


SUSTAINABILITY

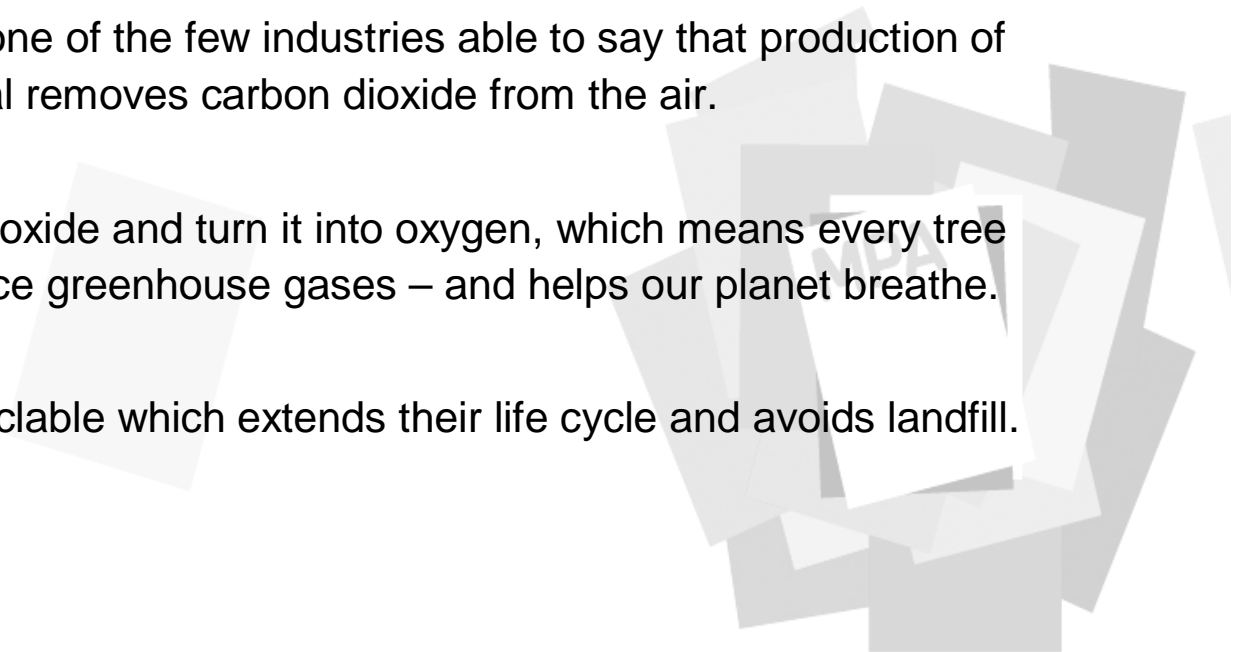




§ Sustainability, in a general sense, is the capacity to maintain a certain process or state indefinitely.

Compared with other materials, wood and paper based goods manufactured in a sustainable manner are a wise choice because:

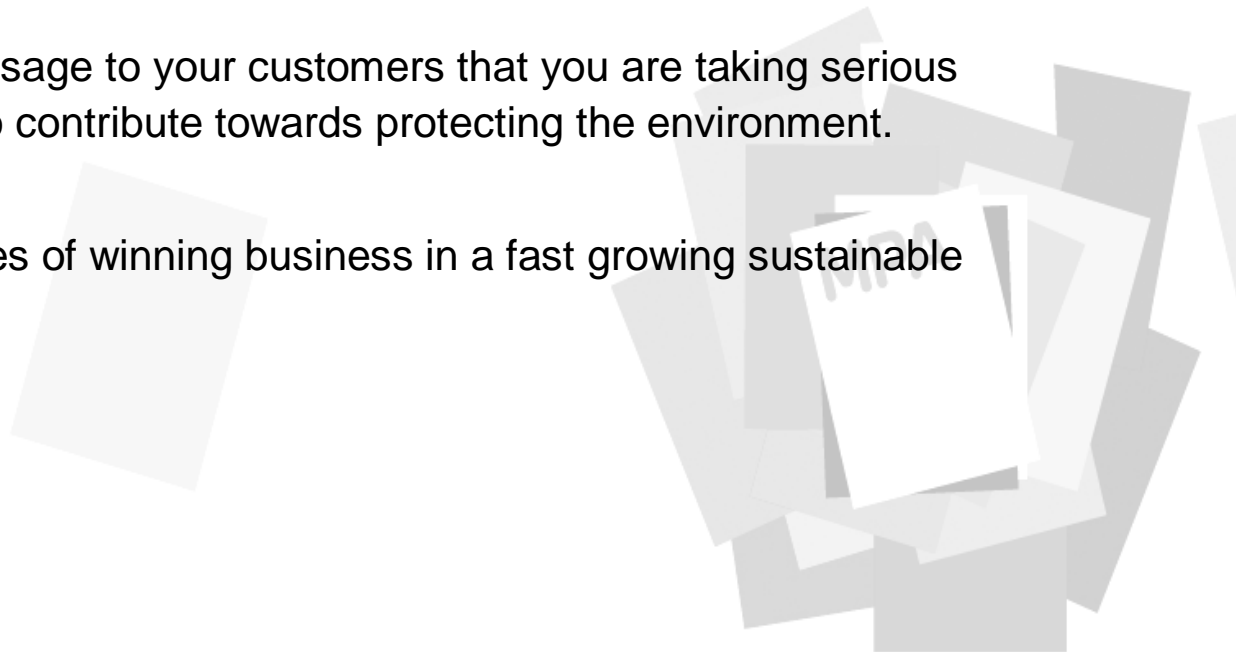
- § Our industry is actually helping the planet. By using sustainable forest management practices, we are reducing the CO₂ in the air and ensuring no more wood is harvested than regrown.
- § The paper industry is one of the few industries able to say that production of its primary raw material removes carbon dioxide from the air.
- § Trees eat up carbon dioxide and turn it into oxygen, which means every tree we plant helps to reduce greenhouse gases – and helps our planet breathe.
- § Papers are easily recyclable which extends their life cycle and avoids landfill.



