

WELLBORN'S ENVIRONMENTAL BELIEF STATEMENT

It is Wellborn Cabinet, Inc.'s corporate-wide goal to fully incorporate leading environmental practices, policies and standards throughout our enterprise — from our suppliers through final delivery to our customers. Our environmental responsibility has extended to include selecting, educating and embracing suppliers based on their commitment to similar environmental practices including sustainable or recycled raw materials as well as low emission products where applicable.

Wellborn endorses the industry-wide efforts and commitment of the KCMA organization and their development of their Environmental Stewardship Program Certification (ESP). The ESP program provides the only standards for manufacturers in the Kitchen & Bath cabinet industry that truly defines and measures the holistic environmental performance of a manufacturing enterprise — not just its end products.

The ESP program establishes a standard, measurable benchmark for environmental performance. This certification validates our performance to adhere to high standards for air quality, product resource management, process resource management, environmental stewardship and community relations. Wellborn, along with our affiliate operations, are fully certified under this program. In looking to the future, Wellborn has committed to recertify annually as the program adopts new industry standards and practices.

In addition to the ESP program, Wellborn will continually search for new technologies and processes to improve our high standards of environmental conformance for our products and operations. We will also continue to partner with our suppliers and industry associations in a joint effort to embrace the changes necessary to ensure that we all have a more healthy environmental future for our generation, as well as for our children and grandchildren.

Wellborn's demonstrated commitment to environmental stewardship offers our consumers the assurance that the cabinets they buy are the Green Choice for their family and the environment.





AMERICAN HARDWOODS: THE NATURAL CHOICE

The American Hardwood Information Center has put together an informative video highlighting the green aspects of American hardwoods, including:

- Hardwoods are carbon neutral
- Produce oxygen
- Harvests are well planned to preserve:
 - Water quality
 - Wildlife habitat
 - Biodiversity
 - Forest Aesthetics
 - Recreation

Hardwoods also regenerate on their own. Replanting is not required.

Visit the following link to see this informative video.

http://www.hardwoodinfo.com/views/pages/natural_choice_dvd.html

Source: American Hardwood Information Center (www.hardwoodinfo.com)

6 MYTHS OF GREEN CONSUMERS

By Jennifer Goodman
Senior Editor Online for EcoHome

A new national study of green consumers contradicts several long-held stereotypes about them: The environment is not their top concern, their kids are not influencing them to be green, and while many know what they should do to save the planet, they often don't do it.

The study discovered six myths about this group:

Myth 1: Green consumers' top concern is the environment.

When asked to identify their top concern, the economy, by far, is No. 1 (with 59% calling it their top concern) and the environment falls far behind (8%).

Myth 2: Green consumers' main motivation when reducing their energy use is to save the planet.

When asked the most important reason to reduce energy consumption, 73% chose "to reduce my bills/control costs" and only 26% chose "to lessen my impact on the environment."

Myth 3: Green consumers are all knowledgeable about environmental issues.

For example, the survey asked, "From what you have read or heard about CO2 (carbon dioxide), please place a check beside any of the following statements you think are true." Almost half (49%) chose the incorrect answer, "It depletes the ozone layer."

Myth 4: Green consumers fall into a simple demographic profile.

While the study detected some demographic tendencies, it found that green consumers aren't easily defined by their age, income, or ethnicity.

Myth 5: Children play a big part in influencing their parents to be green.

Only 20% of respondents with children said their kids encouraged them to be greener by, for example, promoting recycling and turning off lights.

Myth 6: If buyers just knew the facts they'd make greener choices.

The study showed that knowledge does not always lead to eco-conscious behavior. Individuals who answered all of the science-related questions correctly did report participating in a significantly higher average number of green activities, such as driving a fuel-efficient car or lowering their thermostat during the winter; however, the 25- to 34-year-old age group consistently answered the questions correctly, yet, on average, this group's green activity levels were lower than those of older respondents.

"Because green consumers are being stereotyped, and these myths we tested are embraced by marketers as facts, many green messages are falling on deaf ears," Shelton says. "If these messages were better targeted, more people would be buying green products, conserving electricity, and doing more to save the planet."

Source: [ecohome online](http://ecohomeonline.com)



ESTATE CUSTOM COLLECTION BY WELLBORN CABINET, INC. RECEIVED FSC CERTIFICATION

The Estate Custom Collection by Wellborn is certified under the Forest Stewardship Council's (FSC) Standard for Chain of Custody Certification. The FSC is an international organization that promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. FSC Chain of Custody Certification means that a company meets strict tracking requirements for ensuring raw materials used to create a wood or paper product originated from a well managed FSC-certified forest.

Estate is able to provide FSC-certified cabinetry* as an option in our Collection, including wood species such as cherry, character cherry, maple, character maple, oak and hickory.

**It should be noted that only products identified as such are FSC-certified and not all Estate cabinetry hold FSC certification.*



The mark of responsible forestry

SCS-COC-002982

© 1996 Forest Stewardship Council A.C.



COMPOSITE WOOD PRODUCTS

CARB

To this point, the composite wood products used in the construction of Wellborn and Estate cabinetry comply with phase 1 of the California Air Resources Board's Airborne Toxic Control Measure emissions standard 93120-93120.12 title 17. The CARB ATCM currently has the most stringent emissions regulations for composite wood products in the world. These composite wood products include hardwood plywood, particleboard and medium density fiberboard.

CPA EPP Downstream

Wellborn Cabinet, Inc., and Estate Custom Collection are also certified under the Composite Panel Association's Environmentally Preferred Product (EPP) Downstream Program. An EPP Certified Product must:

- Use 100% recycled or recovered wood fiber
- Contain less than 0.18 ppm of formaldehyde in unfinished particleboard.
- Contain less than 0.21 ppm of formaldehyde in unfinished medium density fiberboard.
- Have an ongoing participant testing of formaldehyde emissions
- Conduct monthly audits to verify recycled content, formaldehyde emissions and adherence to QC procedures that meet ASTM protocol
- Submit quarterly samples for large chamber testing by an accredited third party

Wellborn and Estate received their EPP Downstream Certification in September 2009. This recognizes that over 95% of the particleboard and medium density fiberboard purchased quarterly met the EPP standards. You can be assured that our products are constructed with the environment in mind.

EPP products are also accredited by ANSI.

