



## CASE STUDY



NATIONAL PRINTING INDUSTRY AFFILIATE TURNS TO AMERICAN GREEN CONSULTING FOR HELP MANAGING THEIR GROUP CERTIFICATION.



Timothy Freeman, president of Printing Industries Alliance, looks to American Green Consulting for help managing a Forest Stewardship Council® (FSC) group certification for businesses in the printing and graphic communications industry.

Printing Industries Alliance (PIA) is the trade association serving the graphic communications industry in New York State, northern New Jersey, and northwestern Pennsylvania.

PIA offers consultative services in many areas of business management, including sales and marketing, health and safety, human resources, and finance. Its staff members also represent the industry in various levels of government.

When the FSC® decided to roll out a new model for smaller business to become certified as a group, Timothy and a few fellow association presidents decided this was a service they should provide their members.



“We created the group certificate three or four years ago, when the FSC came out with a new way for smaller companies to become certified,” Timothy said. “Prior to that, it was way too expensive for a small company to do it. But they came out with this group methodology, and a few of us started talking and decided we’d try to put together a group.”

The group certificate that Timothy and his associates organized is called the Regional Affiliate Certificate Group, or RACG.

But when the company originally hired to assist with the certification process started cutting corners, Timothy called American Green Consulting (AGC).

“Chris really came in and basically saved the program for us,” Timothy said.

The AGC team manages the RACG certificate on an ongoing basis, helping new members get certified, and keeping track of any FSC changes that would affect the group certification.

“Chris and his team basically run the RACG group for us,” Timothy said. “Chris is an expert in FSC certification, forestry, and the various ins and outs of being certified.”

Timothy thinks group certification is a great way for smaller forest-products businesses to become FSC-certified. Chris and the AGC team help new members get the program set up, supplying documentation templates, policy information, training, and more.

However, Timothy warns that smaller companies thinking of becoming FSC-certified shouldn’t go it alone.



Timothy Freeman  
Printing Industries Alliance

*“The requirements aren’t written in plain English that a normal businessperson would understand,” Timothy said. “I’ve talked to members in the past who paid six or seven thousand dollars to get certified, and it ended up being so complicated that they didn’t even go through with it. Not only do you save a lot of money by joining a group certificate, but you have American Green as a resource that cuts a lot of time and red tape out of the process.”*

The RACG currently has about 230 members—and growing—located across the U.S. AGC maintains the certificate, and Chris and his team have an ongoing relationship with each of the group’s members. Timothy recommends AGC to anyone looking to become FSC-certified.

“Chris is very knowledgeable and easy to work with. He does a really good job solving any problems that come up. I would highly recommend hiring American Green if you’re looking to get FSC-certified.”

