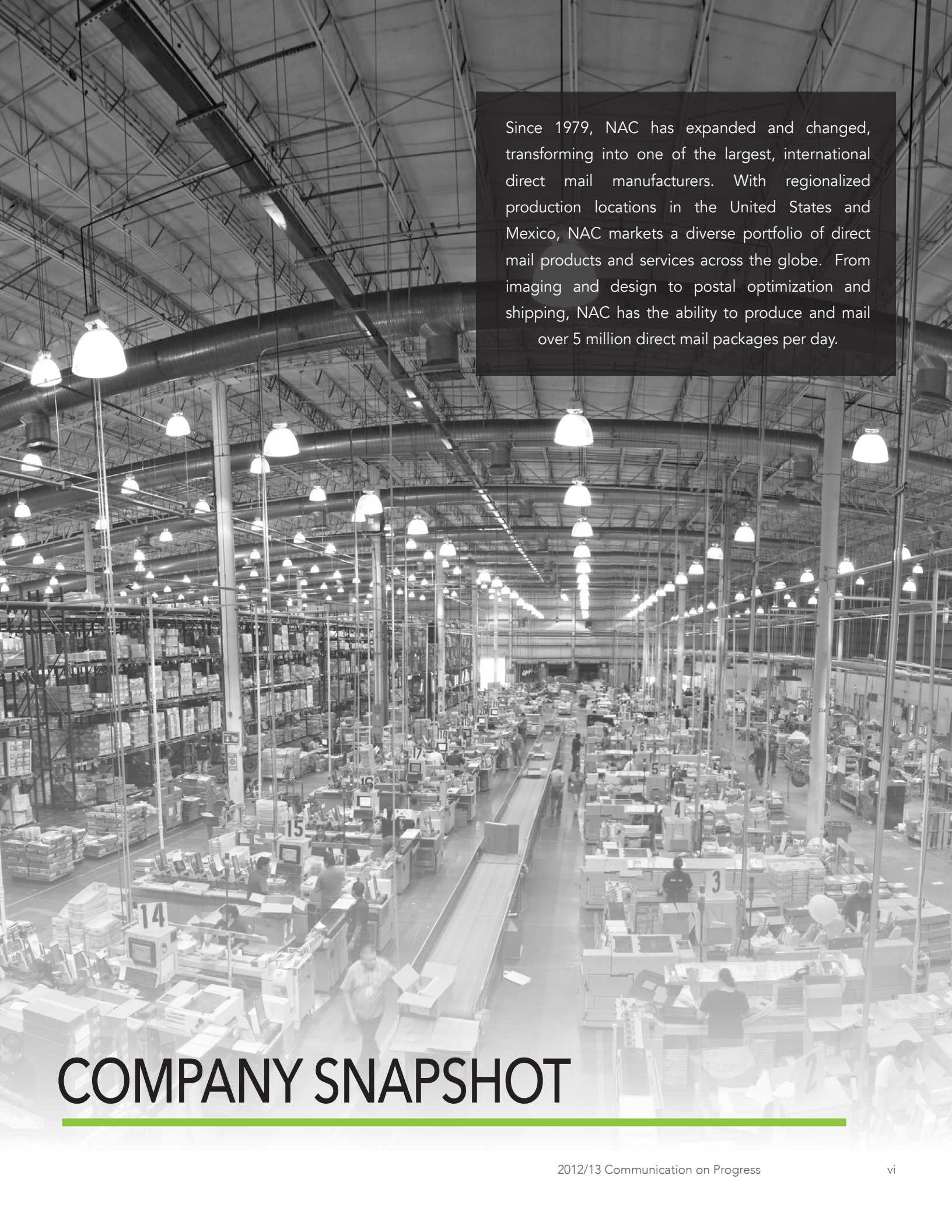
## METRICS

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NAC is currently improving its systems for data collection and metrics analyses. Indicators describing corporate performance can be found on pp. vii-x. To maximize the quality of company data in the future, NAC is exploring options for obtaining third-party assurance for upcoming reports.

