

FROM ONE GENERATION TO THE NEXT.



Sustainability matters.

HERFF  JONES.

College graduation is a time when students are taking an important next step in their lives. They are going forth into a world that has changed dramatically in just a generation. Now, more than ever, it's important that we provide these graduates, and those to come, with an environmental footprint that is as gentle and reserved as possible.

This is why we established the Herff Jones Environmental Commitment, which guides us to responsibly operate our plants, manufacture environmentally-friendly products and continue to make the communities in which we live and work, a better place for everyone.



CAPS & GOWNS

GRADUATING TO THE NEXT LEVEL OF ENVIRONMENTAL RESPONSIBILITY

For more than 100 years, Herff Jones has been providing students with memorable milestones in their lives. When it comes to sustainability, as the largest rental cap and gown supplier in the country, we offer the most complete, eco-friendly gown program in the graduation industry today.

No one is more committed to sustainable practices than us, because we are the only company to offer a complete “green” program for caps and gowns.



THE FABRIC OF GREEN

Both our rental and keeper gowns provide the kind of fabric that today's youth are proud to wear, as well as the kind of gown the Mother Earth is proud to see being used. By offering our rental gown option (EarthGrad™) as well as our keeper option (Renew,) together they provide the most eco-friendly gown programs in the country.

EARTHGRAD™ Rental Gowns

- The FIRST of its kind in the industry; one EarthGrad™ rental gown saves 391 bottles from the landfill over its lifespan
- Every gown saves the energy equivalent of 1.25 gallons of gas
- Consumes 5.4 liters less drinking water
- Decreases the effects of global warming through 3.9 lbs. fewer CO₂ emissions or greenhouse gas

RENEW Keeper Gowns

- The BEST in the industry; one Renew gown saves 29 bottles from the landfill
- Every gown saves the energy equivalent of 0.5 gallon of gas
- Consumes 2.1 liters less drinking water
- Decreases the effects of global warming through 1.5 lbs. fewer CO₂ emissions or greenhouse gas
- Certified as being made from 100% recycled materials

FACT: No other cap and gown supplier in the country provides a greater depth and breadth of sustainable solutions.

- Through online ordering, we've eliminated the need for paper orders, reducing paper waste.
- All orders are packed and shipped using recycled materials.
- Rental gowns are shipped in the same boxes they're stored in, and any boxes that can't be reused are recycled.
- At the end of the gown's lifecycle they are recycled, completing the sustainability circle.



RENTAL GOWNS THAT OWN SUSTAINABILITY

By offering a rental gown program, with just one rental gown we can reduce the need for 20 others, which dramatically reduces demands on resources and space.



In addition:

- All ClassRental™ and CustomRental™ gowns are washed in an environmentally friendly solvent called DriSol. We've never used the California-banned substance PERC in our facilities. And we never will.
- Our technologically advanced recovery dryers recapture up to 90% of our solvents for reuse, giving us a solvent capture rate significantly higher than the current EPA guidelines.
- All washing is done on-site to limit our environmental footprint.
- We clean and store one million graduation outfits each year, and at the end of their lifecycle they're recycled, completing the sustainability circle.
- To further reduce the carbon footprint, our rental programs also include the option to produce gowns with EarthGrad™ fabric, certified as being made from 100% recycled materials.

OUR KEEPER GOWN PROGRAM IS JUST THAT. A REAL KEEPER.

We understand that for some, the desire to remember their special day includes keeping the gown and cap they wore during graduation. So, for these instances we offer the most environmentally-friendly option possible.

- All the fabric in our Renew gowns is manufactured from 100% post-consumer materials.
- By using these materials, your institution generates demand for recycled materials, creates green jobs and reduces the amount of materials that go into landfills.
- Every pound of yarn produced to manufacture Renew saves 1/2 gallon of gasoline, compared to current production methods. In comparison to creating virgin polyester, Greenplus® yarn:
 - Reduces energy consumption by 66%.
 - Reduces water consumption by nearly 50%.
 - And reduces greenhouse gas emissions by more than 34%.

