

ecokit

* a compendium
of tips, terms,
resources
& papers for
environmentally
friendly publishing

ecokit

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eco**intro**

It is fitting that a movement to encourage book and magazine publishers to use ecologically responsible paper alternatives should emerge from the Canadian province that is home to the ancient rainforests of the British Columbia coast. When New Society Publishers, members of the Association of Book Publishers of BC, (ABPBC) suggested in 2000 that their organization should commit to helping publishers sort through the political and practical issues to make ecologically friendly papers standard in the industry, we never imagined how successful that project would be. With the invaluable assistance, knowledge and tenacity of Markets Initiative, a handful of BC publishers persuaded book printers to source and stock environmentally friendly papers. When one of their number, Raincoast Books, decided to print the latest *Harry Potter* title on this paper and when Canadian literary icon, Alice Munro, persuaded her publisher, McClelland & Stewart, to print her book on ancient forest free paper, the initiative exploded.

In 2000, no environmentally friendly alternative to traditional book papers was readily available in Canada. In 2005, twelve ancient forest free papers are available and most major Canadian book printers, whose enthusiasm and partnership in this project have also made the initiative possible, carry those papers as floor stock. The campaign has now spread beyond Canada's border to the UK, Italy, the Netherlands and Germany and, as the large multi-nationals step up to the plate, the US.

Premiums on environmentally friendly papers have been reduced as a result of the increased use of ancient forest free papers, and the quality of the papers are virtually indistinguishable from traditional book papers. However, sorting through the various



ABPBC

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Canada



MARKETS
INITIATIVE

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Transcontinental

Printed and bound in Canada.

terms used to describe papers and their recycled content can still be daunting. Making informed choices about other environmental considerations such as chlorine treatment or inking can be overwhelming. And finding out exactly what papers are available and working effectively with print professionals is essential. Hence the need for this EcoKit, an update of the original published in 2002. It is our hope that the process of making environmentally friendly choices in book production is made a little easier with the help of this publication.

Canadian publishers should be justly proud of their commitment to ensuring that our environmental legacy along with our literary legacy is preserved. Our thanks to Markets Initiative and particularly Nicole Rycroft, to the members of the ABPBC's Environmentally Sound Paper Committee without whom this publication and this project would not have happened, to the Association of Canadian Publishers whose partnership with us and with Markets Initiative has moved the project to the next level and to all the book publishers whose production choices are contributing to the health of our planet.

Sincerely,

Margaret Reynolds

Executive Director

Association of Book Publishers of BC

Margaret Eaton

Executive Director

Association of Canadian Publishers

In some countries,
including the
United States, paper
accounts for nearly
40% of all municipal
solid waste.

from **Paper Cuts:
Recovering the
Paper Landscape**,
WORLDWATCH INSTITUTE,
1999

ecologic

The world's ancient forests are crucial for the ecological functions they serve. As storehouses of carbon, they help to stabilize the earth's climate and mitigate the effects of global warming. They also protect our watersheds; through the natural cycle of death, decay and regeneration they maintain soil productivity. It is estimated that Canada's ancient and endangered forests provide habitat for about two-thirds of our country's 140,000 species of plants (many medicinal in nature), animals and microorganisms, including large mammals such as the grizzly bear, cougar and grey wolf. As such, they contribute significantly to the biodiversity of the planet.



Of North America's original forest ecosystems—only two forest types remain in large tracts of relatively undisturbed ancient forests. The boreal forest belt stretches across Canada between Newfoundland and Alaska. The western coastal area, stretching from southern Alaska down through British Columbia to northern California, is home to a quarter of the world's remaining temperate rainforest.

Having originally covered a slight 0.2% of the world's land surface, temperate rainforests are more rare than tropical forests. The diversity and complexity of these forests is a result of over 10,000 years of post-glacial activity—ancient cedars live over a thousand years and Sitka spruce trees grow to over 90 metres tall. Rich and fertile, rare and majestic, these rainforests are populated by thousands of species of birds, plants and animals.

The World Resources Institute classifies temperate forests as the most endangered type of forest on the planet.

Over half of BC's ancient forests have already been logged. Of the province's original rainforest valleys, only 20% remain intact.

Boreal forests, which blanket much of northern Canada, are one of the world's last great expanses of contiguous forest—providing breeding habitat for literally billions of birds, serving as store-houses of biodiversity, and playing a vital role in the water cycle. They are also critical to climate regulation, storing 30% of the terrestrial world's carbon. Canada's boreal forests, representing 25% of the world's remaining ancient forests are global treasure chests of biodiversity and home to many of Canada's indigenous people.

These fragile ecosystems are stressed by accelerating industrial development. Environment Canada identifies commercial logging, mining and hydro-electric generation as the largest human-driven threats to the biodiversity of North America's boreal forests. Approximately 65% of the trees logged in Canada's boreal forests are used for pulp and paper. As a result, paper is a key factor in the depletion of these northern forests.

*

Paper is the fastest growing segment of the wood and wood products industry. In fact, according to the Worldwatch Institute, over 40% of the world's industrial wood harvest is used for the manufacture of paper. While some of the timber used in paper comes from plantations and from sustainably managed forests, ancient and endangered forests still contribute a significant proportion of the fibre used to make phone directories, product brochures, copy paper, magazines and books.