NAC does follow the Global Reporting Initiative (GRI G3) for guidance in determining pertinent content and performance metrics to include. See page 13 for a list of GRI Indicators included in this report. For additional information about GRI, visit [www.globalreporting.org](http://www.globalreporting.org).





Since 1979, NAC has expanded and changed, transforming into one of the largest, international direct mail manufacturers. With regionalized production locations in the United States and Mexico, NAC markets a diverse portfolio of direct mail products and services across the globe. From imaging and design to postal optimization and shipping, NAC has the ability to produce and mail over 5 million direct mail packages per day.

# COMPANY SNAPSHOT

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# PERFOR MANCE HIGHL IGHTS

2012-2013



# 2012

# 2013

## 1,009

total average workforce



## 1,288

total average workforce

## 100%

% of employees receiving  
training on human rights and  
Open-Door Policy

## 100%

% of employees receiving  
training on human rights and  
Open-Door Policy

## 98.4%

of mail units produced with  
no errors



## 98.5%

of mail units produced with  
no errors

## 7.92

million pounds of  
paper recycled

## 11.78

million pounds of  
paper recycled

## 67,646

trees saved due to company-  
wide recycling initiatives



## 99,377

trees saved due to company-  
wide recycling initiatives

# PERFORMANCE

## PERFORMANCE

Total NAC locations and facilities<sup>1</sup>

Average total workforce<sup>1</sup>

2012

3

1,009

2013

4

1,288

PROGRESS

1

279

## WORKPLACE

### HUMAN RIGHTS & WELL BEING

Percentage of employees receiving training on human rights & Open-Door Policy

100%

100%

N/A

Percentage of security personnel receiving training on upholding human rights while providing security

100%

100%

N/A

Percentage of senior management positions occupied by women

13%

19%

+6%

Percentage of senior management positions occupied by minorities

93%

93%

0

Percentage of total workforce comprised of women

41%

43%

+2%

Percentage of total workforce comprised of minorities

51%

51%

0

### SAFETY & HEALTH

Total number of formal health and safety training programs provided to employees

25

21

-4

Percentage of employees receiving general health and safety training

100%

100%

N/A

Number of patient visits at on-site NAC health clinic<sup>2</sup>

18,642

24,310

5,668

### PROFESSIONAL GROWTH

Percentage of corporate locations employing KSA tool sets for career development in production departments

100%

100%

N/A

Percentage of employees receiving regular performance and development reviews

41%

51%

+10%

## MARKETPLACE VALUE

### PRODUCT & SERVICE QUALITY

Total number of mail units produced

580,142,386

942,644,658

362,502,272

Percentage of mail units produced with no errors

98.4%

98.5%

+0.1%

Number of customer complaints warranting actions

16

13

3

Number of customer complaints due to loss of data or breach in privacy<sup>3</sup>

0

0

N/A

Percentage of customer complaints warranting action that received action<sup>3</sup>

100%

100%

N/A

### VALUE CREATION

Number of value-added services offering carbon reduction benefits

5

5

N/A

# HIGHLIGHTS

## PERFORMANCE

### SUSTAINABLE MAIL PRODUCTS

Percentage of corporate production facilities with FSC Chain-of-Custody certification

2012

100%

2013

100%

PROGRESS

N/A

Percentage of corporate production facilities with SFI Chain-of-Custody certification

100%

100%

N/A

## ENVIRONMENT

### WATER STEWARDSHIP

Reductions in water consumption due to company-wide efficiency initiatives (gallons)

27,543,927

41,080,409

+13,536,482

### PAPER SAVINGS

Pounds of paper recycled

7,926,880

11,780,600

+3,853,720

Number of trees saved due to company-wide efficiency initiatives

67,646

99,377

+31,731

### CLIMATE PROTECTION

Reductions in landfill space use due to company-wide efficiency initiatives (pounds)

