

A vertical wood grain pattern in a light green color, consisting of numerous thin, wavy lines that create a natural, organic texture. It occupies the left half of the page.

# The Elements Collection™

*Superior graduation  
regalia that combines  
environmental  
responsibility with  
premium quality  
and elegant design.*



# Environmental *responsibility*



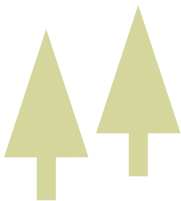
- sustainable sourcing
- biodegradable fabric<sup>1</sup>
- USDA certification
- student give-back program



This unique regalia carries a strong environmental story while preserving the elegance and tradition of graduation. The fabric used in the Elements Collection™ cap, gown and hood shell is scientifically proven to completely biodegrade<sup>1</sup> and is a USDA certified biobased product. It contains 57% biobased content by weight, which significantly exceeds the certification minimum of 25%. To learn more about this certification and the USDA BioPreferred<sup>SM</sup> program, visit [www.biopreferred.gov](http://www.biopreferred.gov).

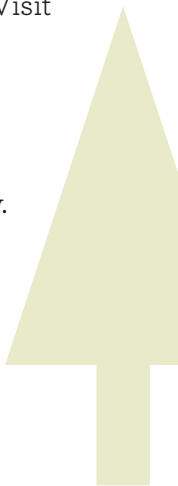
The Elements Collection™ supports sustainable sourcing practices. The wood pulp used to manufacture the Elements Collection™ fabric is sourced exclusively from renewable managed forests and the gown zipper tape and teeth are made from 100% recycled PET<sup>2</sup>. In addition, the Elements Collection™ plastic packaging contains ECM BioFilms™, a material designed to facilitate the decomposition process. Visit [www.ecmbiofilms.com](http://www.ecmbiofilms.com) for more information.

The purchase of the gown offers graduates an opportunity to give back to the environment by responding to Jostens. For every response received, Jostens donates \$1 to an environmental sustainability project. As of December 2011, Jostens has donated \$10,000 to the Nature Conservancy. To learn more about this unique program, visit [www.jostens.com/elements/giveback](http://www.jostens.com/elements/giveback).



<sup>1</sup>In a laboratory test conducted by an independent testing facility in accordance with ISO 15985 and ASTM D5511, complete biodegradation was achieved within 15 days on shredded samples of fabric used in the Elements Collection™ cap, gown and hood shell. Accelerated testing was conducted under anaerobic conditions pursuant to the standards set forth above. Results in municipal solid waste landfills will vary depending on sample size and environmental conditions including temperature, biological activity and exposure to moisture and oxygen.

<sup>2</sup>Polyethylene terephthalate.





# Elegant *design*



- unique design elements
- stunning tailored appearance
- perfect fit

The Elements Collection™ gown design is a perfect combination of traditional classic style and modern elegance. It features unique inverted pleats<sup>3</sup> complemented with simple front panel design. The gown is offered for Associate, Bachelor, Master and Doctorate degrees.

The Elements Collection™ hood strikes a unique balance of exceptional look and superior fit with many premium options included in the standard offering.



**Velvet Trim**—*Velvet is manufactured in the U.S. from 92% cotton and 8% polyester.*


**Cord & Button**—*ensures perfectly symmetrical look. Standard feature on Master and Doctor hoods.*

**Acetate Satin Lining**—*represents the official colors of the school conferring the degree.*

**Hood Shell**—*uses Elements Collection™ gown fabric.*

<sup>3</sup>Patent pending.

# Premium *quality*

- 
- rich color
  - excellent drape
  - superior comfort
  - softness and breathability<sup>4</sup>

The Elements Collection™ cap and gown are offered in ten rich colors. Jostens took particular care in developing stunning colors that represent the most popular choices. Each color is specifically formulated for Jostens to provide unique sheen, color uniformity and wrinkle resistance.

- ash
- sky
- fire
- snow
- fern
- iris
- sun
- dusk
- clay
- mist

The Elements Collection™ hood incorporates customer feedback to achieve quality that provides comfort while truly complementing the gown features.

<sup>4</sup>The Comfort Study conducted by The Environmental Research Institute at Kansas State University concluded that compared to polyester garment linings, acetate linings are perceived as considerably more comfortable. To download the complete study, visit [www.acetateworld.com](http://www.acetateworld.com).



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# Student *communication*

When it's time for students to get grad-ready, we have everything you need to let them know about the Elements Collection.™

Our communication package includes:

- poster
- flyer
- pop-up display
- window cling
- stickers
- email template
- Facebook ad
- web banner
- DVD

Poster



Flyer



Sticker



Whether it's a poster in your bookstore or an email about your grad event, we make it easy to show students that their grad regalia is making a difference.

Pop-up display







*As the graduation experts*

Jostens is continuously focused on what lies ahead. Every year, thousands of students graduate in Jostens caps and gowns, setting off on new adventures full of promise and responsibility. Recognizing the importance of this step in students' lives, Jostens has embarked on a journey to design regalia that every graduate will be proud to wear on their special celebration day.

# What will this generation's legacy be?

It is our obligation to leave this world better than we found it. This drives us to change our ways and think differently. Although the decisions are not always easy and the right choices are not often clear, we strive to do our best.

We invite you to join Jostens on a journey to greater environmental responsibility. By choosing the Elements Collection™ regalia, you will be making an important difference for your students and the larger community. Now, that's a legacy worth leaving.

To learn more about the Elements Collection™ or to reach your Jostens representative, please call 1-800-488-2173, visit [jostens.com/elements](http://jostens.com/elements) or scan the QR code below.

Visit [jostens.com/sustainability](http://jostens.com/sustainability) to learn about Jostens corporate sustainability efforts.



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Chlorine Free

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