Environmental groups, consumers and many industry representatives agree that this is not an ecologically sustainable approach to paper production. Indeed, many argue that it is not even the most appropriate use of timber. With the remnants of the tropical forests of South America and Asia, the boreal forests of Canada and Siberia, and British Columbia's temperate rainforests hanging in the balance, we must curtail deforestation by reducing worldwide paper consumption, setting legal protection in place for remaining old-growth forests and turning to other sources of fibre for paper making.

While a number of tree-free alternatives do exist—kenaf, hemp, grasses and cotton as well as agricultural residues like flax and wheat straw—many of these cannot yet be produced in sufficient quantity or at low enough costs to be truly viable solutions for corporate use. Consequently, papers made from reusable fibres recovered from the waste stream are the most affordable ecological alternative currently available for large consumers of paper and paper products. While pre-consumer waste—mill scraps, trim margin, unsold magazines and newspapers—is considered recycled content, preferred recycled papers contain a high percentage of fibre derived from post-consumer waste. In addition to shifting the source of the fibre away from the forest, these recycled papers also divert waste from landfill and incineration practices, and require less energy and water to process—effectively addressing issues of both deforestation and pollution.

Thanks to innovations in de-inking and pulping technology, the quality of recycled papers has improved dramatically over the past fifteen years. In addition, chlorine-free bleaching technology promises to reduce the harmful chemicals released into the environment from the papermaking process. Today's recycled papers

"Paper making today is the third largest industrial use of fossil fuels and the number one industrial use of water per pound of product. Over the long term, we cannot produce enough paper for the demand without dire consequences to the environment. So we need a better way."

Anne Mulcahy,
CEO, XEROX

"Short of a miraculous transformation in the attitude of people and governments, the Earth's remaining closed-canopy forests and their associated biodiversity are destined to disappear in the coming decades."

Klaus Toepfer,
United Nations
Under-Secretary-General
and Executive-Director
of the United Nations
Environment Program
(UNEP)

meet the same quality standards as their virgin counterparts in virtually all paper grades.

(Please refer to the ecowords section, starting on page 22, for a detailed explanation of these and other papermaking terms.)

**Canada's
Harry Potter Works
Magic for the World's
Ancient Forests**

The Canadian editions of *Harry Potter and the Order of the Phoenix* and *Harry Potter and the Half Blood Prince* were printed on Ancient Forest Friendly paper. By doing so, they became the largest print runs in publishing history to be printed on 100% post-consumer recycled paper and garnered incredible media coverage for ancient forests. Raincoast Books saved more than 67,000 trees by using Ancient Forest Friendly paper for the fifth and sixth titles in JK Rowling's successful series.

eco**movement**

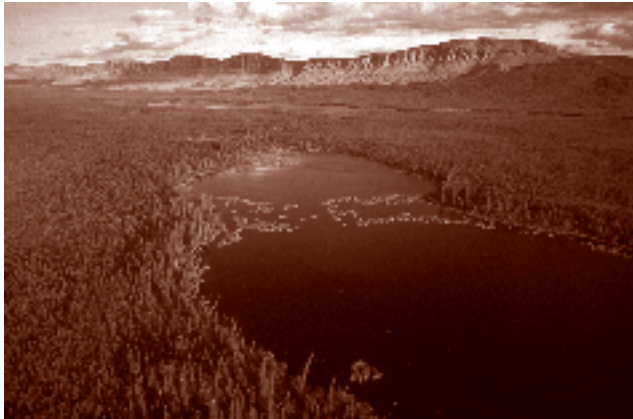
Canadian book publishers are at the forefront of what is now an international movement. When we started this initiative in 2000, no publishers were regularly using recycled papers, no printers stocked Ancient Forest Friendly papers. In fact, Ancient Forest Friendly papers were not being commercially produced. With paper such a core component of the book business, publishers were part of the market force driving the destruction of ancient forest ecosystems.

Canadian book publishers now lead international publishing colleagues and the business community in safeguarding the world's ancient and endangered forests. Today,

- More than 80 Canadian book publishers have committed to eliminate their use of papers containing ancient forest fibre
- More than 6 million books have been printed on Ancient Forest Friendly paper since 2001
- Ten Canadian book printers now stock Ancient Forest Friendly papers
- Twelve new Ancient Forest Friendly and nine eco-friendly papers have been developed in response to the market created by Canadian book publishers
- 65 leading Canadian authors have pledged their support for an Ancient Forest Friendly book-publishing sector
- Inspired by the successes of Markets Initiative and Canadian book publishers, 81 US, 14 Dutch and 2 UK publishers have developed commitments similar to their

Canadian colleagues and work is underway with publishers in nine other countries (including France, Italy and Germany)

- More than 50 Canadian magazines have developed Ancient Forest Friendly commitments



Oscar Lake,
Northwest Territories,
© Ducks Unlimited
Canada (D. Langhorst)

ecoaction

So, what can Canadian book publishers do to help conserve ancient forests around the world?

