

paper & sustainability

Do you want to use eco-friendly paper but not sure what it all means?

Increasingly, people are becoming more aware of the impact their businesses have upon our environment. One of the key areas of concern for all of us is paper usage.

The environmental credentials of modern papers go well beyond just being recycled or not – it's about sustainability. That means tracking the whole process in making the paper from the raw materials, through to manufacturing and distribution.

This guide will help you to understand the terminology and labeling systems commonly associated with paper, and make informed decisions when selecting paper for your printed materials.

eco labels



Forest Stewardship Council (FSC) COC Certificate

The Forest Stewardship Council is an international not-for-profit organisation that promotes responsible management of the world's forests through international standards, consultation, accreditation and information.

The FSC Chain of Custody (COC) is the path taken by raw materials from the forest to the consumer including processing, transformation, manufacturing and distribution. FSC COC certification provides a guarantee to the consumer that the product meets social and environmental standards.

The Forest Stewardship Council Chain of Custody certificate is independently verified, and is the highest and most trusted global environmental accreditation.

Paper with an FSC label comes from an FSC certified forest or recycled content from a controlled source and is COC certified.



Programme for the Endorsement of Forest Certification (PEFC)

PEFC also provides a COC certified labelling system, requiring products to contain at least 70% PEFC certified material.



Nordic Swan

A respected European environmental labelling system that monitors forest management, emissions, energy and waste in pulp and paper manufacturing.



Blue Angel

The first worldwide eco-labelling system originating from Germany in the 1970's, with criteria including the efficient use of fossil fuels, alternative products with less of an impact on the climate, reduction of greenhouse gas emissions, and conservation of resources.

well managed/sustainable forests

Forest Stewardship Council (FSC)

Indicates that the fibre sourced to make the paper comes from a certified forest that adheres to strict environmental and social standards.

Programme for the Endorsement of Forest Certification (PEFC)

A framework for auditing forestry operations assessing the environmental effects.

Sustainable Forestry Initiative (SFI)

An initiative of the American Forest and Paper Association, ensuring ongoing renewable resources across the nation.

Canadian Standards Association (CSA)

Audits a sustainable forest management standard developed by the Canadian timber industry.

environmental management systems

Identify, evaluate, plan, manage, improve and monitor environmental management systems throughout an organisation. Targets are set, with the intention of continuous reduction in environmental impacts.

ISO14001

The International Standards Organisation's certification of Environmental Management Systems.

EMAS – The Eco-Management and Audit Scheme

The European Union's Environmental Management System, also requiring reporting to the public on the results of its environmental performance.

Integrated Pollution Prevention and Control (IPPC)

A European Union requirement for industrial and agricultural activities with a high risk of pollution. Companies must be issued with a permit, which requires certain environmental conditions are met, making them responsible for preventing and reducing any pollution they may cause.

Recycled Fibre Content

Recycled papers should state the level of content, usually displayed as a percentage. There are two types of recycled fibre content – pre-consumer waste, and post-consumer waste.

Pre consumer waste

Waste recycled at the point of manufacture, generally from paper mills and printers.

Post consumer waste

Waste that has reached the end of its first use, typically recovered from homes and offices.

Alternative Fibre Content

Papers can contain fibres sourced from alternatives to wood such as cotton, hemp, seaweed and bagasse.

Chlorine

Wood-based papers are traditionally bleached using chlorine to remove the naturally occurring impurities in wood that cause discolouration to make them white. This process has been found to have negative environmental impacts. When chlorine is combined with wood, it produces toxic by-products called chlorinated organic compounds that are emitted into the air and water.

Elemental Chlorine Free (ECF)

Replaces elemental chlorine with chlorine dioxide, which practically eliminates toxic emissions.

Processed Chlorine Free (PCF) & Totally Chlorine Free (TCF)

Completely substitutes oxygen-based compounds for chlorine compounds. PCF paper is generally preferable because it contains recycled fibre.

Renewable Energy

It is possible to source papers that have been produced using renewable energy such as wind power.

The options for sourcing and using eco-friendly paper are extensive, and cannot be covered in great detail in one article. If you would like to discuss how you can use eco-friendly paper in your business, please contact Idaho, or visit the following sites for more information:

Forest Stewardship Council (FSC)

www.fsc.org

Programme for the Endorsement of Forest Certification (PEFC)

www.pefc.org

Nordic Swan

www.svanen.nu/Eng/

Blue Angel

www.blauer-engel.de

Sustainable Forestry Initiative (SFI)

www.sfiprogram.org

Canadian Standards Association (CSA)

www.csa.ca

International Standards Organisation

www.iso.org/iso/iso_14000_essentials

The Eco-Management and Audit Scheme (EMAS)

ec.europa.eu/environment/emas/index_en.htm

Integrated Pollution Prevention and Control (IPPC)

europa.eu/scadplus/leg/en/lvb/l28045.htm

Paper Merchants

CPI Paper Group

www.cpigroup.com.au

Dalton Paper

www.dalton.com.au

Edwards Dunlop Paper

www.edpaper.com.au

K.W. Doggett Fine Paper

www.kwdoggett.com.au

Raleigh Paper

www.raleighpaper.com.au

Spicers Paper

www.spicerspaper.com.au