

002

eQ Journal

Elevating Your Environmental Knowledge
Sappi Fine Paper North America



TM

sappi



1

Letter from the Editor

—

2

Three Questions
on Sustainability

—

4

The Carbon
Management Hierarchy

—

6

**UNEXPECTED
BENEFITS**

—

13

**EXPECTED
LEADERSHIP**

—

20

Sappi's Holistic Approach
to Sustainability

—

22

Providing You the Knowledge
to Act Responsibly

Last year, we launched eQ with the intent of providing you with something sorely lacking in our industry: clarity and confidence around sustainability. To help remedy this situation, we've been shifting the dialogue away from single attributes like PCW content and placing attention where it belongs: on the entire life cycle of paper.

In this issue we build upon Sappi's holistic perspective in examining the greenhouse gas emissions associated with putting ink on paper—from material acquisition through manufacturing, distribution and use, to the recovery of fiber.

Many studies have shown that your choice of paper supplier has the biggest impact on the overall carbon footprint of a publication. In turn, Sappi Fine Paper North America has worked diligently to achieve the lowest reported greenhouse gas emissions among major domestic coated paper manufacturers. And we have a five-year goal to achieve a 40% reduction by 2012, a target we are on our way to achieving.

The great strides we've made in carbon management did not come about overnight. They required a great deal of forethought and focus in execution. Reducing greenhouse gas emissions and lessening a company's impact on climate change is no small or easy task. But with the right guidance, the seemingly insurmountable is, in fact, quite achievable.

So in this latest issue of eQ, we'll share Sappi's strategies and tactics for reducing our carbon footprint, including a first look at our new eQ Tool, a truly dynamic way of sharing our best practices around sustainability with our customers. You'll also be able to read some impressive success stories from other industry leaders. Whether it's a more efficient route to the market, devising new tactics for sustainable design, or uncovering new sources of renewable energy, there is no shortage of ideas percolating around our business. This issue of eQ is designed to offer you fresh ideas to help you reduce your impact on the environment, make more responsible choices, and generate more business.

As always, managing greenhouse gas emissions and their impact on our climate is an ever-evolving conversation. We look forward to continuing the dialogue in future issues of eQ and online at www.sappi.com/eQTool.

Laura M. Thompson, PhD
Director of Technical Marketing
and Sustainable Development
Sappi Fine Paper North America

THREE IMPORTANT QUESTIONS ABOUT THE CARBON FOOTPRINT ASSOCIATED WITH PAPERMAKING

Q1 What is a carbon footprint?

The term “carbon footprint” is used to quantify the greenhouse gas (GHG) emissions associated with an activity. For example, one could determine the carbon footprint of driving, running a household or, in our case, making paper.

The term “carbon footprint” was devised as a way of putting a number (or metric) on greenhouse gas emissions. For driving a car, most people understand that the carbon footprint is related to how much gas they use. For running a household, the carbon footprint is primarily based on electricity consumption, heating and operating gas appliances. For papermaking, the

carbon footprint is based on the use of fossil fuels (coal, gas and oil) that are used to generate steam and electricity for the mill operations.

By reducing energy usage and, more importantly, by using renewable energy sources instead of fossil fuels, it is possible to reduce one’s carbon footprint. Clearly, when it comes to a footprint, “smaller is better,” as it signifies a lower impact on the environment.

Q2 Why should paper buyers be asking about a mill's carbon footprint? And how can they begin to reduce their own footprint?

A buyer's choice of paper supplier has the biggest impact on the overall carbon footprint of a publication. Knowing this, a buyer should fully understand the carbon footprint of each of its suppliers' operations (i.e. which company represents the best partner to lower the environmental impact of a publication).

Several studies have looked at the life cycle of publications. This means they have quantified the carbon footprint of each step in the supply chain—harvesting trees, making paper, printing, all of the transportation in between and ultimately, how a publication is disposed of or recycled. So if you want to reduce the footprint of your publication, the answer is simple: choose a supplier with a smaller footprint.