- Play a leadership role and create demand for Ancient Forest Friendly book papers
- Write a letter of intent to Markets Initiative to eliminate the use of papers containing ancient and endangered forest fibre (see ecoletter on paper, pages 13–15)
- Convey your concern for forests and environmental purchasing needs to your suppliers
- Identify the environmental specifications of your current paper supply (templates are available from Markets Initiative)
- Adopt the “Environmental Paper Targets” (available from Markets Initiative) and work with suppliers to develop papers with Ancient Forest Friendly attributes, including maximized post-consumer content and FSC certified virgin fibre
- Use one of the Ancient Forest Friendly papers currently stocked by Canadian printers
- Routinely request Ancient Forest Friendly options as part of your quoting process
- Support mills which are proactive in developing Ancient Forest Friendly papers and printers which stock Ancient Forest Friendly papers as house or floor stocks
- Work with Markets Initiative to increase your paper efficiency

ecoletter

The following letter of intent was developed by Markets Initiative and has been circulated by the Association of Book Publishers of BC to serve as a template for members to create individualized environmental commitments for their companies. This letter of intent is a map that plots out the actions publishers will take to increase their use of environmentally friendly papers as well as the timeline they will follow. It also conveys to printers and paper mills that this is the direction that the industry is heading—enabling them to consider environmental papers in their annual stocking programs and R & D.

Dear [RECIPIENT],

[NAME OF COMPANY] is committed to protecting the environment and to the responsible use of natural resources. We are concerned about the future of the world's remaining ancient forests and are specifically concerned about rare and threatened forest types such as Canada's temperate rainforests and the boreal forest. We are committed to implementing policies that will facilitate the meaningful conservation of ancient and other endangered forests globally and ensure that we are not contributing to the destruction of these irreplaceable natural treasures.

As a book publisher, paper is obviously a core part of our business. To this end, it is also a product through which we can have a significant impact on the environment. It is our intention to ensure that all wood-based products that we consume in the future are derived from ecologically sustainable sources, i.e. free of ancient or endangered forest fibre and chlorine free.

- Use the Ancient Forest Friendly logo on the copyright page and back cover:



- Print marketing materials and media kits on 100% post-consumer papers or other Ancient Forest Friendly papers
- Encourage your colleagues to do the same. This is an industry wide initiative and critical mass will help make the shift happen sooner
- Reduce the amount of paper used in your office by increasing the use of electronic memos, emails, double-sided photocopies and reusing paper

white spruce *Picea glauca*

White Spruce is the leading pulpwood and lumber tree in Canada.

It grows across North America, from Newfoundland to interior British Columbia and most of Alaska.



We are very concerned with the activities of companies logging in the world's remaining ancient forests including those of Russia, the Amazon and Canada. It is our intention to phase out our supply of ancient and other endangered forest products worldwide by December 1, 2008. We will inform our suppliers/printers of our purchasing preferences and work with them and our purchasers to ensure that our company's procurement policies are implemented. As of December 1, 2005 the following guidelines will apply to all [COMPANY NAME] locations and subsidiaries.

1. We will identify the products we utilize that contain wood fibre. We shall contact our suppliers/printers and determine what fibres the papers contain. Suppliers will be required to verify in writing that the sources of wood-based products they sell to our company meet this policy. They will be asked to agree to periodic random audits to insure their compliance.
2. If we find that we are receiving products that contain ancient or other endangered forest fibre, we will implement a plan and timeline to phase out these products by December 1, 2008 (exception noted in point 4).
3. If supply mills are unwilling to commit to our ancient forest-free initiative, then [COMPANY NAME] commits to identifying and sourcing from alternative suppliers. New suppliers must fulfill our requirements.
4. We will give purchasing preferences to reclaimed or post-consumer recycled products, products from second-growth forests, which have been independently certified by a

certification scheme supported by Markets Initiative, and products derived from agricultural waste fibre. We will consider procurement of forest products derived from native and long-settled, forest-dependent community operations in ancient forest areas if they are independently certified by a certification scheme supported by Markets Initiative.

5. We will give purchasing preference to chlorine-free products.
6. We will pursue similar actions at our non-Canadian sites within 24 months.
7. Finally, we will improve our paper efficiency by implementing and expanding internal business processes aimed at conservation. We are committed to improving our office paper efficiency by 30% by December 1, 2008 to the goal of zero paper waste from our production processes to landfill by 2010 and we commit to work with printers and retailers to reduce overproduction within the book sector.

In recognition of the need for protection of the world's ancient forests, we also commit to encourage other publishers and printers to develop similar strategies and policies. Preserving the remaining ancient forests of the world for future generations will require that all companies join us in this effort.

Sincerely,
[COMPANY REPRESENTATIVE]

More and more people are weighing values into their purchasing and investing decisions. Socially responsible businesses have a distinct advantage when price and quality are comparable. When asked, about 70% of consumers say that they would not buy from a company that they felt was socially irresponsible, even if they realized a price advantage by doing so.

WALKER INSTITUTE, 1998

"We are committed to implementing policies that will facilitate the conservation of ancient forests around the world and ensure that we are not contributing to the destruction of irreplaceable natural treasures."

