



WOODLAND TRUST

Office Paper

The paper that plants trees



LASER
PRINT



INKJET
PRINT



VOLUME
COPYING



FAX





WOODLAND
TRUST

Office Paper

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Woodland Trust Office Paper – The Environmental Story

Woodland Trust Office Paper is a unique brand in the UK market. The strong environmental branding is backed up by environmental credentials that are second to none.

Few, if any, papers have such a strong and demonstrable environmental pedigree as Woodland Trust Office Paper. Not only is it produced to the highest environmental standards but also every sheet of Woodland Trust Office Paper sold contributes directly to the work of the UK's leading woodland conservation charity the Woodland Trust - it really is 'the paper that plants trees'

Woodland Trust Office Paper – Paper Production

Let's start at the very beginning with the raw material.

The majority of the raw material used to make Woodland Trust Office Paper comes from wood cut down as part of thinning work in forests in southern Sweden and wood chips sourced from local saw mills within a 100km radius of the mill, minimising the environmental impact of transportation. The species of tree used are pine, spruce, beech and aspen.

The forest industry has to ensure that it can meet future demand for timber and therefore plants three or four trees for every one that is harvested.

Integrated mill

Woodland Trust Office Paper is made at an integrated mill, this means that the pulp and paper are made on the same site, reducing the energy needed as the pulp does not need to be dried and transported to another location. The mill is located in southern Sweden where environmental excellence has always been a key part of day-to-day operations.

Energy

An integrated mill also has other benefits in terms of energy use, as the surplus energy from the pulp mill can be used in the paper manufacturing process. In fact the mill is

entirely self-sufficient when it comes to heat and produces around 40% of its total electricity needs.

Any additional electricity required is purchased from climate-neutral sources. Bio fuel, in the form of waste products from the production process (bark chips and black liquor), accounts for around 96% of the mill's fuel requirements.

The surplus heat from the paper production process is not wasted but it is piped to the nearby district heating network and heats over 3,000 homes and civic buildings.





CO₂ in the forest and in production

Carbon dioxide forms naturally as organic substances biodegrade and also when fossil fuels such as oil, coal, and natural gas are burned. Rising levels of carbon dioxide and other greenhouse gases trap heat within the atmosphere increasing global warming and leading to climate change.

To ensure the future availability of timber, in managed forests three or four trees are planted for every one harvested. The vigorous growth of young trees absorbs CO₂ at a fast rate. The operations of the forest industry result in a net uptake of CO₂ as the forests absorb more CO₂ than the industry emits from its operations. The CO₂ is locked up in the wood fibres and remains in place and is only released when the wood fibre is burned or biodegrades.

The production of Woodland Trust Office Paper emits zero (0) CO₂ from fossil fuels during the manufacturing process. It is true that carbon dioxide is formed in the pulp mill during production, but this is filtered out and utilised to make precipitated calcium carbonate, a key element in paper production. The CO₂ emissions from fossil fuels are therefore 0 kg per tonne of Woodland Trust Office Paper.

Carbon Capture

Carbon Capture is included in the price of Woodland Trust Office Paper.

CO₂ is generated by the distribution and storage of Woodland Trust Office Paper and this is compensated for through Premier's Carbon Capture programme which plants trees with the Woodland Trust's Woodland Carbon Scheme.

The scheme operates under the Government's Woodland Carbon Code a voluntary standard for woodland creation projects in the UK. The independent certification to this standard provides assurance and clarity about the carbon benefits of these sustainably managed woodlands.

It is calculated that 25m² of native British woodland will capture and store 1 tonne of CO₂ and creating large areas of new native woodland, will, over time, remove hundreds of thousands of tonnes of carbon dioxide from the atmosphere.

<http://www.paper.co.uk/environment/carbon-capture/>

Everyone who purchases Woodland Trust Office Paper will receive a quarterly statement and certificate detailing of the amount of CO₂ that they Carbon Capture through their purchases.

Paper Profile

Various industry bodies and leading manufacturers have agreed on a standard declaration of key environmental information for their products - the Paper Profile. The declaration is specific to each paper product and covers basic details such as the composition of the product, as well as important environmental factors, including environmental management systems and timber sourcing. The Paper Profile for Woodland Trust Office Paper is available on request.



