

# Nelson's Bibles to Go Eco-friendly

In an unprecedented move within the Bible producing industry, Thomas Nelson Publishers has announced that it will discontinue synthetic Bible covers in favor of more eco-friendly materials.



[] Thomas Nelson Publishers has announced that the company will discontinue synthetic Bible covers in favor of more eco-friendly materials comprised of specialty papers, fabrics and other materials.

With the move, Nelson becomes the first Bible publisher to transition to environmentally conscious Bible bindings and practices, company officials said. Due to production schedules, some products releasing in the coming months may still include synthetic materials. Customers can expect to find eco-friendly Bible offerings in stores by early 2009, and the company estimates that the total phase-out will be completed in the next three to five years.

"In moving away from oil-based covers, we're not only honoring our customers' needs, but we're also honoring our godly calling to be good stewards of the things He has given to us," said Wayne Hastings, senior vice president and group publisher for Nelson's Bible unit.

George Gower, vice president of inventory management production for Nelson, added: "We're taking a stand to make sure that all Bible products are eco-friendly. All polyurethane/oil-based covers will be eliminated and replaced with recyclable and recycled materials."

The company's LeatherSoft binding will be included in the

phase-out, but leather, bonded leather and hardcover formats will continue to be offered. Nelson recently announced a green initiative to reduce the company's impact on the environment, which includes lowering paper consumption by at least 30% by 2012. – ***Christian Retailing***