12,122

18,024

+5,902

Reductions in air pollutant emissions due to company-wide efficiency initiatives (pounds)

2,325,368

3,457,606

+1,132,238

Reductions in energy consumption due to company-wide efficiency initiatives (KWH)

32,107,504

68,983,329

+36,875,825

### GLOBAL COMMUNITY

Total charitable contributions for social development

\$23,000

\$21,000

\$-2,000

Percentage of charitable contributions by category

Economic Development

27%

71%

+44%

Health & Social Services

17%

16%

-1%

Education

8%

6%

-2%

Culture & the Arts

48%

7%

+41%

<sup>1</sup> Inclusive of all NAC, NAMS, NAMSdirect and NAC Logistics, LLC locations in the U.S. and Mexico.

<sup>2</sup> Statistics are available for NAMS Mexico facility only.

<sup>3</sup> "Complaints" are defined as subjective complaints pertaining to issues such as color match.

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# FUTURE GOALS

- Promote FSC and SFI product usage to exceed 45% of total mail production
- Launch Supplier Diversity program and web portal
- Track the percentage of local buys
- Increase total amount of buys from diverse suppliers
- Designate a formal budget for investment in global community projects
- Identify and implement methods to calculate environmental and financial benefits of value-added services
- Improve and expand corporate employee assessment, development and evaluation programs