Anne Collins,
RANDOM HOUSE CANADA

ecotips

While recycled papers are considerably less expensive today than they were ten or twenty years ago, some stocks continue to cost more than their virgin fibre counterparts. Although the resulting price differentials are often slight, they can be significant enough to dissuade publishers from using environmentally friendly papers. Recycled stock, however, can still be a viable option. By implementing various cost-cutting practices into design and production processes, publishers can reduce the effects that premium pricing might have on overall project budgets. Publishers will be familiar with many of the following cost-cutting strategies. This reminder emphasizes practical ways to minimize the amount of wasted paper used in book production and save money.

1

Buy paper cooperatively. Several publishing houses using the same book offsets may significantly reduce paper costs by allowing printers to buy specific environmentally friendly paper in large volume, usually by the truckload. As warehousing the stock may be an issue, this is a strategy best approached in concert with a printer. If a particular stock is popular with several clients, the printer may well begin to stock it as a house sheet. Many book printers in Canada now have stock of paper recommended under the ABPBC project. Ask for them.

2

Whenever possible, gang similar titles together on press for volume discounts. Alternatively, wide margins that might otherwise go to waste can be used to print other collateral materials.

3

Consult with the printer when considering specific production techniques, unusual size formats, new paper stocks and cost-saving approaches. Ask the printer to always include environmentally friendly options on their quotation. This practise saves time and reminds the printer of your commitment with every request for quotation.

4

Give your printer as much notice as possible when scheduling a press run. You may be able to negotiate a discount if the printer is able to fit you in during a down time.

5

While the standard press sheet for book printing is 25" x 38", you may specify a stock that comes in sizes other than this. Design from the parent sheet to maximize its use. Discuss with the printer the signature breakdown for your books—generally a multiple of sixteen pages. Whenever possible, round your page count up or down to the nearest signature. This is the most economical alternative and minimizes overall wastage on the project. Failing this, a half-signature is preferable—economically and environmentally—to a quarter-signature.

6

Discuss the number of books to be produced with your printer. Your printer should be able to give the quantities at which price breaks occur. This may allow you to realize cost savings by adjusting your numbers slightly. As well, in some instances it will be more economical to print on a web press instead of sheet-fed offset depending on quantities.

7

Find out how much your printer marks up your paper for profit.

8

Reduce the production costs of hardcovers in the following ways: lower the point size of the case boards, lower the weight of endpaper stock, tint text stock for endpapers rather than using special paper, eliminate head and tail bands, and/or change from foil-stamping on the spine to ink stamping.

9

Adjust the size of the designed page to prevent excess wastage. Used indiscriminately, design features such as bleeds can result in inefficient use of the press sheet.

10

Consult with your printer on ways to save money by printing the cover in one- or two-colours. Duotones, metallic spot inks and varnishes can be used to considerable effect. Often underused, these practices result in covers that are distinctive and unique on store shelves.

11

Determine whether it is more cost-effective to use your printer's pre-press services or to use a local service bureau.

12

Reduce the basis weight of your stock if this will not compromise the overall quality of the book. Check the selection of environmentally friendly papers available to determine which lighter weight papers have opacity and caliper comparable to other heavier stocks. Similarly, if quality is not a priority issue, print photo inserts on uncoated rather than coated stock.

13

Companies can increase paper efficiency by simple strategies such as double-sided copying, electronic memos and paper reuse and to specify recycled or tree-free papers for all paper uses within your company.

eco marketing

The Canadian reading public overwhelmingly supports publishers shifting towards environmentally responsible papers. Make sure your customers know that you are one of the publishers helping to safeguard forests globally and that your books are printed on Ancient Forest Friendly paper by:

- Displaying the Ancient Forest Friendly logo prominently on the back cover and/or © page:



If you choose not to use the logo, place a text line on the back cover such as,

ANCIENT FOREST FRIENDLY:
100% POST-CONSUMER RECYCLED PAPER

- Placing a statement on the © page of your Ancient Forest Friendly books:

We are committed to protecting the environment and to the responsible use of natural resources. We are acting on this commitment by working with suppliers and printers to phase out our use of paper produced from ancient forests. This book is one step towards that goal. It is printed on 100% ancient-forest-free paper (100% post-consumer recycled), processed chlorine- and acid-free and it is printed with vegetable-based inks. For further information, visit our website at [COMPANY WEBSITE]. We are working with Markets Initiative (www.oldgrowthfree.com) on this project.

- Placing an eco-audit on the back page of the book:

By printing *Landscapes of the Heart* on Ancient Forest Friendly paper, NeWest Press is minimizing its impacts on the environment and helping safeguard biodiversity. By using 100% post-consumer recycled, processed chlorine-free fibre instead of virgin fibre, NeWest is making the following ecological savings:

13 trees would have been used to make an equivalent amount of virgin paper

4,754 litres of water

1,638 kilowatt hours of electricity

941 kilograms of greenhouse gases

The above ecological savings are based on research conducted by Environmental Defense Fund and other members of the Paper Task Force.

“How great it is that my Spanish book is on Ancient Forest Friendly paper ... I would like all my other publishers to follow the example set by my Spanish publishers and use Ancient Forest friendly papers ...”

