

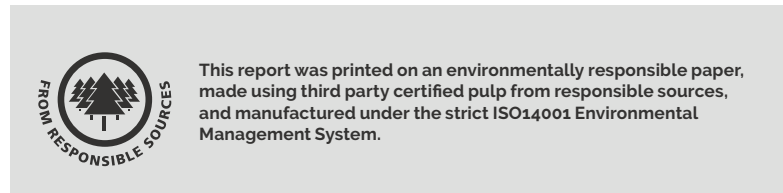


### GONE GREEN? SPREAD THE WORD!

By adding the appropriate environmental logo and/or statement of your chosen paper you are demonstrating to your customers that the environment matters.

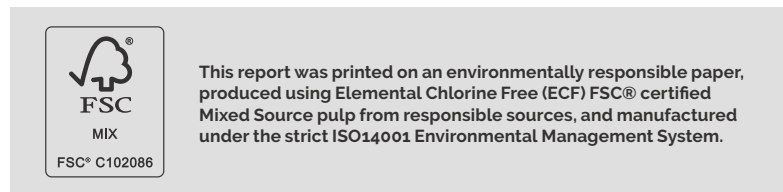
#### Showing your environmental choices

The environmental credentials of BJ Ball stocks—other than FSC® C102086 or PEFC (see below) can be downloaded from [www.bjball.co.nz](http://www.bjball.co.nz). Use the icon and/or statement to support your choice for sustainability as per the below example:



#### The use of FSC or PEFC logos:

By using FSC or PEFC certified stocks in combination with an FSC or PEFC Certified printer—you can express a strong environmental statement on your work. Note the correct certification logo must be the version held by the printer, as they are the final step in the Chain of Custody. This version of the FSC logo will incorporate the printer's unique FSC license code as per the below example:



#### SAMPLES & MOCK-UPS:

To order complimentary samples of our products, including document mock-ups—please contact the BJ Ball samples team at [designline](mailto:designline).

#### designline:

P 0800 800 895  
E [designline@bjball.co.nz](mailto:designline@bjball.co.nz)



#### CONTACT US:

#### BJ Ball Offices:

AKL 09 579 0059  
WLG 04 472 9079  
CHC 03 366 0299  
DUN 03 474 0457

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

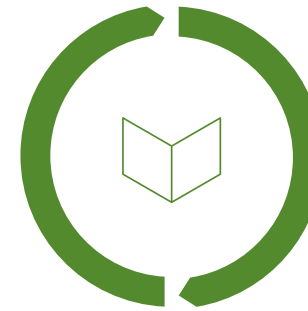
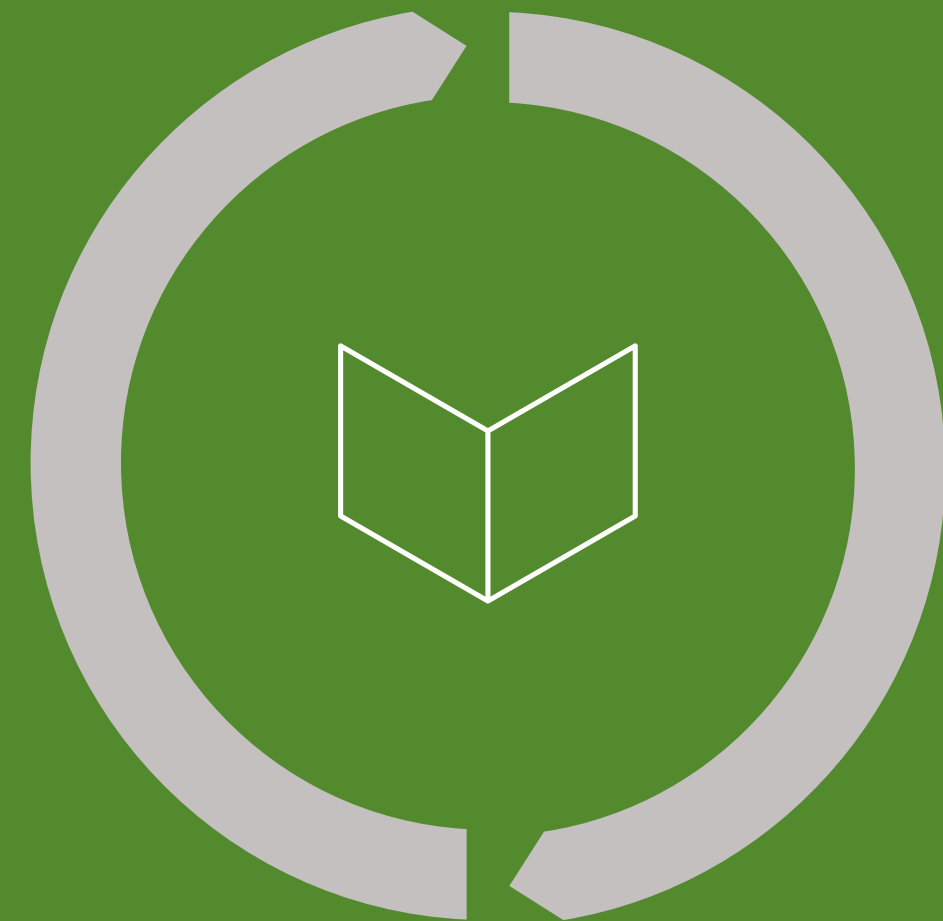
#### FOLLOW US:



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# GREEN GUIDE

Information & tips for making environmentally conscious paper choices



At BJ Ball, we recognise our responsibility in helping to protect the environment in which we live. Part of this is through our ongoing commitment to supply products with the highest environmental credentials available and through forming strong relationships with key international suppliers that act in accordance with strict global standards.

For you, as a professional specifier, commercial printer or designer, understanding paper, ensures you can make better informed, more ethical choices. So to assist we have produced this green guide. If you have any questions about our products and the environment—please talk to your local BJ Ball representative.



This guide is printed on environmentally responsible paper that was made carbon neutral by offsetting the emissions generated from its production and transport.

Printed on BJ Ball Sumo Matt 350gsm



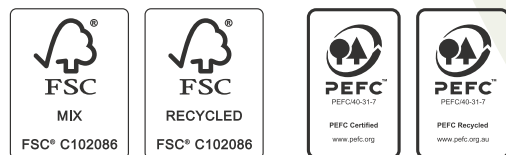
## FROM THE CRADLE—SOURCING PAPER

The source of any wood used to make the pulp from which paper is made, is very important from an environmental perspective. By choosing paper from a responsible source, you are not inadvertently supporting unethical or illegal logging practices. Here are some things to consider when thinking about the source of paper:



### Plantation sources: Well Managed Forests & Farmed Trees

BJ Ball products tagged with the **Well Managed Forests** and/or the **Farmed Trees** icons (see above) are made from wood pulp originating from sustainable, responsibly managed purpose grown plantations.



### Chain Of Custody certifications: FSC® & PEFC

Going further still are products which have been produced under the **Chain of Custody certification programme** ensures a track & trace process that follows the paper from the pulp source all the way through to BJ Ball. FSC and PEFC certifications are not just about trees, they follow a globally consistent standard addressing important social, environmental and economic issues in the production of forest products. BJ Ball products tagged with the **FSC** or **PEFC** icons (see above) have been produced in this manner.

To find an **FSC** or **PEFC** Certified printer in your region—contact the team at BJ Ball.



### Choosing recycled paper

If you want to avoid paper made from virgin fibre—choose a stock high in recycled content. This way you are using paper in its second (or even seventh) life.

### BJ Ball Products high in recycled content include:

- BJ Ball Eco100<sup>1</sup>
- BJ Ball Eco100 High White<sup>1</sup>
- BJ Ball GB Box Board



Did you know that a portion of the CO<sub>2</sub> that trees remove from the atmosphere remains fixed in wood and paper products throughout their useful life?

<sup>1</sup> BJ Ball Eco100 & Eco100 High White are manufactured from 100% Post-Consumer Recycled pulp



### Choosing paper with a reduced carbon footprint

One of the negative effects of manufacturing is the generation of carbon emissions—which of course contribute to global warming. There are a number of ways in which you can reduce your carbon footprint when choosing a paper stock for your next print job.

BJ Ball has a range of papers available that have been **Manufactured Carbon Neutral** by the mill within the country of production. This means net-zero carbon emissions, balanced by offsetting the measured amount of carbon released into the atmosphere by verifiable carbon credits. Note, however, that this does not extend to include an offset of the carbon emissions generated through international transportation (see **Made Carbon Neutral**).

**Made Carbon Neutral** products have had their full **LCA (Lifecycle Analysis)** completed for both manufacturing and transport to NZ. These emissions can then be offset through credits that fund renewable, emission-free energy projects, such as wind farms, in developing countries. There is an upcharge for this option—Carbon Neutral must be specified at quote/order stage.

### BJ Ball Products available to be requested as a Made Carbon Neutral version include:

- Sumo Gloss/Matt/Laser
- Silk Matt



### Go NZ Made

Kiwis love to buy local, and BJ Ball has a range of packaging boards made right here in New Zealand! These locally made products significantly reduce carbon emissions as there is no international freight—plus—we're keeping kiwis in jobs!