# REPORT BREAKDOWN

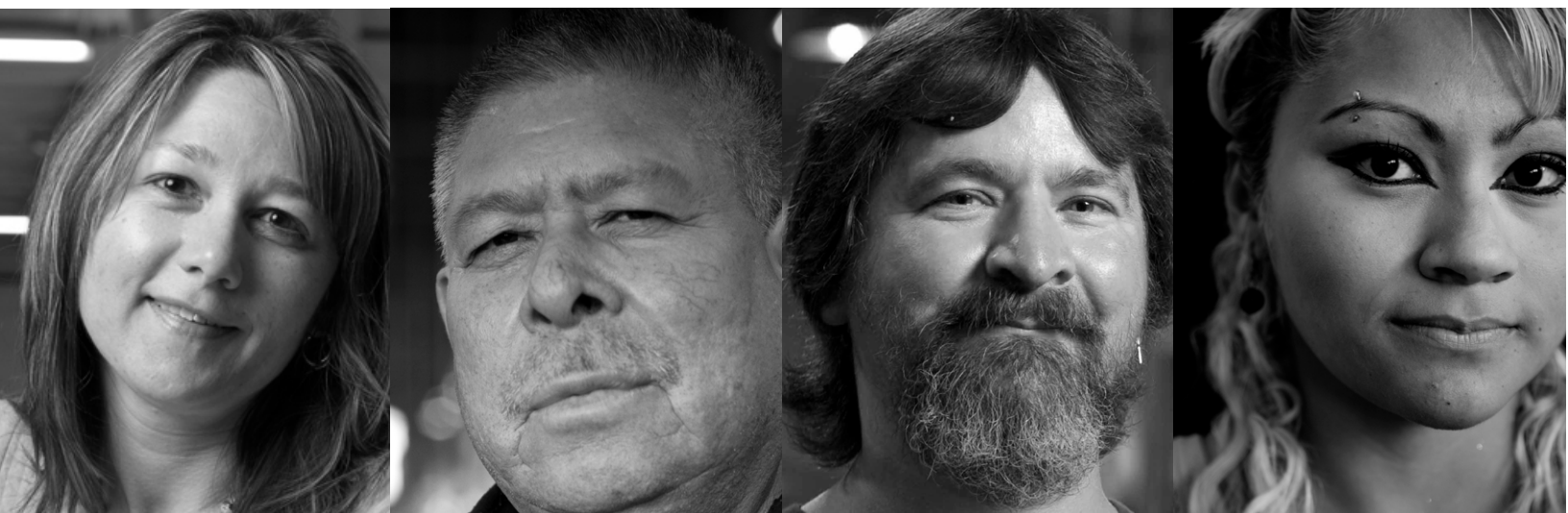
WORKPLACE

MARKETPLACE

ENVIRONMENT

DIVERSITY

COMMUNITY



Our employees are the foundation of our business, and promoting their rights, well-being and professional development is our priority. We employ human resources practices that uphold the Universal Declaration of Human Rights, celebrate workforce diversity and reflect the core values of our company. We strive to further our valued employees' training and expertise as we hope to inspire them to excel professionally.

The NAC Associate Handbook reflects our commitment to:

- Equal Employment Opportunity
- Fair benefits and salaries
- The elimination of forced and child labor
- Freedom from all forms of harassment, discrimination and violence in the workplace

Upon hire, NAC employees complete the New Hire Orientation Program to learn about human rights at work and to understand their obligation to uphold and promote these rights. NAC also maintains an

Open-Door Policy to encourage employees to report human rights concerns without fear of retaliatory action. Reports can be filed with our Human Resources departments and are duly investigated in accordance with NAC Complaint Management Procedures.

In September of 2013, NAC began its journey to obtain certification for ISO 27001 Information Security Management System. This system is responsible for the management and security of all assets such as financials, intellectual property, employee information and data entrusted by third parties. ISO 27001 is the best-known standard for providing requirements for an Information Security Management System (ISMS).

By the end of 2015, NAC anticipates it will be certified to encompass the highest technological controls, transparency, operational methods and sound business practices necessary to ensure confidentiality, integrity and control throughout the entire mailing process.

# HUMAN RIGHTS



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# SAFETY & HEALTH

With two expansive facilities in Pennsylvania and Mexico, North American Communications employs over 1,000 associates. We are very aware of our responsibility for the health and wellness of these individuals and their families. While healthcare laws are constantly evolving, the cost of coverage continues to rise. We are proud to provide comprehensive family medical benefits to hourly and full-time U.S. employees, and staff an on-site health clinic for employees working in Mexico.

In 2012, we incorporated Long Term Care Insurance provided by the Aflac Group. This includes Accident Insurance, Hospital Indemnity Insurance and Critical Illness Insurance. In 2013, we reinstated a 401k plan with new providers offering a broader array of funds to choose from.

University of Pittsburgh Medical Coverage (UPMC) provides the insured with means to assist in the management of healthy lifestyles. The 'MyHeath Online' service is a database available to all UPMC members. It provides personalized programs, tools and services to aid individuals in understanding and maintaining healthy living. MyHealth Online offers an in-depth health risk assessment survey and means to address the survey's results. Matters such as Weight and Stress Management, Tobacco Cessation, Nutrition and Physical Activity are represented. Members can join the UPMC community where life coaching and counseling services are readily

available to offer support. UPMC's online wellness resources include a catalogue to help find specific services within a 20-mile radius of their homes. These resources include fitness centers and gyms, healthcare supplies and services, sporting suppliers and recreational activities.

At our facility in Duncansville, Pennsylvania, informational flyers are distributed to educate employees on the resources available to them. Every month a different bulletin is posted addressing the benefits or risks of specific health-related topics (i.e. weight gain, healthy eating habits, smoking, and upcoming health screening opportunities.) By providing the necessary knowledge, we hope to promote positive change for all associates in the workplace and at home.

# PROFESSIONAL GROWTH

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At North American Communications, we understand that fundamental knowledge at every level ensures the strongest foundation. In order for our associates to move forward in their careers, we seek to identify strengths and weaknesses, in order to pinpoint areas with the most potential for growth. By evaluating where we are in this respect, we are able to establish where we'd like to be, and most importantly, focus on how we will get there.

