

# FACT OR PULP FICTION?



# THE FACTS ABOUT YOUR PAPER

This guide should help you select the right paper for your office and supply the facts about the paper industry. Too many myths cloud the truth about an industry at the forefront of the global green revolution.

The paper industry is often accused of mass deforestation and of having an adverse impact on the environment. We would like to demonstrate that paper isn't the enemy of the environment. Yes, trees are used in its production, energy is consumed and too often waste paper ends up in landfill, but it is also one of the few truly renewable, recyclable raw materials on Earth!

We have listed some of the most commonly asked questions about paper and its production and answered them for you.

Paper is always a highlighted item amongst office supplies expenditure. So having spent many years reducing the impact our businesses have on the environment and sourcing products that are environmentally sensitive, how do we maintain these standards whilst responding to the current pressure to cut costs further?

Whilst organisations need to get the best value now more than ever, the solution is not to walk away from the ethical choices we have all made, but to find alternatives that are equally 'green'. To start buying nonaccredited paper based on the price is not the right course of action.

Almo has already made massive savings for its customers by switching them to Eco-Toner cartridges for their laser printers. It's now time to help you secure your buying position on paper whilst maintaining your green credentials.

The cost of recycled paper has risen faster than the equivalent virgin-fibre sheets; this has re-ignited the debate surrounding which is the right choice for the environment.

All the papers Almo Office source come from certified sustainably managed forests, we even have a 'Carbon Neutral' paper, Office Club. We have reduced the carbon footprint of this paper further by organising all shipments to be delivered direct from the mill to Almo. We want to help you buy paper without it costing the Earth...

## **Fiction and Fact**

**Does the production of paper destroy forests?**

*No. In managed forests for every tree cut down three to four are replanted in its place.*

**Is all paper sourced responsibly now?**

*No. There are still papers in the market that are not ethically sourced. Always buy a paper with either PEFC, FSC, EU Flower or Blue Angel accreditation to be sure of its provenance. If its not on the 'wrap' of the paper it's not accredited!*

**Does making paper consume vast amounts of energy?**

*No. On average it takes 500 kilowatt-hours (kWh) of electricity to produce 200kg of paper, the average amount of paper that each of us consumes every year. 500 kWh is equivalent to powering one computer continuously for five months.*

**Is using recycled paper always better for the environment than using paper made from virgin pulp?**

*No. The paper industry will always need virgin pulp, as recycled paper can only be re-used around six times; after this the fibres become too weak to make usable paper. This means new trees are continuously being planted; they are effectively a 'crop' and are treated as such in properly managed forests.*

**Is the carbon footprint of recycled paper lower than that of virgin pulp paper?**

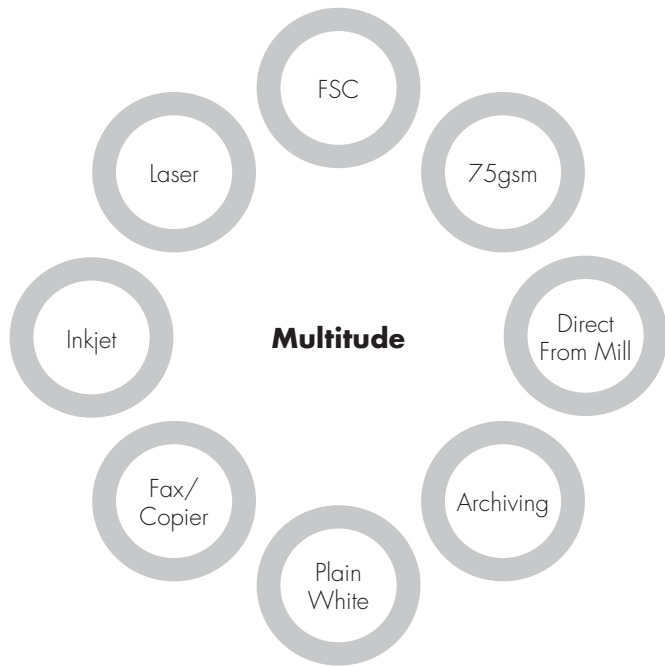
*It's not straightforward. Modern paper mills producing virgin-fibre paper, whose energy source is wind, hydro or biomass, may well have a lower carbon footprint than a mill using fossil fuels as an energy source. Half the energy used to make paper in Europe now comes from renewable sources.*

