



PAPER AND THE ENVIRONMENT

With the challenge of new technologies, the demise of paper and its replacement in the form of electronic media has long been prophesied, yet paper remains a seemingly irreplaceable medium and continues to be in high global demand.

Worldwide, voluntary controls and government regulations now influence the responsible manufacture of papers so they conform with strict environmental and quality standards. These controls operate throughout the entire paper making process from well managed forests through to delivery.

This section will help in understanding and explaining some of the language associated with the international standards and environmental credentials now being widely used in paper manufacture to help identify and confirm when environmentally sustainable practices have been used in paper production.

EMAS

The Eco-management and Audit Scheme (EMAS), used by the European Union since 1995 and updated in 2001, regarded as the superior environmental standard. The scheme requires transparent public reporting, monitoring, auditing and employee involvement in its implementation. EMAS is designed to deliver continual improvements in a company's environmental performance.

ISO 14001

The International Organisation for Standards (ISO) promotes the development and implementation of voluntary international standards. ISO 14001 has established performance objectives and environmental management systems to prevent pollution, ensure compliance with regulations and achieve continual improvement.

Well Managed Forests (WMF)

Forests that are certified and audited to ensure they comply with environmentally sustainable practice and principles.

Forest Stewardship Council (FSC), Chain of Custody (COC) Certification

Chain of Custody certification provides a guarantee about the production of FSC-certified products. This certifies the path taken by raw materials from the forest to the consumer, including all successive stages of processing, transformation, and manufacturing.

Recycled

Paper that is reused after its original manufacture. When we refer to paper as being recycled the content must include a level of recycled material. The proportion of recycled is usually provided in the product description. Genuine recycled papers should contain a minimum of 20 – 30% post consumer waste.

Alternative Fibre

Paper made from fibre that is sourced from alternatives to wood. These include: cotton, bagasse, seaweed and hemp.

Elemental Chlorine Free (ECF)

When paper is made from wood it becomes discoloured by naturally occurring impurities in the timber. Traditionally chlorine has been used to bleach these impurities to make the paper white, but it has been found to have negative environmental impacts. ECF pulps are bleached with a derivative of chlorine which virtually eliminates toxic emissions.

Totally Chlorine Free (TCF)

When a pulp is referred to as being Totally Chlorine Free (TCF) it means that the bleaching process avoids the use of all chlorine. While TCF pulps have important environmental impacts they have a low yield and require more wood to make the same amount of paper as ECF pulps.

Environmental Management System (EMS)

External certification, ongoing auditing systems and internal Mill Specific Environmental Management Systems that are designed to assure continuous improvement and the reduction of negative environmental impacts.