## Mail 101

In 2012, NAC re-launched Mail 101, an in-house training course designed for associates, clients and vendors. This course takes "students" through the process of creating a direct mail campaign from start to finish. It is intended to answer the what, why and how involved in each step. To answer these questions, Mail 101 centers on three points of focus:

**The Plant Workorder:** is the primary form of communication at NAC. It is a compilation of all the necessary information needed by each department to produce a job. By establishing this format as the standard, it is easy to identify the progress of any project, no matter the department.

**Steps of Production:** Allowing associates and clients to understand each step in the process of production creates confidence in all company products and services.

**Quality at the Source:** NAC is committed to providing quality products and services to every customer. To fulfill this commitment, we operate under a comprehensive Quality Management System (QMS)

comprised of direct mail manufacturing control processes, distribution guidelines and customer service protocols. Under the governance of the QMS, NAC assures quality, accuracy and efficiency at all levels for every client account.

We feel that one of the greatest services we can offer, as an employer and strategic partner, is to share our expertise, experience and operational skills to help others better understand the direct mail process, its requirements and its possibilities.

## WeComply

In 2013, NAC implemented the WeComply training service. This program consists of 100+ courses designed to aid in the education of new hires and established employees alike. These courses are completed individually, allowing each learner to move at their own pace. WeComply provides a customizable, flexible format able to be tracked. New information can easily be relayed to large groups of employees, all working at different levels.

# PRODUCT & SERVICE QUALITY

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## ISO 9001

In May of 2013, NAC\* became certified in ISO 9001, developed and published by the International Organization for Standardization (ISO). ISO defines, establishes and maintains a quality assurance system for manufacturing and service industries. ISO 9001 allows organizations to comply with and fulfill the standard. The standard specifies that the organization shall issue and maintain the following six documented procedures:

- Control of documents
- Control of records
- Internal audits
- Control of nonconforming product/service
- Corrective action
- Preventative action

ISO 9001 also demands that any other required procedures be documented for effective operation. A quality policy and manual must also be issued along with specific numerous records as specified throughout the standard.

\*NAMSdirect only

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# GREEN VALUE

In 2013, NAC purchased a custom 10-Color Sanden Web Printing Press in order to satisfy the demands for higher print quality, increased color capacity and faster turnaround times. This new press has also satisfied our corporate goal to integrate environmentally friendly technology into the production process. Equipped with an integrated CC1 automatic camera register control system, the new printing press has reduced our waste while increasing the quality of our products.

The register control system fully automates the color registration process instantly. It constantly monitors registration, and makes immediate adjustments in order to prevent unusable, wasteful forms. Instead of registration taking 2-3 minutes as it would when done manually, the Sanden press runs with automatic register control, which takes place in a matter of seconds, increasing quality and decreasing downtime.

With the addition of the 10-Color Sanden Web Printing Press, we are seeing less throughput, less electricity and ink usage and a 4% savings in paper. With this decrease in our waste and savings in paper, we are also maximizing productivity and increasing the quality of our printing.



# SUSTAINABLE MAIL PRODUCTS

## FROM FOREST TO MAILBOX



NAC continually promotes responsible forest stewardship through Chain-of-Custody (CoC) certifications. We actively participate to educate our associates and customers on environmentally responsible practices. These practices include the usage of the Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certified stocks. We challenge ourselves to increase the total amount of CoC certified paper used in mail production every year.

## FSC STATISTICS FOR 2012-13

**31%** of total product used on FSC certified stock **A 28.2%** **↑** FROM 2011

**MAILED 246.1MILLION** PACKAGES PRODUCED ON FSC CERTIFIED STOCK

## SFI STATISTICS FOR 2012-13

**34%** of total product used on SFI certified stock **A 28.7%** **↑** FROM 2011

**MAILED 200.8MILLION** PACKAGES PRODUCED ON SFI CERTIFIED STOCK

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# ENVIRONMENTAL STEWARDSHIP



At NAC, we believe our responsibility goes beyond the “mailbox.” We are committed to reducing the impact that our company has on the environment by integrating new solutions that create sustainable change.