Isabelle Allende

- Profiling your eco-initiative in media and marketing materials. Catalogues, press releases, sales presentations and marketing materials such as postcards and bookmarks are all powerful vehicles to communicate your environmental commitment to your customers. Let your sales reps know that your titles are on Ancient Forest Friendly paper and have them build it into their materials.
- Dedicate a section on your website to your Ancient Forest Friendly commitment.

- Let your authors know. Canada’s writing community has lent overwhelming support to this initiative during the past few years. Let your writers know what you’re doing and that their books are helping to create both a cultural and natural legacy.

“We would never buy paper made from dead bears, otter, salmon and birds, from ruined native cultures, from destroyed species and destroyed lives, from ancient forests reduced to stumps and mud; but that’s what we’re buying when we buy paper made from old-growth clear-cut trees.”

Margaret Atwood



The white-throated sparrow is among the most abundant birds in the boreal forest.

eco**words**

These terms are indispensable for understanding how to choose environmentally friendly papers for your publishing projects.

Forests & Fibres

Ancient Forests

Ancient forests refer to forest areas that are relatively undisturbed by human activity. Ancient forests vary significantly in age and structure from forest type to forest type and one biogeoclimatic zone to another. Boreal forests, temperate or tropical rainforests may all be classified as ancient or old-growth forests. The following features characterize ancient forests:

- not undergone any significant industrial activity
- naturally regenerated and dominated by a range of indigenous tree species
- tree size, age and spacing vary widely
- accumulations of dead standing trees (snags) and fallen trees are much more frequent than in younger forests
- trees are large for the species and site combination
- the canopy has many openings and the forest floor is lush with ferns, berry bushes, mosses, etc.
- multiple canopy layers
- support old-growth dependent species like the endangered Spotted Owl

Endangered Forests

Endangered forests are so rare, threatened or ecologically vulnerable and are of such global biological importance that any

commercial use could irreparably damage their conservation value. There are four ecological categories of Endangered Forests:

- Intact forest landscapes (also known as Frontier Forests)
- Restoration and remnant forest types
- Exceptional biodiversity values (e.g., rare forest types, forests exhibiting high endemism or species richness)
- Core habitat of focal conservation species

Ancient Forest Friendly Paper

Ancient Forest Friendly paper is totally chlorine free or processed chlorine free and contains only the following fibres:

- Post-consumer recycled fibre
- De-inked recycled fibre
- Agricultural residue
- Forest Stewardship Council certified virgin fibre

Alternative/Agricultural Fibres

Refer to non-wood plants that are grown intentionally for paper and other products (e.g. hemp, kenaf).

Agricultural waste/residue

Refers to usable materials recovered primarily from annual crops as byproducts of food and fibre production (e.g. flax/wheat).

Recovered Fibre

Refers to materials that are both pre- and post-consumer recycled.

Virgin Fibre

Fibre that has not been previously used in a product. It can refer to fibre that originates from forests or agricultural sources. The vast majority of virgin forest fibre in Canada originates

As of December 2005, 85 leading Canadian publishing houses have formalized commitments to eliminate their use of papers originating from the world's ancient and endangered forests. Publishers include: Douglas & McIntyre, Key Porter Books, Literary Press Group, McClelland & Stewart, Penguin Canada, Raincoast Books, Random House Canada, Vintage Canada. For a complete list of Ancient Forest Friendly publishers, contact Markets Initiative.

The Amazon's tropical rainforest is home to over 30,000 species of plant life, including many important medicinals.

WORLD RESOURCES INSTITUTE

from endangered/ancient forests. Unless a product stipulates its recycled and post-consumer recycled content, it is generally comprised of virgin fibre.

Forest Stewardship Council (fsc) Certification

The FSC is an international, third-party, multi-stakeholder certification body that certifies logging practices and wood/paper products based on social and environmental criteria. It is currently the only certification scheme to have broad support from environmental groups. Markets Initiative sees virgin pulp from FSC certified forests as a part of the environmental paper solution.

Renewable Fibre

A term proposed by the paper industry for virgin paper made from “renewable resources”. This is *not* an assurance of environmentally sound paper.

Paper Content Recycled Paper

There is no universally accepted legal requirement for the designation “recycled paper”. Paper labelled as recycled can be a mix of virgin, pre-consumer and post-consumer fibres. Ask for clarification on the post-consumer content of recycled paper. Aim for as high a post-consumer recycled content as possible in the recycled papers that you specify, preferably a minimum of 50%.

Post-Consumer Content

A product that, having completed its intended life cycle as a consumer item, has been separated or diverted from the solid waste stream for recycling. Products, scraps and materials still in production or value-added processes (like printing) do not qualify as

post-consumer waste. For example, paper recovered from curbside collections is considered to be post-consumer, while paper scraps from a printshop are not. Other examples of post-consumer waste include newspapers, magazines and product packaging discarded from peoples’ homes, office waste paper and cardboard packing from delivered boxes.

Pre-Consumer or Post-Commercial Content

This refers to paper waste generated through manufacturing, converting, printing and other value-adding processes. While the paper itself is a complete product, it does not reach the end-consumer. Examples include scraps from converting envelopes, trim waste and pull sheets.