In addition to the mill footprint, high volume customers should be thinking about distribution channels. If you can ship by rail instead of by truck, it's more efficient. And if you can ship using full, rather than partially loaded trucks, it's more efficient.

And, of course, you should be encouraging recycling on all your printed pieces—reminding readers that recycling can have a big impact on carbon footprint. For example, if a magazine ends up in a landfill it can decompose and form methane—a greenhouse gas. So, to minimize your footprint, you want to do all that you can to educate readers to help keep paper out of the landfill.

But remember, as important as transportation and recycling may be, neither has the same environmental impact on your publication's footprint as your choice of paper mill.

Q3 What is Sappi Fine Paper North America doing to reduce its carbon footprint?

Quite a lot. We have implemented a portfolio of projects focused on reducing total energy consumption while increasing our use of renewable energy and reducing our dependence on fossil fuels. At Sappi, we believe it is our responsibility to reduce emissions at the source by improving our papermaking process. We do not buy carbon offsets. However, our customers can purchase fewer offsets to achieve "carbon neutral" paper with Sappi because of the steps we have taken to reduce emissions.

We established five-year goals based on our baseline performance (2007) in order to achieve meaningful progress across our organization. As a result of the actions we have taken, we have reduced our carbon footprint by 45% since 2004.

We conduct an annual greenhouse gas inventory and report results in accordance with the Greenhouse Gas Protocol. For our fiscal year 2009, companywide results were 0.42 tons CO₂e/ton for Scope 1¹ and 0.08 tons CO₂e/ton for Scope 2², totalling 0.50 tons CO₂e/ton (emissions from biogenic sources are not reflected).

1 Direct emissions from our manufacturing facilities.

2 Emissions associated with purchased electricity.

THE CARBON MANAGEMENT HIERARCHY



Sappi's strategy for reducing emissions is consistent with best practices outlined in The Carbon Management Hierarchy. The Forum for the Future crafted this hierarchy to better lead decisions regarding an organization's efforts to reduce its impact on the climate. Its true beauty lies in its simplicity and its ability to clearly demonstrate which actions will have the most transformational effect on a company's carbon footprint.

Actions at the top of the hierarchy are more transformative and lasting in terms of reducing a company's emissions baseline.

AVOID

The first thing one should focus on is trying to eliminate energy consumption whenever possible. Ultimately, the goal is to **AVOID** carbon-intensive activities, like unnecessary transportation, and to rethink the business strategy to help achieve this.

REDUCE

The next most effective solution is to **REDUCE** energy consumption by getting any job done with the most efficient equipment available.

REPLACE

This speaks to the need to **REPLACE** high-carbon energy sources with low-carbon energy alternatives. Here, the goal is to strive towards a higher level of renewable energy and less fossil fuels.

OFFSET

As a last resort, organizations can **OFFSET** those emissions that can't be eliminated by the above actions. While supporting the value of high-quality offsets, Clean Air-Cool Planet and Forum for the Future emphasize that an effective neutrality strategy must aim to reduce baseline emissions.

*Un*EXPECTED BENEFITS

Managing one's carbon footprint used to be reserved for do-gooders. And though doing good is still a good motivator, a growing cadre of companies are finding benefits they never expected: becoming industry leaders, gaining recognition, and deepening relationships with employees, suppliers and customers, not to mention improving the bottom line.

“Our initiatives definitely are morally based, but very strong business intentions go along with them,” said Richard Kouwenhoven of Vancouver-area Hemlock Printers Ltd., which recently began offering a carbon-neutral printing program that includes carbon offsets. Customers respond when strategies reflect a company's values, said Kouwenhoven, vice president for client services.

As one of the largest hospitality companies in the world, Wyndham Worldwide Corporation hosts guests in more than 70,000 locations in 100 countries. They started the Wyndham Green sustainability program in 2007, and the process keeps returning “tremendous opportunities and results,” said Faith Taylor, corporate vice president for sustainability and innovation.

