



PRESS RELEASE – FOR IMMEDIATE RELEASE

**THE GEOS SPA SACACOMIE:
FIRST FSC-CERTIFIED BUILDING
IN CANADA**

St-Alexis-des-Monts, October 16, 2012 – It's with great pride that the entire Hotel and GEOS Spa Sacacomie team achieved **the first FSC® project certificate for a building in Canada (FSC®-P001563)**. This is also the second project certificate issued to a commercial building in North America.

EXCEPTIONAL LEADERSHIP

Issued by the Rainforest Alliance, the FSC project certification recognizes the validity of the Chain-of-Custody of the wood products used for the project as well as the leadership of the contractors and promoters. Furthermore, the full certification of the project requires that over 50% of the volume of wood used for the project is FSC-certified and that all of the wood products come from controlled sources. **In total, the ratio of FSC-certified mix credit wood products used for the GEOS Spa Sacacomie was 83%! To date, that represents the highest ratio of FSC-certified products for a project in the accommodation industry in Canada!**

A PROJECT THAT TRANSFORMS THE PRACTICES

Under the direction of RPM Sustainable Development, our project manager, all of the key players involved in the construction project were mobilized and guided along the way in order to develop new techniques, new products and even new skills to bring the project to completion.

A PROJECT THAT TRANSFORMS THE MARKET

Some of the chosen suppliers didn't have access to certified products. And yet, since the priority of this project was to use wood stemming from a sustainable forest, RPM Sustainable Development found certified wood producers, ordered the wood for the suppliers, supervised and documented the delivery of the wood, as well as of the Chain of Custody to ensure the integrity of the final product.

ANOTHER STEP IN FAVOUR OF SUSTAINABLE DEVELOPMENT

According to Mrs. Joyce Plante, President, Hotel and GEOS Spa Sacacomie: *"In a way, the forest serves as the Sacacomie business model! The FSC certification not only proves that we can work with products that come from a sustainable forest, it also shows how much we value this resource that has allowed our establishment to become such a unique and welcoming place."*

According to Alexandre Boursier, RAINFOREST ALLIANCE Canada's Regional Manager, *"By choosing FSC-certified material to accomplish the project, the GEOS Spa Sacacomie uses dollars to cast a vote. It's a vote in favour of different forest stewardship practices, a vote that ensures that the High Conservation Values are upheld, such as biodiversity as well as the Native Peoples' resources."*

For Réal Migneault, the project manager and president of RPM Sustainable Development: *"The private sector contractors have a choice asset to help their sustainable development projects become reality: the use of wood, which is the only building material that is all at once renewable, recyclable, reusable and local."*

NEW PARTNERSHIPS AND THE CONTRIBUTION OF SUPPLIERS

The managers would like to recognize the contribution of the partners that took part in this project: Tembec, Toitures Mauricienne, Matériaux FP, Matériaux Coupal

ABOUT THE RAINFOREST ALLIANCE: The Rainforest Alliance is an international non-profit organization, and the world's largest certifier to FSC standards, having certified 45 percent of FSC-certified land worldwide. The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

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Source:

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