**I have been told that I should use the same paper brand as my machine?**

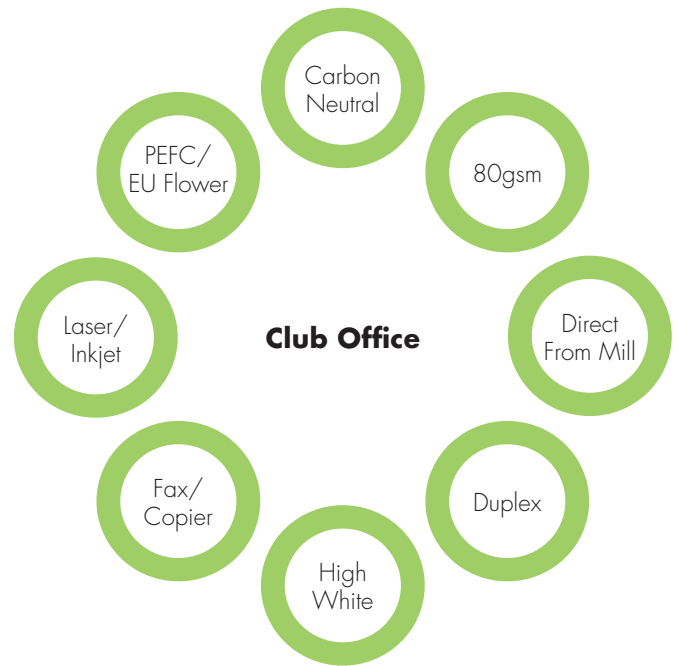
*No. This is total fiction! The manufacturer of your printing equipment does not produce paper, instead they agree a specification with a paper mill to produce a paper on their behalf. They don't always choose the greenest producers, hence many of these so-called branded papers carry no environmental accreditations. Look for a logo!*