Making the Right Choice!

Choosing the right paper can reduce your companies impact on the environment. It also means that by doing the right thing you:

- § Protect your most important asset - **your brand and reputation.**
- § Send a powerful message to your customers that you are taking serious and practical steps to contribute towards protecting the environment.
- § Increase your chances of winning business in a fast growing sustainable procurement market.



Sustainable Paper

Sustainable Papers are produced using virgin wood fibre that is sourced from well managed, purpose grown tree crops.

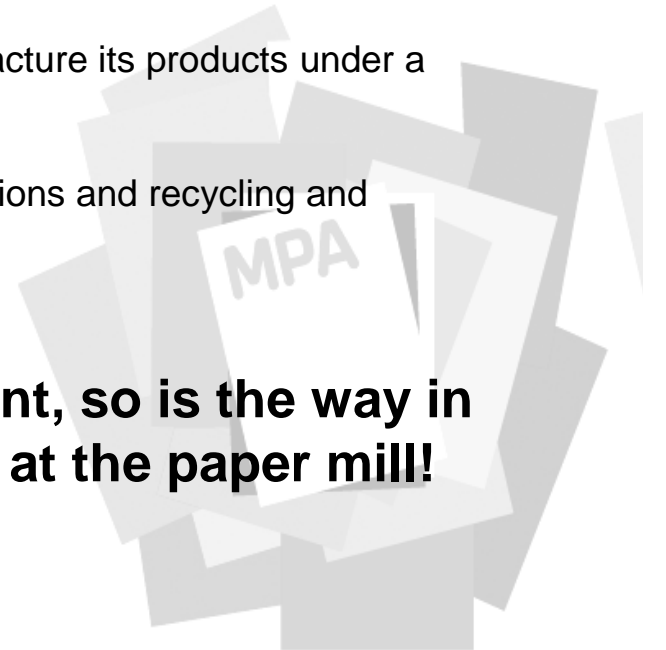
As a general rule, for every tree harvested, three are replaced.

To be sustainable, the number of trees harvested cannot exceed those being regrown.

But it's not all about the fibre. We must also take into consideration:

- § The manufacturing mill that the paper is produced at:
- Does the paper mill have ISO14001 certification or manufacture its products under a similar environmental standard like EMAS?
 - Does the mill have systems in place for reducing air emissions and recycling and reducing and recycling its water usage and waste?

Therefore, whilst the fibre source is important, so is the way in which the fibre is treated and manufactured at the paper mill!





