

## INFORMATION SHEET

## CARBON BALANCED PAPER



[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

### Carbon Balanced Paper

Carbon Balanced Paper is a new initiative from the Howard Smith Paper Group (HSPG) which will be launched officially during April 2010.

Carbon Balanced Paper will provide the total solution, with high credibility and integrity, for customers and their clients to reduce their carbon impacts in paper based communications. Furthermore, developed iconography enables adopters to communicate clearly to stakeholders their commitment to reducing carbon impacts and effects on climate change.

This information sheet explains the summary benefits and opportunities for early adopters to realise the environmental benefits and business opportunities.

### Benefits for Business and Specifiers of Print

Corporate Business, Government and the Public Sector are focused on reducing their environmental impacts. Paper is renewable and recyclable and therefore inherently sustainable. Howard Smith Paper Group is an industry leader with environmental solutions, where in excess of 94% of our stock products are either Recycled, FSC or PEFC Chain of Custody certified.

However, organisations today are increasingly focused on reducing their effects on climate change and reducing carbon impacts through the supply chain. Choosing Carbon Balanced Paper is a simple choice that will reduce the carbon impacts of their marketing communications. Importantly, through the use of highly recognizable iconography, they can communicate this action to their stakeholders.

### Business opportunity for the Graphic Industry

Printers, Designers, Publishers, Print Management and other communications companies can add real value to their customers simply through the selection of paper. Using Carbon Balanced Paper can deliver on their customers Corporate Responsibilities, commitment to

carbon reductions and help them communicate this effectively to their stakeholders.

### What is Carbon Balanced Paper

Carbon Balanced put simply, is where the carbon impacts of that product or service has been estimated and an equivalent amount of carbon is either prevented from being released or is absorbed from the atmosphere. Balancing is facilitated by the World Land Trust (WLT), an ecological charity which ensures HSPG customers and their clients the peace of mind in the credibility and integrity of how carbon impacts are balanced (offset). Further details about the WLT are overleaf.

To derive the carbon impacts of HSPG products we have developed a product calculator with a respected leading carbon consultant, the Edinburgh Centre of Carbon Management (ECCM). This provides customers with the integrity and confidence of 3<sup>rd</sup> party verification, in the methodology and consistency in the boundaries of how we have measured the carbon impacts of our products. The impacts for Carbon Balanced Paper are measured from cradle to printer's gate (the point where we deliver the paper). Further details can be made available on request.

### Carbon Balanced Paper products

Initially, two key HSPG products, think<sup>4</sup> and Greencoat 80, already with the highest environmental kudos, are offered as Carbon Balanced Paper as an inherent part of the products' features and benefits. In short, the cost of carbon balancing is accounted for by the manufacturer and is included within the invoiced price of the product. There is no additional cost.

Furthermore, all HSPG products can be offered as Carbon Balanced Paper as an opt-in feature. In this case the cost of balancing is not included but will be invoiced separately as an additional invoice line per order item. Currently - priced by enquiry. The reality is carbon balancing an order is a very minor cost addition whilst adding huge value to the final client.

An on-line carbon calculator is in development which will calculate and show the cost of balancing a product or individual paper order.

## INFORMATION SHEET

## CARBON BALANCED PAPER

# think<sup>4</sup>

The HSP range of uncoated papers with a shared philosophy: maximum visual impact, minimum environmental impact. All products in the think<sup>4</sup> range have a fibre source of the highest environmental integrity: either Recycled or FSC certified pulps, or both. Carbon balancing the product strongly supports the manufacturer's commitment to carbon reduction, who is investing in a bio-fuel energy plant which will reduce their operational carbon impacts significantly.



## GREENCOAT

The coated paper with the highest environmental credentials in HSP portfolio which is FSC certified and has a minimum 80% recycled content. The mill is focused on its environmental footprint having EMAS and being certified to ISO 14001. It is also committed to reducing its operational carbon impacts.

### Iconography - promoting your commitment

An organisation using Carbon Balanced Paper - think<sup>4</sup>, Greencoat 80 or has opted-in with an additional cost on any other product - will be able to use the trademarked Carbon Balanced Paper logo. Each print job will need to be registered with us on-line, through the Carbon Balanced Paper website which will include an agreement for single use of the artwork and guidelines of use: [www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com). Within 24 hours, artwork files will be sent electronically with a unique reference number relating to a registered job. This allows traceability and aims to protect miss-use and the integrity of the World Land Trust logo.

Until the on-line registration is available, early adopters can register jobs, access the artwork and guidelines of use through their account manager or directly from Dasha in the Marketing Department of Howard Smith Paper at [dasha.tolkacheva@hspg.com](mailto:dasha.tolkacheva@hspg.com) or 01604 443548.



[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)



[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

### Information and collaborative tools

There will be a number of key tools supporting this initiative, including a website with information about the business benefits of using Carbon Balanced Paper for End-Users and Specifiers of print. The website is: [www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

For Printers, Designers, Publishers and Print Management companies there will be tools to help communicate the message effectively and win new business. The message will focus on how this adds value to the end clients, helps reducing their environmental impacts and communicate this message to their customers and stakeholders.

### Footnotes on:

#### The World Land Trust

The World Land Trust is an international conservation charity (Reg. No. 1001291), based in Halesworth, Suffolk, UK. The website is [www.worldlandtrust.org](http://www.worldlandtrust.org)

Since its foundation in 1989 as the World Wide Land Conservation Trust, the World Land Trust has been working to preserve the world's most biologically important and threatened lands, and has helped purchase and protects over 400,000 acres of habitats rich in wildlife in Asia, Central and South America and the UK.

Key Patrons of the Charity are Sir David Attenborough OM CH, FRS and David Gower, OBE.

HSPG has supported the World Land Trust through a number of product led initiatives and to date secured future protection of 260 acres of threatened wilderness, habitat and its wildlife.

Carbon balancing through the World Land Trust meets the challenge of climate change through projects that both offset carbon dioxide (CO<sub>2</sub>) emissions and conserve biodiversity.

More details on the World Land Trust Carbon Balanced programme are on [www.carbonbalanced.org](http://www.carbonbalanced.org)

#### HSPG Carbon policy

The Howard Smith Paper Group is committed to minimising its environmental footprint and has undertaken a full GHG assessment of our business, September 2008, audited by the Edinburgh Centre of Carbon Management (ECCM). This encompasses all our direct and indirect emissions where they are identified. For more details about the Howard Smith Paper Group policies go to [www.hspg.com/downloads](http://www.hspg.com/downloads)