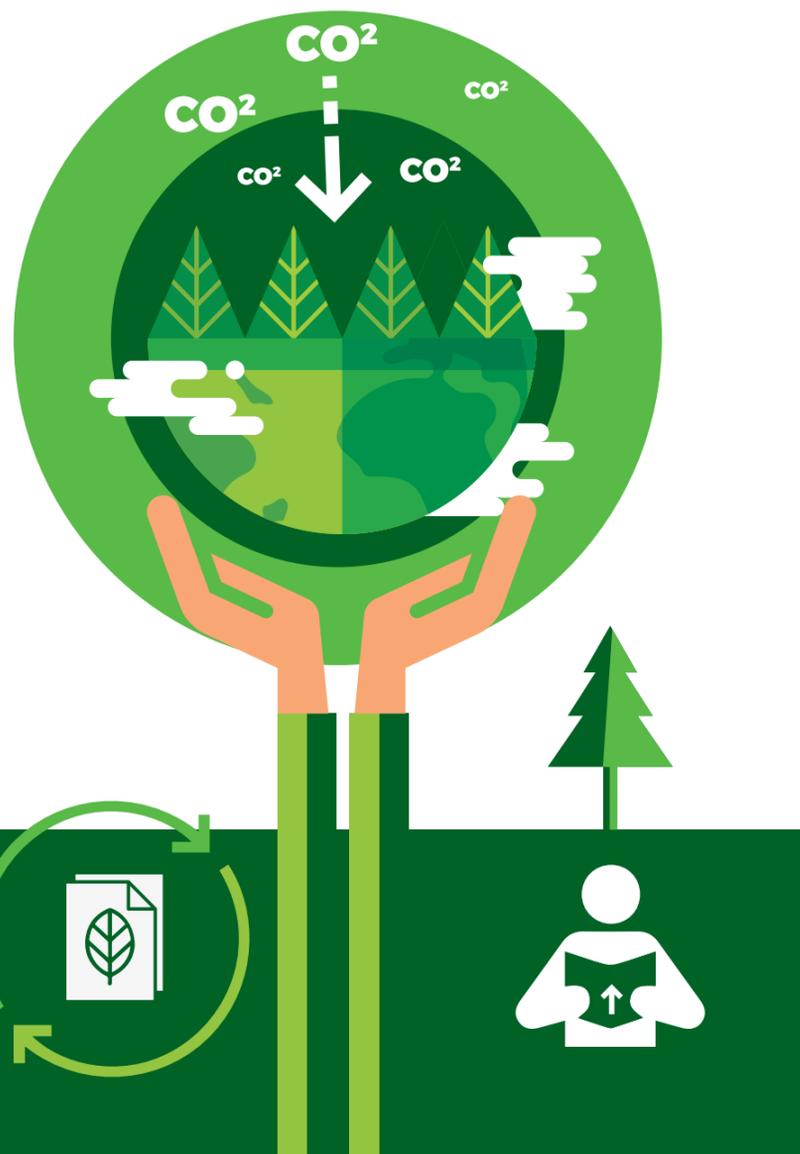


## DID YOU KNOW

- Paper boasts exceptional environmental credentials: it is natural, biodegradable, recyclable, comes from an infinitely renewable resource, stores CO<sup>2</sup> and is produced in a sustainable manner.
- The paper, pulp and print sector is one of the lowest industrial emitters of greenhouse gasses.
- Over a number of years, the united nations 100 most "sustainable" industries list has included eight pulp and paper companies – the highest representation of any industry group worldwide.
- It's easier to learn on paper! Research shows that reading paper text is faster than reading text presented online and the reader retains more information!
- Paper is naturally biodegradable and does not generate polluting waste as it decomposes, unlike e-waste.



## IF YOU THINK A LITTLE TODAY YOU CAN MAKE A BIG DIFFERENCE TOMORROW

Plantation trees are purpose grown and renewable. Paper is recyclable (almost 60% of all paper is recycled), and because paper is made from a natural base-product, it is biodegradable. Not many other industries can make those types of statements. Ever wondered where the raw materials for an electronic device come from? Or where they go once disposed of?

## WE'RE SERIOUS ABOUT RESPONSIBLE BUSINESS

BJ Ball is an environmentally responsible company whose commitment to conservational awareness and preservation is reflected throughout our organisation.

At BJ Ball, we recognise our responsibility in helping to protect the environment in which we live and part of that is our on-going commitment to the supply of paper based products with the highest environmental credentials available. BJ Ball has continued to form strong relationships with key international suppliers that demonstrate, and act in accordance with, the strictest global environmental standards.

For you, as a professional decision maker, commercial printer or designer, it means making considered, ethical stock choices. To help you with this we have produced this THINK GREEN GUIDE for our product range so you can see at a glance which products meet what environmental standards and what those standards actually represent. As always, if you have any questions — please call us or ask your BJ Ball representative.