Promoting Print in NZ

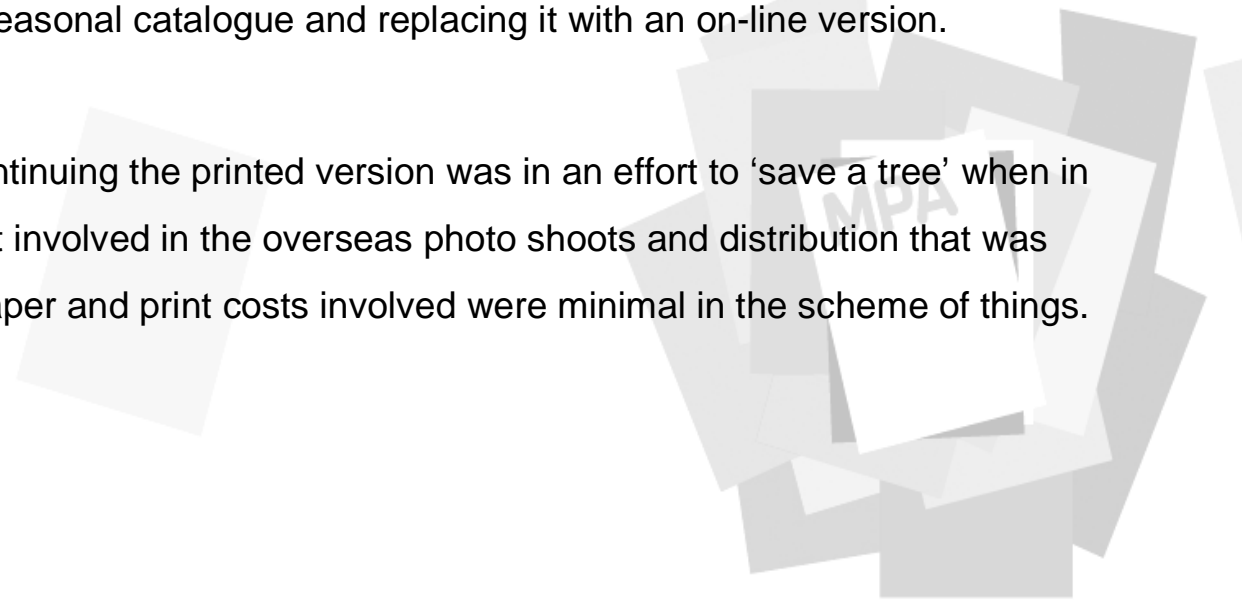
An area of concern

It is all of our responsibility to continue to promote printing in NZ.

Large companies that have relied on print over the years are now looking to promote their products on line. WHY?

A recent example has highlighted this with a well known children's clothing label stopping the printed production of its seasonal catalogue and replacing it with an on-line version.

The companies spin for discontinuing the printed version was in an effort to 'save a tree' when in fact it was the overall cost involved in the overseas photo shoots and distribution that was proving too costly. The paper and print costs involved were minimal in the scheme of things.



Product Consideration

Coated Papers & Boards

Coated Paper is available in both recycled and sustainable ranges.

The coating on the paper is made up of clay, white pigment and binder.

All components are environmentally sound.

Coated Papers are great for ink lift, sharpness of images and great colour reproduction as the colour sits up on the page and reflects the light.

Uncoated Paper is available in both recycled and sustainable ranges.

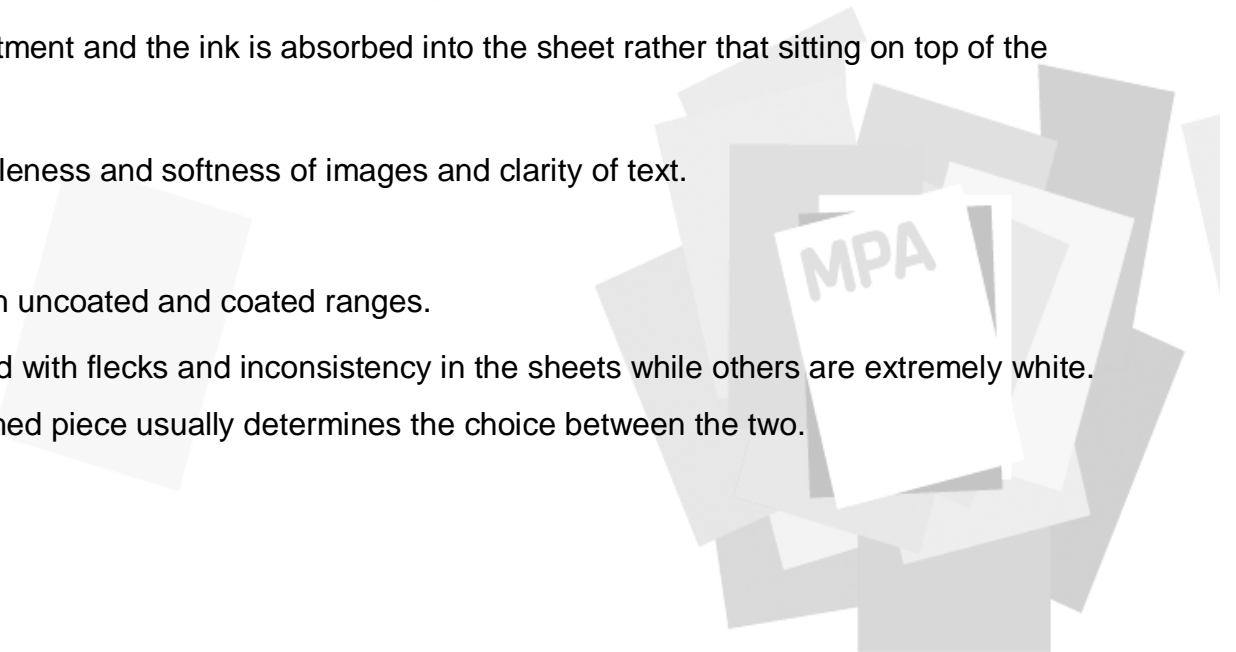
The paper contains no surface treatment and the ink is absorbed into the sheet rather than sitting on top of the sheet like the coated version.