These opportunities range from improved efficiency to innovative projects, such as a collaboration with uniform-industry leader Cintas Corporation, its supplier, to create a green uniform program. Now, front-desk employees are clothed with threads recycled from plastic bottles.

“Unexpected directions and benefits should almost be expected when companies begin assessing their footprints,” said Bob Sheppard, chief financial officer and vice president of the corporate program at Clean Air-Cool Planet of Portsmouth, N.H., which partners with institutions to devise and execute greenhouse gas reduction plans.

“You begin to turn loose the creativity and innovation within the organization and some really neat ideas start to bubble up,” Sheppard said. In part, it’s because assessments reel in voices from across organizations, and practices that haven’t been reconsidered in years get a fresh look.

New perspective is precisely how Tomorrow Partners, a branding agency in Berkeley, Calif., came into being. Already successful in her industry, founder Gaby (pronounced GAH-bee) Brink found herself at “a crossroads a few years ago. I asked myself whether I wanted to continue just making beautiful stuff, or whether I wanted to use my creative firepower to promote things that matter to me.” The result was Tomorrow, which she called “an interesting intersection of the value and the values.”

Tomorrow’s “media-agnostic” approach puts print squarely in the mix of options, but when Tools For Peace, a California nonprofit, asked for a brochure to hand out at a fund-raiser at Grace Cathedral in San Francisco, Tomorrow thought it saw a better opportunity.

“We convinced them instead to develop an experiential way to share what the organization does on the way inside, printed on compostable boards. We wrote the content so they could use them again and again, so now they have a great exhibit that goes with them wherever they go,” Brink said. Every time it’s reused, it’s like cutting its carbon footprint in half.

“When companies begin assessing their footprints... you begin to turn loose the creativity...and some really neat ideas start to bubble up.”

It’s not uncommon for Tomorrow, after exploring a challenge, to propose a solution different from what a client thought it wanted, and “life cycle is always considered,” Brink said. Unlike many design firms, one of Tomorrow’s partners has an MBA in sustainable management, and sustainability consulting is one of six main service areas.

Brink’s encompassing approach guided her judging of Sappi’s 10th annual “Ideas that Matter” contest last year, in which designers pitch ideas for nonprofits, and the winning entry is funded by Sappi. She gave higher marks to entries that looked at a problem systemically, perhaps extending a group’s reach into new territory, instead of tinkering with logos or brochures.

Tomorrow is also working to spread sustainability thinking among its peers and their clients, such as via “The Living Principles” (livingprinciples.org), co-authored by Brink, a chair of the Center for Sustainable Design of AIGA, the professional association for design. The principles articulate a “quadruple bottom line,” in which cultural vitality is added to the more well known triple-bottom-line elements of environment, social equity and economic health.

“Designers are culture-makers,” she said. “We have a huge influence on what people desire and how they behave. So we have a big responsibility to always think about communicating good choices.”

Communicating one’s sustainability efforts also has high value for Bob Sheppard and Clean Air-Cool Planet, which was founded 10 years ago to work with businesses, institutions and governments on climate-change management and policy. When Sheppard talks about communicating, he’s including all of an institution’s stakeholders, from employees and contractors to vendors and customers.

One of CA-CP’s first big clients was Shaw’s Supermarkets, Inc., a contact that allowed CA-CP not only to help the New England consumer powerhouse with its footprint but to connect with vendors including Oakhurst Dairy, Ben & Jerry’s Homemade, Inc., Tom’s of Maine, Inc., Stonyfield Farm, Inc., and Clif Bar & Co.

Shaw’s had already installed a sophisticated energy monitor, but CA-CP matched the grocer with consultants to set energy requirements for its vast refrigeration needs, worked jointly to test manufacturer claims, and where needed, helped to adjust store energy systems. The efforts helped Shaw’s net \$1.7 million in electricity savings the first year, avoiding more than 11,250 tons of CO₂ annually, equivalent to nearly 65 barrels of oil a day, CA-CP estimates.