Pre-Commercial or Mill Broke Content

A term used to describe the waste generated within the paper mill itself such as scrap produced by the trimming of rolls or in the making of specific shades or sizes. Mills commonly re-use this waste and refer to it as pre-consumer recycled content.

Chlorine Processes

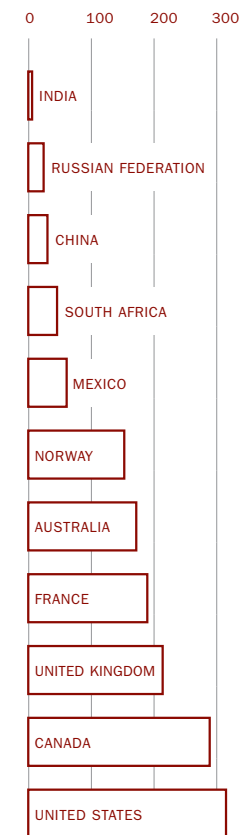
Chlorine-Free Product

A chlorine-free product is one which has been produced without the use of chlorine compounds, including elemental chlorine gas, chlorine compounds and chlorine derivatives.

Processed Chlorine Free (PCF)

This is the preferred process producing a recycled paper in which the recycled content is unbleached or bleached without chlorine or chlorine derivatives. Any virgin material portion of the paper must be TCF (*see the next page*).

Paper and paper board consumption per capita, in kilograms (2002)



Source: EarthTrends, WORLD RESOURCES INSTITUTE

Between 1980 and 1995, the world’s forests shrank by some 180 million hectares, an area the size of Indonesia. In the last 12 years, at least another 14.6 million hectares of natural forest (an area about the size of Vancouver Island, New Brunswick, Nova Scotia and Prince Edward Island combined) is lost in developing countries annually.

FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

In 52 studies looking at a relationship between corporate social responsibility and financial performance, 33 of the studies found a positive relationship between social responsibility and financial performance; only 5 studies found a negative relationship.

ROMAN, HAYIBOR AND AGLE, 1999

Totally Chlorine Free (TCF)

Virgin paper that is unbleached or processed with a sequence that includes no chlorine or chlorine derivatives is TCF. It is important to create a market for TCF papers so that the manufacture of ECF (see next definition) and chlorine bleached papers is discontinued.

Elemental Chlorine Free (ECF)

Elemental chlorine free is virgin paper processed without elemental chlorine but with a chlorine derivative such as chlorine dioxide. Although considerably less harmful than using chlorine, ECF is still considerably worse than TCF. There is also some indication that ECF processes may release more elemental chlorine than originally expected. Many mills switch to ECF processing as a way of avoiding the upgrades to TCF processing.

Paper Terms

Basis Weight

Traditional paper basis weights represent the finished weight of a ream of paper in a size cut specific to that grade of paper. Because the ream weight is based on parent sheet sizes not cut-size sheets, weights are not always the same between grades. For example, the size of a parent sheet of writing paper is different than that of text paper: a 24# writing paper is generally equivalent to a 60# text. The standard parent sheet size for book offset is 25" x 38". For 50# book offset, 500 sheets of 25" x 38" weighs 50 pounds. Book papers are typically available in weights from 50# to 100# in 10# increments.

Sheets

Many printing presses work with sheets of paper, usually in large standard sizes such as 25" x 38" or 28" x 40". Multiple project pages are usually printed on each sheet, then cut or folded to produce the end product.

House Sheet

The standard paper kept on hand by a printer in each grade is the house sheet. While the printer will usually be able to get most papers the consumers ask for, house sheets are most easily available and because they are bought continuously in large quantities, usually offer the best price.

Truckload

A truckload is 40,000 pounds of paper.

Brightness

Brightness is a technical measurement of the light reflected back from the paper, with 100 being the highest brightness. Brightness affects the perceived colour of the paper, with high bright papers usually looking the whitest. Brightness affects the contrast, brilliance, snap or sparkle of the printed subject.

Opacity

Opacity, the extent to which light transmission is obstructed, controls the amount of show-through in a sheet, or how much of the printed matter on one side of the paper shows through the other side. Higher opacity is achieved by increasing mineral filler content or caliper of the paper. Excessive show-through reduces contrast and detracts from print quality.

Caliper

Caliper is the sheet thickness measured in mils or thousandths of an inch. In book manufacturing, the bulk of a paper determines the thickness of the book so it is often expressed as the number of pages per inch for a given basis weight. For example, the bulking range for a 50# book paper can be from 310 to 800 ppi.

One in eight species is at risk of extinction in British Columbia. Logging is one of the leading factors.

State of the Environment Report, BC GOVERNMENT, MINISTRY OF ENVIRONMENT, LANDS AND PARKS, 2001

ecolinks

www.marketsinitiative.org (CANADA)

Markets Initiative is a non-profit group dedicated to helping Canadian companies shift away from ancient forest products. It works throughout the supply chain to stimulate the market for and facilitate the development of ecologically sustainable papers. Markets Initiative has been working with the Canadian publishing industry for 4 years. This site is full of facts, philosophy and practical approaches.

www.conservatree.com (USA)

Conservatree is a non-profit organization dedicated to developing ecologically sustainable paper markets by providing practical tools and realistic strategies for successfully making the switch to environmentally sound papers. It features a comprehensive online consumer guide to available recycled and tree-free papers for all printing purposes.

www.environmentalpaper.org (USA)

The Environmental Paper Network is a diverse group of environmental organizations joined together to support socially and environmentally sustainable transformations within the pulp and paper industry. This site is a resource for purchasers, industry, environmental groups and individuals.

www.greenpressinitiative.org (USA)

The Green Press Initiative is a US based non-profit program who work with publishers, industry stakeholders and authors to create paper-use transformations that will conserve natural resources and preserve endangered forests.