Certificates and Eco-Labeling

The aim of eco-labelling is to make it easier for the consumer to make informed choices on the products and services that they use. Woodland Trust Office Paper's green credentials are second to none.

TCF
Totally
Chlorine
Free

TCF (Totally Chlorine Free) Pulp

All the paper pulp used in the production of Woodland Trust Office Paper is Totally Chlorine Free (TCF) the most eco-friendly bleaching method for pulp, which means that the bleaching process does not release any chlorine into the water. The bleaching agents used instead are oxygen, sodium hydroxide, hydrogen peroxide and per acetic acid.

ISO 14001

ISO 14001 is an international environmental management standard.

The mill is ISO 14001 certified, which means that it actively and systematically works on incorporating environmental considerations into the business. An external certification company audits the mill to ensure compliance with the standard.



EMAS

The mill has also been registered with EMAS, The EU's Eco Management and Audit Schemes, since 1998 registration requires an operation to be based on an environmental management system such as ISO14001. The purpose of EMAS is, in a systematic and structured way, to create the conditions for preventing, limiting and constantly reducing environmental impact.



Nordic Swan

The Nordic Swan scrutinises the whole lifecycle of the Product.

The Swan is the official eco-label of the Nordic countries, supported by an organisation whose vision is a sustainable society and sustainable consumption. The criteria for the Swan are drawn up by industry experts, environmental organisations and government agencies and cover the whole lifecycle of the product in environmental terms - from raw materials to waste. As an example, the Swan checks energy and resource consumption and the mill's emissions to water and air:

EU Flower

The EU Flower is the EU's own eco-label, aimed at making it easier for consumers, wherever they are in the EU, to identify products with high standards in terms of the environment, health, function and quality. Just like the Swan, the EU Flower takes into account the whole lifecycle of the product, from raw materials to waste.

FSC

The Forest Stewardship Council is an organisation dedicated to promoting responsible forestry ensuring that they meet the highest social and environmental standards.

FSC chain of custody certificates documents and confirms that the forest raw materials are from verified sustainable sources.

Woodland Carbon and Carbon Capture Logo

This confirms that the equivalent amount of CO₂ from the production and distribution of this paper has been captured by planting trees in the UK.

The Woodland Trust

Every sheet of Woodland Trust Office Paper supports projects that improve biodiversity, enhance social well-being, help the landscape adapt to climate change and ensure the UK is no longer one of the least wooded nations in Europe.

The Woodland Trust is the leading woodland conservation charity, working tirelessly to create a UK rich in woodlands that can benefit our environment and be enjoyed and valued by everyone.

Woodland not only provides a rich, bio diverse environment for wildlife but also provides us all with green, open space for rest and recreation. Over 1,000 woodlands throughout the UK are owned or managed by the Woodland Trust; all with free and easy year round access, for us all to enjoy.

Trees improve our quality of life, making our local communities and neighbourhoods greener and more pleasant places to live.

The Woodland Trust is a charity registered in England and Wales (No 294344) and in Scotland (No SC038885): To find out more go to woodlandtrust.org.uk





Woodland Trust Office Paper and other papers with environmental claims

Woodland Trust Office Paper is a unique brand in the UK market. The strong environmental branding is backed up by environmental credentials that are second to none.

There are a number of virgin fibre papers sold in the UK market that carry environmental branding but when scrutinised, their environmental credentials are questionable with some not even carrying FSC certificates and many being no better or worse than standard virgin fibre products.

Bagasse Fibre

Some papers made from wheat, straw or sugar cane fibre (bagasse) claim to be more environmentally friendly by saving trees. This claim is misleading as trees are harvested just like any other crop, and in the case of Woodland Trust Office Paper, three or four trees are planted for every one harvested as part of sustainable forestry programmes.

Timber for construction (which in itself is a less carbon intensive material when compared to concrete and steel) and furniture making are the primary uses of the timber produced. Woodland Trust Office Paper production utilises sawmill waste and roundwood forest thinnings that are unsuitable for these other uses.

