



# **SGP Brand Leader Program**

Strengthen your brand by building a transparent, sustainable print supply chain

## **What It Means to Be an SGP Brand Leader**

- Print buyers and global brands committed to sourcing from certified sustainable suppliers
- Leverage SGP certification as a trusted third-party standard for supplier sustainability
- Drive accountability, transparency, and consistency across print supply chains
- Play a leadership role in advancing sustainable print practices across the industry

## **Why Brands Join (Business Impact First)**

- Meet growing ESG, Scope 3, and reporting expectations with credible supplier data
- Reduce risk by working with verified, compliant, and continuously improving facilities
- Simplify supplier qualification with a recognized, industry-specific certification
- Strengthen brand reputation through validated sustainability claims

## **Build a Stronger Supply Chain**

- Access a network of SGP-certified printers committed to continuous improvement
- Ensure consistency across suppliers in environmental, health, and safety performance
- Encourage suppliers to align with standardized sustainability best practices

## **Turn Sustainability into a Procurement Advantage**

- Integrate SGP certification into supplier selection and RFP criteria
- Drive measurable improvements in carbon, waste, and resource use across print spend
- Enable more credible, data-backed sustainability reporting

## **Visibility, Influence & Leadership**

- Position your brand as a leader in responsible sourcing and sustainable print
- Influence supplier behavior and industry standards through procurement decisions
- Collaborate with a network of printers, suppliers, and sustainability leaders

## **Your Role in the SGP Ecosystem**

- Promote SGP certification within your supplier base
- Encourage continuous improvement and transparency across print partners
- Align internal sustainability goals with external supplier performance
- Help scale adoption of sustainable printing practices globally



## **Participation & Commitment**

- No certification required—focused on supplier engagement and alignment
- Integrate SGP into procurement strategy and supplier expectations
- Participate in the SGP community to stay aligned with best practices

## **Bottom Line**

- Brand Leaders turn sustainability into a strategic sourcing advantage
- Strengthen supply chain transparency, resilience, and performance
- Partner with SGP to build a more sustainable and accountable print ecosystem