NAC participates in the Shred-it recycling program that helps to regulate shredding and recycling confidential information safely and securely. In addition to greatly reducing information security risks, the shredded paper is repurposed into new paper products. In 2012, Shred-it helped NAC save 20.15 trees from destruction. In 2013, that number rose to 48.09 trees saved. Recycled paper (per ton) can reduce energy consumption by 65%, reduce water consumption by 58%, and generate 60 pounds less air pollution. We are proud to stand behind the Shred-it organization, and excited to continue promoting environmentally responsible business practices.

NAC is also taking steps to further improve our carbon footprint. In 2012, 40 light fixtures with 400-watt units were replaced with 200-watt units, creating lower power consumption. Our Water Reuse Program successfully allowed us to recycle 23,000 gallons of water in 2012 and 22,300 gallons in 2013. Furthermore, NAC is proposing water free urinals; a project with the potential to save 40,000 gallons of water per fixture, per year.



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# DIVERSITY

## Workplace

As an international business, diversity in the workplace is vital to our success. NAC employs men and women of various ages, races, religious affiliations, sexual orientations and nationalities with differing skills, levels of education and experiences. During this report, our total workforce was 42% minorities and 51% women.

A diverse workforce fosters creativity, innovation and helps generate new ideas, services and products. Moving forward, NAC will continue to recruit multi-dimensional talent in order to build our business and drive future growth.

## Supplier

As a global leader in the direct mail manufacturing industry, NAC is dedicated to operating our privately held corporation in a responsible, ethical manner. In today's economy, it is essential to work with stakeholders to effectively bring forth change. We seek to purchase competitively priced, quality goods and services from diverse suppliers who uphold the same values of our corporation.

2013 marked the beginning of our Supplier Diversity Program at NAC, with a projected launch date for the first quarter of 2014. The Supplier Diversity Program will ultimately establish a network of certified diverse suppliers. NAC believes that including more local, small, minority, women and disabled veteran-owned businesses improves the economic stability in our communities. This network of diverse suppliers will serve as a resource to select suppliers to compete for contracting opportunities.

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# COMMUNITY

## Local Economic Development

NAC is committed to creating and maintaining a positive and significant impact on our communities. We feel one of the best assessments of a company's success is their contribution to local economic growth.

In 2012, 18 full-time jobs were created at NAC, and an additional 27 new associates were hired in 2013. This gives us a 33% increase in job creation over those two years.\*

NAC makes a substantial effort to purchase products and services from local and small businesses. We are not only creating and retaining jobs at our facilities, but indirectly generating opportunity and income for businesses throughout the community.

## Global Community

NAC has a long-standing history of charitable investments. Each year, associates invest their time, energy and resources to both our immediate and global communities. Our 2012-2013 efforts included:

### PENNSYLVANIA

- NAC associates participated in the Blair County Respiratory Disease Society's 24th & 25th Annual Wallyball Tournament. NAC's teams raised over \$4,000, placed first in overall fundraising and third in the beginner's division.
- NAC also made donations to the Hollidaysburg Community Partnership to help local economic growth. Our investments contributed to community events, main-street development projects and the coordination of business recruitment and retention programs.

### TEXAS

- NAC donated printing services to the El Paso Museum of Art for an annual direct mail campaign.

### MEXICO

- To celebrate Children's Day in Mexico, the company participated in a Bicycle for Kids Challenge that provided a total of 64 bicycles for associate's children.

