

## SUSTAINABLE VIRGIN FIBRE V RECYCLED FIBRE



Both Sustainable Virgin and Recycled Fibre Papers have a part to play in the paper industry's environmental story, and both methods, performed responsibly, are environmentally sound.

Sustainable Virgin Fibre papers are manufactured from purpose grown plantation forests, so while they require a tree to be harvested, the tree is replaced by new plantings (3-5 trees are planted for every one removed).

During the period of growth that the tree is in the forest, it is collecting and storing CO<sub>2</sub>. Younger trees absorb more CO<sub>2</sub> than older trees.

Forests worldwide absorb 14.8 billion tonnes of Carbon Dioxide every year and wood and paper products continue to store carbon throughout their lifetime.

### Benefits

- From fully renewable plantation forests that are continually being replanted, absorbing CO<sub>2</sub>
- Fibre supplies are annually audited to certified forest management schemes like PEFC and FSC®
- Excellent printability, quality and high whiteness
- Stronger fibres, and lower risk of contamination (important for packaging)
- Cost effective

Recycled papers play an important role by reducing the pressure on new products. They also divert used products from landfills by extending the economic life of old ones. However, paper can only be recycled a number of times (3-5) and does not reproduce into paper of the same quality - each time paper is recycled some of the fibres breakdown.

The yield of a paper that is recycled is less, so it takes more recycled fibre to make the same amount of virgin paper. It also takes considerable energy and water to collect, de-ink and repulp paper from recycled fibre.

### Benefits:

- Reduces demand on forests
- Recycling significantly extends the useful fibre life of trees
- Reduces waste that otherwise might be land filled or incinerated
- Gives paper a second life creating a more circular economy