Brand Name	Manufacturer	Ancient Forest Friendly	Total Recycled Fibre	Post Consumer	Agricultural Residue	Bleaching	Virgin Fibre Certification and other accreditation	Grade	Basis Weight (lbs)	Finish	Brightness	Opacity	Shade	PPI	Merchant/Printer
UNCOATED BOOK OFFSET															
Crestline	George A Whiting Paper Co.	Yes	100%	30%	-	ECF	-	-	60#, 70#	Vellum	86	-			George A Whiting Paper Co.
Cyclus Offset	New Leaf Paper	Yes	100%	75%	-	PCF	-	-	47#, 54#, 61#, 67#	Smooth	79	-			New Leaf Paper
EcoBook 100	New Leaf Paper	Yes	100%	100%		PCF			50/55/60		84 white	91/92/93	nat/white	376-404	New Leaf Paper
EcoBook 50	New Leaf Paper	Yes	100%	50%		PCF/ECF			50/55/60		84 white	92/93/94	nat/white	360-440	New Leaf Paper
EcoBook 80	New Leaf Paper	Yes	80%	80%	-	PCF	20% FSC	-	50#, 55#, 60#	Wove/Antique	84	92-94			New Leaf Paper
Editors	Glatfelter	No	90%	-	-	ECF	-	-	45#, 50#, 60#	Antique/Eggshell	65	91			Glatfelter
Rolland Enviro Edition 100	Cascades Fine Papers	No	100%	100%		PCF	FSC, EcoLogo ¹ , made with Biogas ²		50/55/60	Antique	88	91/92/93	nat/white	384-512	Cascades Resources
Rolland Enviro 100	Cascades Fine Papers	Yes	100%	100%		PCF	EcoLogo ¹ , made with Biogas ²		50/60/70/80		88	91/93/94/95	white	322-540	Cascades Resources
Everest	New Leaf Paper	Yes	100%	100%	-	PCF	-	-	-	-	-	-			New Leaf Paper
Fraser Trade Book	Nexfor Fraser	No	30-50%	30%		-			50/55/60		69-84	92/93/94	white/nat	330-520	
Natures Book	Glatfelter	No	70-90%	50%		PCF			45/50/55/60		84	91/92/93/94		330-550	Glatfelter
New Age Recycled 100	Simon Miller	Yes	100%	100%	-	ECF	-	-	50#	-	84	92			Simon Miller
Recyconomic	Steinbeis Temming	Yes	100%	80%	-	-	-	-	-	-	-	-			Canadian Paper Connection
Save a Tree Uncoated	Fraser Paper	Yes	100%	100%	-	PCF	-	-	70#, 80#	-	90	-			Unisource
Westminster Trade	Domtar	No	30% (on request)	30% (on request)		ECF	FSC (on request)		40-70		80	84-94	nat/white		Domtar
Williamsburg Recycled	International Paper	No	30%	30%		ECF			50/60/70		84	91	white	330-650	
BOOK GROUNDWOOD															
Good News 40	New Leaf Paper	Yes	100%	40%		PCF			45/50		75	94/95	white	476/541	New Leaf Paper
Manistique 100	Manistique	Yes	100%	40%		PCF			35-60		65-80	89-94		385-688	