[www.bjball.co.nz](http://www.bjball.co.nz)



Printed on Maine Recycled Silk 350gsm

ENVIRONMENTAL  
MADE  
EASY



# THINK GREEN THINK BJBALL



# ENVIRONMENTAL MADE EASY

## THINK GREEN GUIDE ... HELPING YOU SELECT THE BEST STOCK FOR YOUR JOB

PRODUCT NAME	FEATURES
Advance Laser	ECF, FSC, ISO 14001, (FSC applies to board weights only)
Advocate	ECF, FSC, ISO 14001
Canon Top Colour	ECF, FSC, CN
Chromolux	ECF, FSC, ISO 14001
Cranes Lettra	ISO 14001, Made from 100% cotton fibres
Crescendo	ECF, FSC, ISO 14001
eco100	Recycled, EU Eco-label, FSC, ISO 14001, PCF
eco100 High White	Recycled, EU Eco-label, FSC, ISO 14001, PCF
Environment	Recycled, FSC, ISO 14001, PCF, CN
Eskaboard	Recycled, ISO 14001, PCF
Formakote Natura	ECF, FSC, ISO 14001, *
Formakote Spectra	FSC, ISO 14001, *
Formakote White	FSC, ISO 14001, *
GB Boxboard	Recycled, ECF, ISO 14001
GF Buff Manilla	ECF, FSC, ISO 14001
Gilclear UV Ultra	ECF, FSC, Clearfold Only
Giroform Carbonless	ECF, FSC, ISO 14001
GP Premium	ECF, FSC, ISO 14001, *
Horizon Gloss & Matt	ECF, FSC, ISO 14001
Knight	ECF, FSC, Smooth, Linen, Hammer & Vellum
Kraftpak Kraft	FSC, ISO 14001
Maine Recycled	Recycled, ECF, EU Eco-label, FSC, ISO 14001, PCF, CN
Mataura Falls	ECF, FSC, ISO 14001
Magno Plus	ECF, FSC, ISO 14001

PRODUCT NAME	FEATURES
Mohawk Elements	ECF, FSC, ISO 14001
Mohawk Loop i-Tone	Recycled, FSC, PCF, CN
Mohawk Strathmore	ECF, FSC, ISO 14001, CN
Mohawk Superfine	ECF, FSC, ISO 14001
Mohawk Via Felt	Recycled, ECF, FSC, ISO 14001, PCF
Mohawk Via Linen	ECF, FSC, ISO 14001
Notturmo	ECF, FSC, ISO 14001
Novatech Gloss & Matt	ECF, EU Eco-label, FSC, ISO 14001
Paper One Digital	ECF, ISO 14001
Pasted Display Board	ECF, ISO 14001
Printkote	ECF, FSC, ISO 14001
Rothmill	ECF, FSC, ISO 14001
Royal Offset Hi Brite	ECF, FSC, ISO 14001
Silk Gloss & Matt	ECF, FSC, ISO 14001
Sovereign Offset Digital Indigo	ECF, FSC, ISO 14001, CN
Stardream	ECF, FSC, ISO 14001
Starwhite	ECF, FSC, ISO 14001, CN
Sumo Gloss & Matt	ECF, FSC, ISO 14001
Sumo Laser	ECF, FSC, ISO 14001
Teton	ECF, FSC, ISO 14001
TopFlight	ECF, FSC, ISO 14001, *
Trophee	ECF, FSC, ISO 14001
UPM Office Copy/Print	ECF, ISO 14001, FSC

\* = On request



## PRODUCT FEATURE ICON KEY

-  **Blue Angel**  
The Blue Angel eco-label has a strong international recognition and high credibility for certifying environmentally sound products and services.
-  **Carbon Neutral**  
Carbon neutral describes products, operations and activities which have had their emissions calculated and reduced or offset.
-  **ECF**  
Pulp whitened without the use of chlorine gas. Known as 'Elemental Chlorine Free.'
-  **EMAS – Eco Management & Audit Scheme**  
Globally recognised scheme that enables organisations to measure and continually improve their environmental performance.
-  **EU Eco-label**  
Helps to identify products and services that have a reduced impact on the environment throughout their life cycle. Recognised as a label promoting environmental excellence.
-  **From Responsible Sources**  
Forests that are certified and audited to ensure they comply with environmentally sustainable practice and principles.
-  **Paper From Farmed Trees**  
An alternative model to forestry – the Farmed Trees initiative enables rural communities to utilise available land to grow sustainable plantations for the pulp industry. Popular in developing countries to create income.
-  **FSC® Mix & FSC® Recycled**  
Forest Stewardship Council® promotes the responsible management of the world's forests. FSC Chain of Custody certification provides a credible link between responsible production and consumption of forest products.
-  **Green Seal**  
Green Seal is an American based independent organisation dedicated to promoting the manufacture, purchase, and use of environmentally responsible products and services.
-  **ISO 14001** - The International Organisation for Standards (ISO)  
Promotes the development and implementation of international standards. ISO 14001 has established environmental management systems to prevent pollution, ensure compliance with regulations and achieve continual improvement.
-  **Nordic Eco-label**  
The official sustainability eco-label for the Nordic countries. Criteria include environmental, quality and health, and promotes products and services that are environmentally sound.
-  **PCF**  
Process Chlorine Free paper made from recycled fibre that has not been re-whitened with any chlorine based bleach.
-  **PEFC – Programme for the Endorsement of Forest Certification**  
This scheme is, by area, the world's largest forest certification system. Fulfilling the PEFC standard requires independent third-party verification which provides a credible link between responsible production and consumption of forest products.
-  **Recycled Content**  
Paper recycling is the process of turning waste paper in to new paper products, and therefore extending the life cycle.
-  **Wind Generated Power**  
Wind turbines convert kinetic energy from the wind, also called wind energy, into mechanical energy; a process known as wind power. Utilised in paper manufacturing.