Recycled Papers

There can be no argument about the merits of recycling of paper as the key reason for recycling paper is to reduce landfill; however there is no clear answer as to if recycled fine papers are better for the environment than virgin fibre papers. In principle the process of making recycled paper does use less energy compared to virgin fibre grades but often a high proportion of the energy used in the production of recycled grades is derived from fossil fuels. With Woodland Trust Office Paper 96% of the energy used in production comes from waste products burned as bio-fuels and the remaining 4% is from climate neutral sources.

Another major factor influencing the amount of energy needed to produce recycled papers is the raw material used in recycled paper - post consumer waste paper. This has to be collected in relatively small amounts from city centre offices and many other different locations, often in different countries to where the recycled paper is made. There is a high cost to this in both energy and CO₂ emissions. Compare this to Woodland trust Office Paper where the raw material is sourced in bulk from within 100km of the mill and the pulp is pumped directly to the paper machine.

One tonne of waste paper does not make one tonne of recycled paper. Another fact that is not widely understood is that paper fibres can only be recycled four or five times before they start to break down and become unusable. These unusable fibres and other non fibre materials contained in waste paper results in about 25% of all collected post consumer waste being sent to landfill or incinerated. Consequently the recycled paper producers need a constant supply of virgin fibre products to come in to the recycling chain to make up for the amount of unusable fibres.



WOODLAND TRUST

Office Paper

Woodland Trust Office Paper is a high white, totally chlorine free office paper for laser and inkjet printers, photocopiers and fax machine and is produced to the most demanding environmental standards.

Every sheet of Woodland Trust Office Paper supports projects that improve biodiversity, enhances social wellbeing and help the UK landscape adapt to climate change.

Woodland Trust Office Paper is mainly made from forest thinnings from sustainable forests and chippings from saw mills.

The pulp and paper are produced on the same site, minimising transportation.

96% of the heat energy used to make Woodland Trust Office Paper is generated from renewable bio-fuel produced as a bi-product by the mill.

The surplus heat from the manufacturing process is piped to over 3,000 homes and civic buildings throughout the surrounding area.

0% CO₂ emissions from fossil fuels during the production process.

Woodland Trust Office Paper is manufactured under exclusive license by the Premier Paper Group.



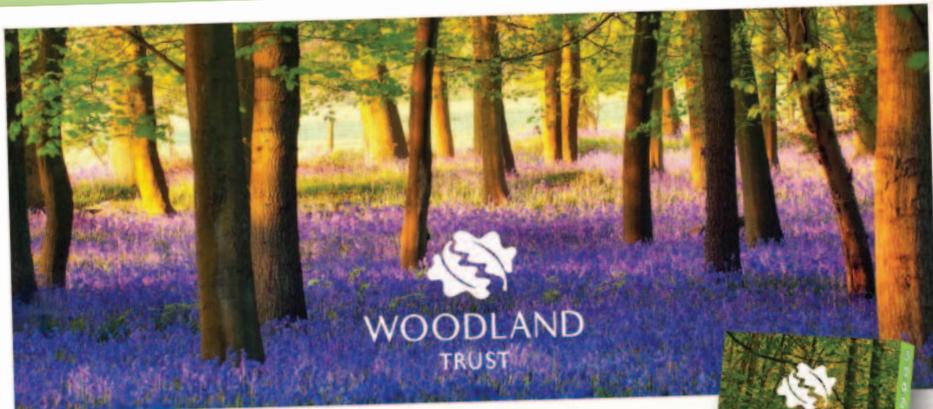
WOODLAND TRUST OFFICE PAPER

MM	gsm	75
A4 210 x 297		●
A3 297 x 420		●

Technical Information	
Grammage	75
Caliper ISO 534 (mic)	105
Whiteness CIE ISO	161
Bulk ISO 534	1.40cm ³ /g
Smoothness ISO 8791-2	280
Opacity ISO 2471	92



Technical Information is given as an indication of typical values and is not to be considered as a commitment by the manufacturers.



