



FOR IMMEDIATE RELEASE

Contact: Pamela Bruns (Communications)
(919) 941-6411, pbruns@ncasi.org

NCASI Celebrates 75th Anniversary with New Brand

Cary, NC, May 2018 – The year 2018 marks the 75th anniversary of NCASI’s founding. As a reflection of NCASI’s accomplishments and vision for the next 75 years, we are pleased to announce the creation of the new NCASI brand. The fresh look is designed to be forward-looking while communicating the essence of the organization and what it aspires to be—a globally recognized preferred provider of relevant environmental science and data that promotes the sustainable use of earth’s resources, informs regulatory policy, educates, and optimizes industry operations.



The new brand mark combines a leaf and magnifying glass—conveying that NCASI’s expertise in identifying solutions related to environmental and forestry sustainability is derived from a focus on scientific/data-driven approaches. The new tagline, ***Impact. Science. Solutions.***, communicates NCASI’s focus and how we provide value to member companies. In simple terms, it tells the ***why***, the ***how***, and the ***what*** we do as an organization—every day.

“NCASI’s anniversary is a time to reflect on the advances in environmental science and forest sustainability made by the industry over the last 75 years, and the role that NCASI has played in these accomplishments,” noted Dirk Krouskop, the organization’s President and CEO.

NCASI

NCASI is a non-profit environmental research organization that provides the credible scientific information necessary to address environmental information needs of member companies in the forest products industry and their stakeholders. NCASI undertakes and supports research that is used by industry and government to positively contribute to the development of environmental policy, regulations, and industry acceptability. NCASI also provides expert analysis and communication of current and emerging issues; actively supports member company efforts to enhance facility performance and minimize cost; and provides educational and skill development opportunities to member company employees. These activities are undertaken to help member companies achieve their short- and long-term environmental sustainability goals.

###