

GREEN BY NATURE NEWSLETTER



CERTIFICATIONS. ARE YOU FAMILIAR WITH THEM?

With so much environmental information in the marketplace, identifying the paper with the smallest ecological footprint is not an easy task.

There are many factors to consider, such as raw materials, the type of energy used, manufacturing processes and transportation.

THIRD-PARTY CERTIFICATION IS A RELIABLE SOURCE THAT CAN HELP VALIDATE YOUR CHOICES.

It adds credibility to “green” claims and helps to resolve the confusion surrounding environmental products on the market.

Are you familiar with the key environmental certifications related to paper?

RAW MATERIALS



FSC: The Forest Stewardship Council promotes responsible use of forest resources.

FSC Recycled certifies the 100% post-consumer content of the product and FSC Mixed Sources certifies that the product contains a combination of well-managed forest resources, controlled fiber and recycled fiber.

www.fsccanada.org

MANUFACTURING



EcoLogo: Managed by TerraChoice, EcoLogo identifies environmentally-

friendly products. For paper, the key criteria considered are greenhouse air emissions, waste water discharge, solid waste, energy resources consumption and the use of recycled fiber.

Cascades is proud to be the only Canadian fine paper mill to be EcoLogo certified.

www.ecologo.org

www.terrachoice.com



Processed Chlorine Free:

The Chlorine Free Product Association (CFPA) validates that

recycled paper is manufactured using a chlorine free process.

www.chlorinefreeproducts.org

When selecting a paper, all of the environmental impacts should be considered and evaluated. Ask questions and request proof!



DID YOU KNOW?

Since 1999, Cascades has been manufacturing the paper used for Canadian Tire 'Money'TM at the Rolland mill located in Saint-Jerome. In order to avoid duplication or counterfeiting, several security features are added to the paper.

IMPORT LOCAL SOURCING

International competition together with the decrease in paper consumption has led to the closure of several North American paper mills. In Canada, there are no longer any coated fine paper manufacturers.

Further, while demand for recycled paper is growing, the export of recycled fibre is rapidly expanding. Did you know that some of the discarded paper that we put in our recycled bin in Canada is exported to foreign countries such as China? This material is then used to manufacture new papers that will be sold all around the world.



WHEN USING PAPER, DO YOU KNOW WHAT PATH IT HAS TRAVELED TO REACH YOU?

A product's environmental impact is not the same when it travels halfway across the world. Its transport requires the use of fuel sourced from non-renewable resources, thereby generating greenhouse gas emissions. Purchasing from a Canadian manufacturer stimulates the economy and local employment while minimizing air emissions.

TESTI-MONIAL



Warren's Waterless Printing objective is to deliver a genuine environmentally-friendly alternative to conventional offset printing. It differentiates their offering by utilizing waterless presses, which eliminates drain waste. In a way to provide a complete environmental solution to their customers, Warren's Waterless Printing offers paper choices that match their sustainable values. "As one of Canada's most recognized environmental printing companies, it is important for us to choose the most eco-friendly supply options. Cascades manufactures sustainable paper products like the Rolland Enviro100 family, and has an environmental story that resonates very well with our customers," explains Glen Warren, Vice-President.

Located in Toronto, Ontario, the printer is less than 550 kilometres from Cascades Fine Papers Group, Saint-Jerome, Quebec. It minimizes product transportation from the paper mill to the printer, therefore, reducing air emissions.



Recycled Paper in Recycled Packaging!

Cascades' fine papers are all packaged with materials made from 100% recycled fibre in addition to being recyclable. Whether it is for cardboard boxes, papers used to protect reams or even papers protecting rolls, the principle remains the same. For Cascades, the goal is to leave the smallest environmental footprint possible, as much for the packaging as for the product itself.



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