WOODLAND
TRUST

Certificate



This is to certify that
by using Woodland Trust Office Paper,

Print Shop

has helped create

1.75 hectares of new native UK woodland during 2015,
capturing 685 tonnes of CO₂



Nick Atkinson

Nick Atkinson
Senior Conservation Advisor

Becky Speight

Becky Speight
Chief Executive

The Woodland Trust, Grantham, Lincolnshire NG31 6LL

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The paper that plants trees

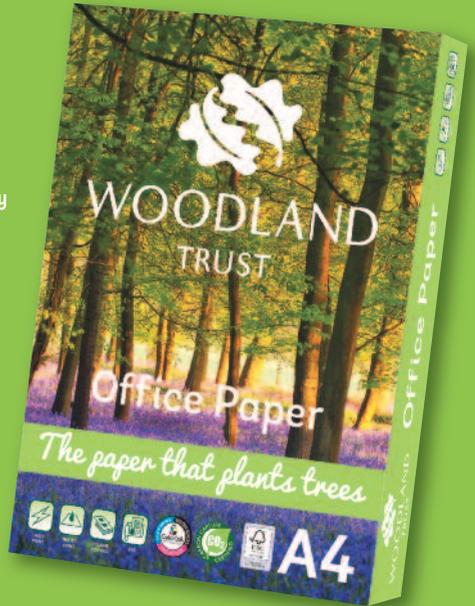


WOODLAND TRUST Office Paper

Every sheet of Woodland Trust Office Paper sold contributes directly to the work of the UK's leading conservation charity.

Trees improve our quality of life, making our local communities and neighbourhoods greener and more pleasant places to live.

- Helping create new native woodland in the UK by supporting the Woodland Trust
- High white 161 CIE, totally chlorine free office paper
- Carbon Capture included in price - CO₂ emissions captured by planting trees
- 5p from every ream sold goes directly to the work of the Woodland Trust
- A good alternative to recycled paper where cost savings can be made with a tangible environmental message
- The only cut size paper of its kind in the UK that makes a direct contribution to a UK Charity
- Receive an annual certificate from the Woodland Trust to show how much carbon has been captured and woodland created - The programme operates under the Government's Woodland Carbon Code
- Display stands available for high street
- Sold by high street retailers giving high visibility to the brand
- Woodland Trust has 600,000 supporters - a substantial amount of brand awareness



Much of the energy used to make the Woodland Trust Office Paper is generated from the waste materials from the pulp and papermaking process, resulting in zero CO₂ emissions from fossil fuels. Also, any excess heat from the process is piped to a community heating project that services some 3,000 homes and civic buildings in close proximity to the mill.

Woodland Trust Office Paper is produced to the most demanding environmental standards.



The mark of responsible forestry

One Final Thought

Traditionally, in the United Kingdom, 80gsm paper is the standard for photocopiers. In this country, lower weights have been thought of - and marketed as - inferior products. But, in fact, tradition is the main reason that we use 80gsm. In the country that uses the most paper per head of population, the United States of America, copier paper is normally 20lb (75gsm). In Japan, where many photocopiers originate, the standard paper for photocopiers is lighter still (between 64gsm and 70gsm).

What is more important than weight in a copier paper is bulk and rigidity.

Woodland Trust Office Paper has exceptional bulk, with the 75gsm giving a greater bulk factor than many 80gsm copier papers. Woodland Trust Office Paper is also available in 80gsm and again the bulk of the sheet far exceeds that of other 80gsm papers giving excellent on machine performance.

So why is the emphasis on Woodland Trust Office Paper 75gsm when the traditional preferred weight in the UK is 80gsm? The answer is that the 75gsm Woodland Trust Office Paper performs as well as all 80gsm papers in its class yet you get 7% more sheets of paper per tonne. That is 14,000 more sheets per tonne of paper (for every 569kg of CO₂ emissions) of A4 75gsm compared to A4 80gsm. Or, to look at it another way, by using 75gsm rather than 80gsm, the yield is an additional 24,000 sheets per tonne of CO₂ generated.

This represents a significant saving of energy and CO₂ emissions.



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To find out more go to woodlandtrust.org.uk