### BJ Ball Products that are kiwi made include:

- Formakote White
- Formakote Natura
- Formakote Sherpa
- Formakote Spectra



### BJ Ball Guardian Barrier Wrapping

For BJ Ball, environmental responsibility does not stop at our products— but also includes the packaging in which the paper arrives. Our **Guardian Barrier Wrapper**, used for our small format digital range, is recyclable—thus reducing landfill.

### BJ Ball Products delivered wrapped in Guardian Barrier:

- Silk Matt
- Eco100
- New Future Opti

## GRAPHIC DESIGN & PRINT PRODUCTION

For graphic artists and anyone working in print production, it is important to consider the entire print process—in addition to choosing the right paper—to improve the environmental standing of your project:

### Use an FSC or PEFC Certified printer

Choosing to work with an **FSC** or **PEFC Certified printer** completes the *Chain of Custody* for the stock product. Working in this manner allows you to then use the **FSC** or **PEFC logos** on your work as evidence of your environmental responsibility. *Please note: you can ONLY use the FSC or PEFC logos where the work was printed by a Certified printer completing the Chain of Custody.*

For more information on using the **FSC** or **PEFC** logos on your work—see over page: **Gone Green? Spread the word!**

### Go vegetarian on the press

These days, most print houses use vegetable-based inks, which are better for the environment than synthetic products. However, if this is important to you—you should seek clarification from your print house.

### Correctly specify your paper & board needs

Off-cuts can be very wasteful—this is particularly an issue with board sheet sizes used for packaging projects. Think carefully about the physical size of your project in relation to the sheet size to ensure you make best use of the material.

For large volume packaging jobs, BJ Ball can custom-cut sheets to the most economical size for your job—contact us to discuss your requirements.

In addition to sheet sizes—consider stock weight carefully. As we've already mentioned—carbon emissions caused through transportation are a contributor to global warming. You can reduce these by choosing a stock weight (gsm) that is thick enough for your requirements without being heavier than what is needed. Again, this is particularly true with packaging projects—a 10-15gsm weight saving per sheet adds up when talking about thousands of packaged honey jars. A good idea is to test the stock to ensure the thickness is strong enough for your needs—but light enough to reduce weight.

For the basics, like packing slips and invoices, you no longer have to use 80gsm copy paper. You'll hardly notice the weight change moving to New Future Opti 68gsm, but the planet will.

Contact BJ Ball if you need samples for testing.



To search for more of our products with these environmental credentials, please head to our website and filter by your chosen icon.

## TO THE GRAVE—WHAT HAPPENS AT THE END?

Have you thought about what happens to paper once it reaches the end of its usable life? A little more consideration on this topic at the start of the project will go a long way at the other end—particularly in these areas:

### Recycling paper

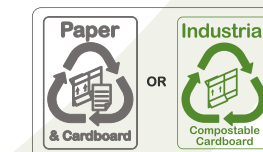
In Australia & NZ, over 87% of all paper and board consumed is recovered<sup>2</sup>—of which a significant amount is recycled. However, it is important to note that recycled requirements are set by local authorities and can change from region to region. For instance—in Auckland, the **Materials Recovery Facility (MRF)** for kerbside collections is highly automated, little pieces of paper and card smaller than 10cm<sup>2</sup> are filtered out as 'fines' so are not recycled and sent to landfill. This is why they suggest you put them inside an envelope. Also note that laminates or large amounts of foil will reduce the recyclability of the paper—avoiding these will help when it comes to the end-of-life.

For more information about recycling processes—please contact your local authority.

### Paper is biodegradable

Good news! Wood-based paper is biodegradable (excluding any laminates)—and will break down or decay naturally. This is very different to other products claiming to be *biodegradable*—such as *bioplastics*—some of which are actually just processed into finer particles (called *micro plastics*).

### Compostable paper



Most paper is generally compostable—however, some types of paper go further by getting certified. Compostable certification means the mill has put the product through a rigorous third party testing process, ensuring it breaks down within a specified timeframe without leaving behind toxins. As this certification can be time-consuming and expensive, some mills issue products with a compliance statement instead, saying the paper would meet the requirements if tested.

**Note:** Using certified paper alone is not enough to label your project as '*Certified Compostable*'; you also need to gain certification for any inks, glues, and other components added to the paper. If you just want to highlight the board, we can help you with logos (such as the above) and wording to ensure things are clear to consumers. There are a few certification bodies with different logos, so our logo above simplifies things while knowing it is backed up with proper certification. Always use the recyclable logo in conjunction with these to ensure consumers have a choice.

<sup>2</sup> Source: TwoSides: CEPI Sustainability Report 2018