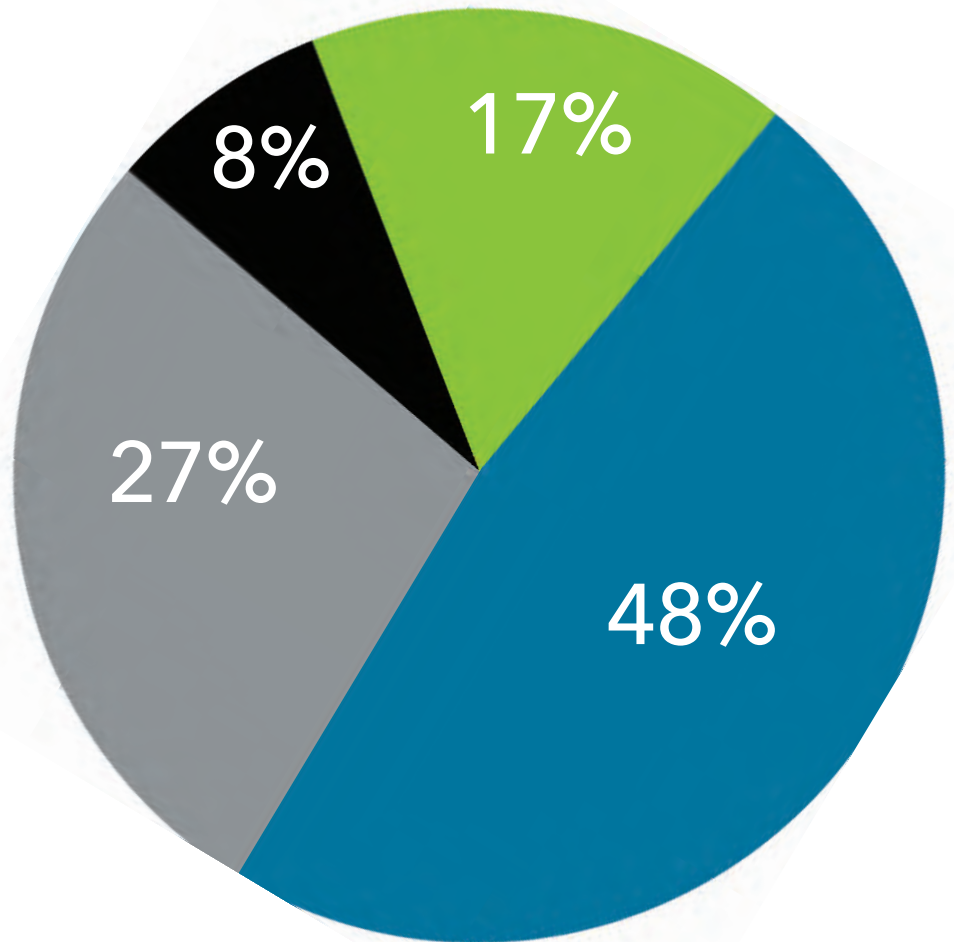
### AFRICA

- BeadforLife (BFL) is a nonprofit organization focused on eradicating poverty through empowering women. BFL creates sustainable opportunities for women to lift their families out of poverty. NAC has donated printing services for brochures and other marketing materials to BFL. When we attend corporate tradeshow, NAC promotes BFL products and encourages other industry leaders to get involved.
- In 2013, a select few NAC associates had the opportunity to meet the BFL team in Uganda. While visiting, we were able to learn more about the organization and conduct research on how NAC can provide additional support.

\*Figures are representative of Duncansville, PA facility only.

# COMMUNITY IMPACT

- Economic Development
- Health & Social Services
- Education
- Culture & Arts



## Partners For Change

ABCD Corp.  
 American Cancer Society  
 B.C.L.E.O.M.F. Golf Tournament  
 Big Brothers Big Sisters  
 Bishop Guilfoyle Athletics  
 Blair County Respiratory Disease  
 Crohn's and Colitis Foundation  
 Diner's Club  
 Dreams Go On  
 Duncansville Volunteer Fire Company  
 El Paso Museum of Art  
 Friends of Judith Clark  
 Futures in Education  
 Gary Deem - Annual Thanksgiving Dinner  
 Gloria Gates Memorial Foundation  
 Habitat for Humanity