Uncoated Papers are great for subtleness and softness of images and clarity of text.

Recycled Paper is available in both uncoated and coated ranges.

Some recycled papers look recycled with flecks and inconsistency in the sheets while others are extremely white.

The 'required' look of the finished piece usually determines the choice between the two.



Be Proud of Your Choices

Bylines on publications offer your readers valued information about the paper stock you have chosen and informs them about its environmental credentials.

SUSTAINABLE FSC CERTIFIED COATED PRODUCT (for non FSC Certified Printers)

This document is printed on an environmentally responsible paper produced using **Third Party Certified** ECF pulp sourced from **Third Party Certified**, well managed & legally harvested Forests. This stock is manufactured at a **Third Party Certified** mill under the strict EMAS & ISO14001 Environmental Systems and carries the internationally recognised environmental EU Flower eco-label.

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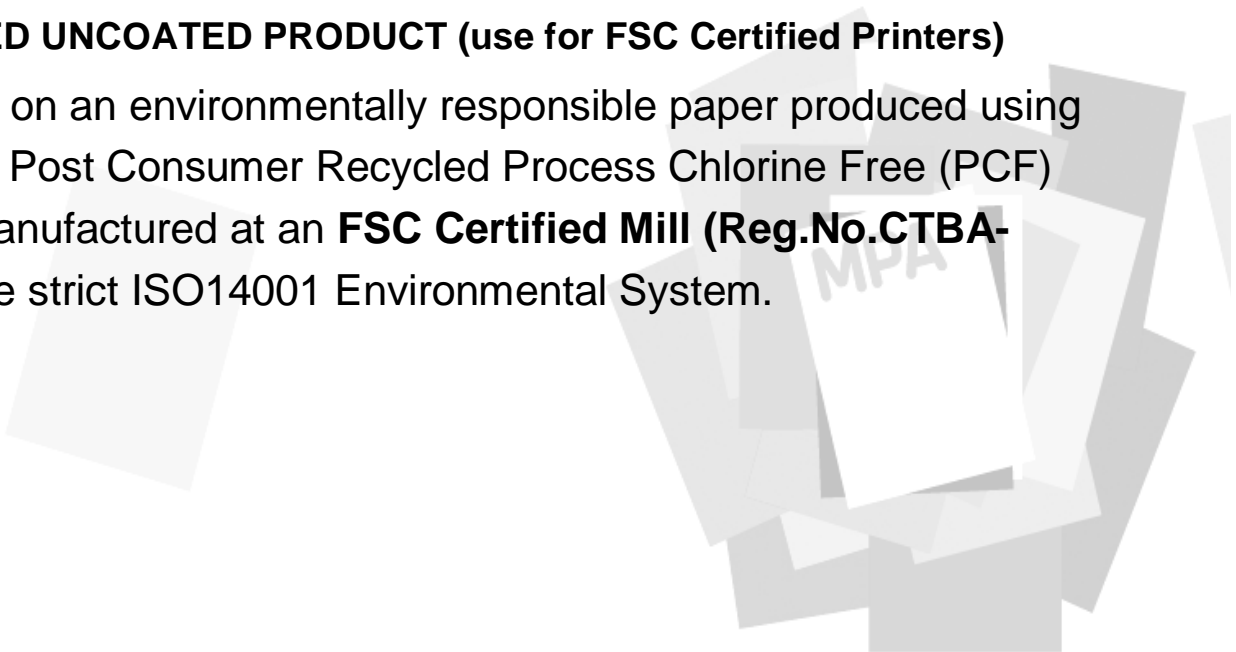
Be Proud of Your Choices

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The Role of Recycled Versus Virgin Fibre

It is your choice – but what to consider!

- § Still a hugely debated topic, really it comes down to individuals beliefs and choices. Both have a part to play in the Paper Industries Environmental story.
- § Recycled papers reduce the pressure on new products and landfills by extending the economic life of old ones. However paper can only be recycled a number of times (3-5) and it is important to know that it is not 100% recyclable into paper of the same quality. (Each time paper is recycled some of the fibres breakdown). The yield of a paper that is recycled is less than that of a virgin fibre paper.
- § Sustainable Virgin Fibre Papers are manufactured from 'purpose grown' forests, so while they require a tree to be harvested, the tree is replaced by new plantings and the production of the stock can be documented through a chain of custody process, thus making it extremely environmentally responsible. The fibre yields are higher in a virgin fibre paper stock.