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UNCOATED OFFSET															
Astrolite PC 100	Monadnock Paper Mills	Yes	100%	100%		PCF	?		70/80/100		97 white	95/96/97	white	425/370/294	Monadnock Paper Mills
EcoOffset 100	New Leaf Paper	Yes	100%	100%		PCF			50/60		85	88(50#)/91(60#)	white	487/444	New Leaf Paper
EcoOffset 30	New Leaf Paper	Yes	100%	30%		PCF					84				New Leaf Paper
Revision Offset	Vision Paper	Yes	50%	50%	50% kenaf	PCF/TCF	-	-	60#, 70#	-	72	-	natural		Vision Paper
Thor PCW	Glatfelter	No	50%	30%					40/45/50/60		84	88/89/90/92	white	360-692	
Vision	Vision Paper	Yes	-	-	100% kenaf	TCF	-	-	60#	-	72	-	natural		Vision Paper
BOOK UNCOATED OPAQUE															
Rolland Enviro 100	Cascades Fine Papers	Yes	100%	100%		PCF	FSC, EcoLogo ¹ , made with Biogas ²		50/60/70/80	Smooth, Vellum	88	91/93/94/95	white	540-322	Cascades Resources
New Leaf Opaque	New Leaf Paper	Yes	100%	100%		PCF			50/60		82	92/94	white	455/541	New Leaf Paper
New Life Opaque	Cascades Fine Papers	No	30%	30%		ECF	EcoLogo ¹ , made with Biogas ²		40/50/60/70/80	Smooth, Vellum	92	89/92/94/96	white	666-344	Cascades Resources
Quinalt Opaque	Grays Harbour	Yes		100%		ECF									West World/Hemlock
ST Generation II	Cascades Fine Papers	No	30%	30%		ECF	EcoLogo ¹ , made with Biogas ²		50/60/70/80	Satin	92	92/94/96	white	644-400	Cascades Resources
Recycled Lynx Opaque	Weyerhaeuser	No	30%	30%		ECF			50/60/70		92		white		
BOOK COATED															
Chorus Art	Burgo	No	50%	15%	-	ECF	-	#1	80#	Gloss/Silk	-	95		500	Unisource
Cyclus Print	New Leaf Paper	Yes	100%	-		PCF			47/54/61/67 (to 101)		82	90/93/93/94	white	769/689/606/555	New Leaf Paper
Earthcote	Domtar	No	30%	30%		ECF	FSC		38-60		84	87-92	Blue-White	640-1110	Coast, Unisource & Buntin Reid
EcoMatte FSC	New Leaf Paper	Yes	50%	30%		PCF	FSC		47/54/61/67 (41-78)		84	87/91/91/93	white	769/689/625/555	New Leaf Paper
Legacy	New Leaf Paper	No	30%	30%		ECF		#3	50/60/70/80/100		83	91/92/94/95/97	white	616/677/606/526/408	New Leaf Paper

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BOOK COATED, continued															
Primavera	New Leaf Paper	No	80%	40%		PCF			158	Gloss/Silk	91				New Leaf Paper & Cascades BC
Reincarnation Matte	New Leaf Paper	Yes	100%	50%		PCF		#3	80/100	Matte	89	94/96	white	285/363	New Leaf Paper
Reincarnation Matte (70#)	New Leaf Paper	No	50%	30%		ECF			70		89	93	white	434	New Leaf Paper
Revision Coated	Vision Paper	Yes	100%	50%		PCF			60/80		91		white		
Save a Tree Coated	Oji Paper	Yes	100%	100%	-	Oxygen	Japan Eco-Cert	#2-3	78#, 87#, 96#	Gloss/Matte	-	98-100			Unisource
Symphony	New Leaf Paper	No	30%	30%		ECF			60/70/80/100		87	92/94/95/97	white	677/606/526/408	New Leaf Paper
Rolland Matte	Cascades Fine Papers	No	30%	30%		PCF			50/60/70/80		92	92/94/96/96	white	714/606/513/455	New Leaf Paper

COVER STOCK

Kalima	Tembec	No	up to 10%			ECF	FSC (TBC)		10 pt		88	98	white		
Primavera C2S	New Leaf Paper	No	80%	40%		PCF			100		91		white		New Leaf Paper
Rolland Enviro 100 Cover	Cascades Fine Papers	Yes	100%	100%		PCF	FSC, EcoLogo ¹ , made with Biogas ²		80/100	Smooth	88		white	190-153	Cascades Resources
New Life Opaque Cover	Cascades Fine Papers	No	30%	30%		ECF	EcoLogo ¹ , made with Biogas ²		65/80	Smooth, Vellum	92	96	white	222-166	Cascades Resources



¹EcoLogo¹ is Environment Canada's certification symbol for products in its Environmental Choice Program. Products meet the Program's criteria for greenhouse gas emissions, water and energy resources consumption and use of recycled fibre. For more information, visit www.environmentalchoice.ca/index.cfm



²Biogas² refers to the use in the paper manufacturing process of the gas generated from the decomposition of landfill. This process helps to reduce considerably greenhouse gas emissions.

For samples of any of the paper stocks listed here, please contact the appropriate manufacturer.

Glatfelter
96 South George Street,
Suite 500
York, Pennsylvania 17401
voice 717.225.4711
www.glatfelter.com

Cascades Fine Papers Group
2 Rolland Avenue
Sainte-Jérôme, Quebec
Canada J7Z 5S1
voice 450.569.3911
samples@cascades.com

Domtar Inc.
395, de Maisonneuve West
Montreal, Quebec
Canada H3A 1L6
voice 888.324.6423

New Leaf Paper
215 Leidesdorff Street, 4th Floor
San Francisco, California 94111
voice 888.989.5323
www.newleafpaper.com

Vision Paper
P.O. Box 20399
Albuquerque, New Mexico
87154-0399
voice 505.294.0293
www.visionpaper.com

Weyerhaeuser
P.O. Box 9777
Federal Way, Washington
98063-9777
voice 253.924.2345
www.weyerhaeuser.com

George A. Whiting
100 River Street
Menasha, Wisconsin
54952
voice 800.558.5055

ecotest

From left to right: process colours, grayscale and duotone: black and Pantone 202U.
The image is of the Churchill River, Saskatchewan, ©Garth Lenz



Paper

Inside: Rolland Enviro Edition 100 55# Natural Antique.
Rolland Enviro Edition 100 is 100% post-consumer waste, processed chlorine free.

Cover: Rolland Enviro 100 Cover 80# Cover. Rolland Enviro 100 Cover is 100% post-consumer waste, processed chlorine free.