Holiday Splendor  
 Hollidaysburg American Legion  
 Jaffa Temple  
 Keystone Country Ride  
 Marianna's Fundraisers  
 McEldowney Academic Scholarship Fund  
 Nason Hospital Foundation  
 National Multiple Sclerosis Society  
 Operation Our Town  
 Pennsylvania State University  
 Presbyterian Homes Foundation  
 Sunrise Rotary Club  
 The El Paso Club  
 Through, Inc.  
 Toys for Tots

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# COMMITMENTS

## UN Global Compact

As a signatory to the UN Global Compact since April of 2008, NAC is committed to aligning its corporate practices with values of sustainability and social responsibility. Through strategic planning and action, we uphold our commitment to the UN Global Compact to promote human rights, labor rights, environmental stewardship and anti-corruption.

## Universal Declaration Of Human Rights

NAC supports the UN General Assembly Universal Declaration of Human Rights. Our commitment to the inherent rights of all people to enjoy freedom, dignity, equality, justice and peace is evident through our corporate operations and practices.

## Equal Opportunity

NAC endorses equal opportunity for employment and promotion in the workplace without distinction of race, religion, sex or disability status. Our commitment as an Equal Opportunity Employer is documented in the NAC Associate Handbook.

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# MEMBERSHIPS & ASSOCIATIONS



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# CORPORATE OVERVIEW

## Corporate Structure & Governance

NAC is a privately-owned U.S. company operating in North America. The NAC Board of Directors is comprised of current and former senior-level executives. The Board of Directors provides overall vision of and guidance to the company, and promotes its strategic growth.

## Code of Ethics & Anti-Corruption

NAC operates under a Code of Ethics that promotes honesty, integrity and ethical practices on every level of corporate operations and through all interactions with stakeholders.

NAC is certified by the Customs Trade Partnership Against Terrorism (C-TPAT). We takes part in this program in order to promote anti-corruption and transparency in all cross-border operations in the U.S. and Mexico.

## Compliance

NAC is committed to complying with all government mandated regulations, and adheres to many voluntary codes for promoting ethical business practices.

In 2012 and 2013, NAC had zero (0) instances of sanctions, fines, or legal actions for non-compliance with environmental regulations, product-use regulations, product health and safety codes or anti-competitive behavior.

## Awards & Recognitions

Professional Insurance Marketing Association (PIMA), Marketing Methods Competition - Silver Award for 'Commitment to Excellence in Marketing' - Self Promotion Category. July 2012

Association of Marketing Service Providers (AMSP), Awards for Excellence - Second Place for 'Chairman's Self Promotion Category'. June 2013.

## Company Headquarters

North American Communications  
7 Edgemont Rd.  
Katonah, NY 10536

## Other Corporate Locations

North American Communications - East  
141 NAC Drive  
Duncansville, PA 16635

North American Communications - Texas  
9660 Joe Rodriguez Drive, Suite 1-2  
El Paso, TX 79927

## Contact

Questions regarding the content of this report may be directed to: [marketing@nacmail.com](mailto:marketing@nacmail.com)

## Disclaimer

"This report is correct to the best of our knowledge, information and belief. The data contained herein is for informational purposes only, not represented to be error-free, and subject to change."

# GRI REPORTING INDEX

## GLOBAL REPORTING INITIATIVE (GRI)

The index below outlines NAC reporting against the GRI G3 Guidelines and indicates where GRI information can be found within the content of this 2012/13 Communication on Progress.

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Governance, Commitment & Engagement		PR8	v
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4.13	11		



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# UNGC PRINCIPLES

This 2012-2013 Communication on Progress reports on the 10 universally-accepted principles embodied by the UN Global Compact in areas of human rights, labor rights, the environment and anti-corruption. Below is an index indication of our reporting against the 10 Principles and their location within this report.

Principles	Page
Principle 1 - Protection of Human Rights	viii, ix, 1, 12
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