YEARBOOK

CAPTURING MEMORIES, PRESERVING THE PLANET

Thousands of colleges, high schools and primary schools trust Herff Jones to help capture the moments and memories from the school year. It's a keepsake that lasts a lifetime. And it all starts with responsible printing and recycling processes at our Kansas City facility.



- Regular inspections from outside consultants to ensure government regulations are met or exceeded
- Raw materials are purchased from suppliers that conduct business in ways that contribute to sustainable development of the earth and mankind
- Cover board is made of 100% recycled materials
- Offset printing inks are all vegetable-based
- Bindery glues are organic and renewable
- Toner cartridges are properly recycled
- Digital systems have eliminated the use of film
- Offset press powder is a natural product, corn starch
- Obsolete computers and monitors are sent to certified recycling centers
- Environmental policies are strictly adhered to

YEARBOOK ANNUAL RECYCLING:

- Paper = 1,900 Tons
- Aluminum = 270 Tons

DIPLOMA FRAMES

ONE DIPLOMA FRAME EQUALS ONE PLANTED TREE

Framing a diploma ensures that a graduate's diploma will stay protected for years to come. Much like what our Framing Success division is doing when it comes to the environment.



- Our hand-crafted frames are made with Forest Stewardship Council™ (FSC) certified wood moldings, meaning they come from sources who practice responsible forest management.
- Through our partnership with Trees for the Future, we fund one tree planting for every frame we sell.
- All our frames are shipped in boxes made from 100% recycled fiber, saving thousands of trees each year.
- We are an award-winning EPA WasteWise Program partner that focus' on waste prevention, recycling and the purchase of recycled content products.

CLASS RINGS

CLASS RINGS YOU CAN WEAR WITH PRIDE AND CONFIDENCE

A class ring is a source of pride for many students because it's a symbol of their many educational accomplishments. For those who choose a Herff Jones class ring, it can also be a source of pride in knowing that our class rings are manufactured with materials obtained from suppliers who share our commitment to upholding human rights, safe working conditions, and environmental protection.

- Our Warwick, Rhode Island, jewelry plant:
- Received the highest grade given by Earthworks™ to large jewelers for efforts towards implementation of the Golden Rules
 - Is a signatory to the Golden Rules Pledge
 - Has made a formal commitment to the ongoing protection of the environment by achieving, and maintaining, ISO14001:2004 certification
 - Uses gold grain that is 100% from recycled sources and certified by third party.
 - Purchases diamonds that are certified and conflict free.
 - Sends obsolete computers, monitors and toner cartridges to certified recycling centers.



- Has been recognized with the Environmental Excellence Award for over 10 years.
- Receives regular inspections from outside consultants to ensure it meets, and exceeds, government regulations.
- Recycles 99% of wastewater from the ring plating process.
- Recaptures 99.9% of all heavy metal waste from our ring production process.

ANNOUNCEMENTS

FINE PAPER THAT'S RESPONSIBLY SOURCED.



Herff Jones has been responsibly sourcing all our production materials for many years. This includes the fine paper we use. Efforts are made each and every day to ensure that the materials used to create our final products are environmentally safe.

We are proud of the fact that:

- Our paper vendors are FSC Certified, which means they use selective forestry methods for harvesting trees.
- Our paper manufacturer is committed to the environment and future generations in conducting business in more sustainable ways
- 100% of all paper waste is recycled from our Indianapolis Fine Paper facility.

WE MEAN GREEN

At Herff Jones, we don't take our environmental responsibilities lightly.

We are committed to recycling and re-use methods and practices, not just because today's generation expects it and it makes our products more competitive, but because, it's simply the right thing to do.

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VISIT US AT [HERFFJONES.COM/SUSTAINABILITY](https://herffjones.com/sustainability)



**SCAN TO WATCH A
SHORT VIDEO ABOUT OUR
SUSTAINABILITY INITIATIVES.**