# CHOOSING THE RIGHT SHEET

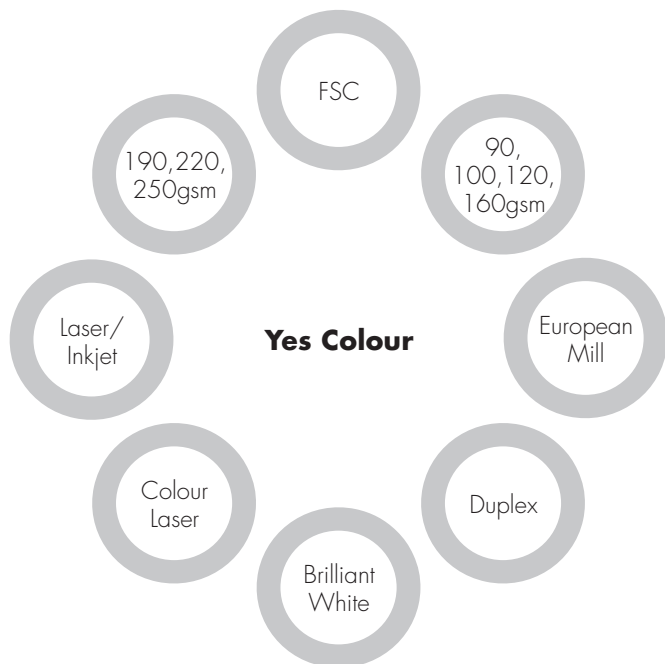
## Basic



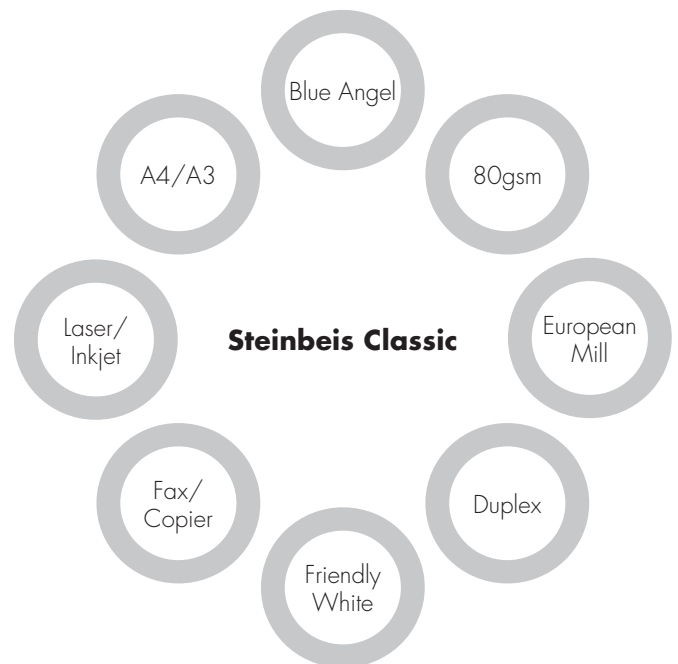
## Business



## Colour



## Recycled



# UNDERSTANDING PAPER TERMINOLOGY

## **FSC – [www.fsc.org](http://www.fsc.org)**

Forest Stewardship Council provides global standards for forest management which cover a balance of the environmental, social and economic aspects. The wellbeing of forest communities and ecosystems is as important as the replacement of trees in ensuring the future of the world's forests. The FSC system also provides a way of tracking forest products through independently verified Chain of Custody certification. Every stage in processing, conversion, distribution and printing must be covered before the final product can carry the FSC label.

## **PEFC – [www.pefc.org](http://www.pefc.org)**

Programme for the Endorsement of Forest Certification schemes is an independent, nonprofit, non-governmental organisation, founded in 1999, which promotes sustainably managed forests through independent, third-party certification. The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests.

## **EU Flower – [www.eco-label.com](http://www.eco-label.com)**

Established in 1992, the EU Eco-label 'Flower' is a unique certification scheme aimed to help European consumers distinguish greener, more environmentally friendly products and services.

## **Virgin-fibre paper – [www.upmforestlife.com](http://www.upmforestlife.com)**

Is produced using trees and tree parts that are turned into a pulp; the trees used are grown specifically for this purpose. All of the virgin-fibre papers Almo sells come from accredited managed forests, either PEFC or FSC. Trees grown in accredited forests are essentially a crop; the key difference is in the way they are managed i.e. in harmony with their surroundings, such as animals, insects and vegetation.

## **Areas monitored by environmental labels**

	Recycled fibre use	Wood raw material	Chemicals	Energy use	Emissions	Waste management
FSC	✓	✓	✓			
PEFC	✓	✓				
EU Flower	✓	✓	✓	✓	✓	✓
Blue Angel	✓	✓	✓			

## **Recycled paper**

Manufactured from post-consumer recycled fibre (PCR), recovered from paper that was previously used by an end-user or consumer, such as paper collected from offices and residential collection programmes. The amount of PCR used can vary; the Steinbeis Classic paper that we sell is made from 100% post-consumer recycled fibre.

## **Carbon neutral business paper**

The entire carbon footprint of this product has been offset and certified by one of the world's leading carbon offset and carbon management businesses: 'The Carbon Neutral Company'. This funds projects that reduce carbon, such as renewable energy, including solar, hydro and wind power.

## **Basic paper**

We all need to have 'value' options sometimes; our 'Basic' paper offers exactly that. This paper is ideally suited to high-volume usage where value is the premium requirement.

## **Business paper**

Club Office is the best choice for everyday use, delivering high-quality results and trouble-free, consistent reliability. Exceptional value for demanding business environments, working well with all inkjet, laser and fax machines.

## **Colour paper**

The ideal solution for environments that demand high-quality output, works in harmony with state of the art colour laser printers to deliver unrivalled results. Available in a variety of weights to suit individual projects.