“It is absolutely true that we put making our industry greener above competitive advantage.”

Dick Kouwenhoven
Hemlock Printers
Vancouver, Canada





Richard Kouwenhoven
Hemlock Printers
Vancouver, Canada

“Designers are culture-makers,
we have a huge influence
on what people desire and
how they behave.”

Gaby Brink
Tomorrow Partners
San Francisco, California

Sheppard said that linking up with Oakhurst Dairy, meanwhile, became “one of the most meaningful relationships that we’ve got.” After reviewing the science with them in 2001, “they had a great environmental record, but hadn’t really focused on climate change. We were able to work with them to come up with a commitment to reduce their greenhouse gas emissions. It was a fairly low bar—5 or 6% in two years—and they blew through those early numbers very quickly,” Sheppard said. They followed that with a much more aggressive aim—a 20% reduction by 2010—and they’re nearing that goal.

Oakhurst is making some of that progress on the road. Working with CA-CP, the dairy products company used off-the-shelf software to tighten its delivery schedule, reducing stores’ weekly deliveries and shedding some routes altogether, saving “something like 88,000 gallons of diesel a year,” Sheppard said. Oakhurst also began converting its fleet to biodiesel in 2006, which it calculates is keeping more than 1,300 metric tons of CO₂ from the atmosphere annually, and is now deploying its first diesel-electric hybrid refrigerated delivery truck.

“We’ve
impress
[holistic
to susta

Faith Taylor
Wyndham W
Parsippany, N



been very
used with Sappi's
[c] approach
sustainability.”

Worldwide
New Jersey

Bob Sheppard
Clean Air-Cool Planet
Portsmouth, New Hampshire

Also, an energy audit that CA-CP helped arrange guided Oakhurst's design of a plant expansion in Portland, Maine. Much of the environmental gain came from more energy-efficient machinery, but Oakhurst also deployed a solar-thermal project in Portland, and added a second one later to a distribution center in Waterville.

Along the way, Oakhurst had to confront the fact that, even while it was aggressively reducing emissions where it could, 80% of emissions in the dairy business come from the cows, which Oakhurst doesn't own. So it has been working with its farmers, many of whom have decades-long, exclusive relationships with the family-owned dairy, to investigate smaller-scale solar projects and methane digesters that can provide energy for the farms while keeping the potent greenhouse gas from the atmosphere.

That's akin to what Wyndham did with Cintas—attacking carbon emissions throughout its supply chain. In another case, Wyndham turned to its supply chain for guidance when it asked Laura Thompson, director of sustainable development at Sappi, to address its top leaders about greenhouse gases and best practices.

The risk in asking a supplier for guidance is that you might get a thinly veiled sales pitch, but Wyndham's Taylor said that “if you have had



been very
used with Sappi's
[c] approach
sustainability.”

worldwide
New Jersey

Bob Sheppard
Clean Air-Cool Planet
Portsmouth, New Hampshire

Also, an energy audit that CA-CP helped arrange guided Oakhurst's design of a plant expansion in Portland, Maine. Much of the environmental gain came from more energy-efficient machinery, but Oakhurst also deployed a solar-thermal project in Portland, and added a second one later to a distribution center in Waterville.

Along the way, Oakhurst had to confront the fact that, even while it was aggressively reducing emissions where it could, 80% of emissions in the dairy business come from the cows, which Oakhurst doesn't own. So it has been working with its farmers, many of whom have decades-long, exclusive relationships with the family-owned dairy, to investigate smaller-scale solar projects and methane digesters that can provide energy for the farms while keeping the potent greenhouse gas from the atmosphere.

That's akin to what Wyndham did with Cintas—attacking carbon emissions throughout its supply chain. In another case, Wyndham turned to its supply chain for guidance when it asked Laura Thompson, director of sustainable development at Sappi, to address its top leaders about greenhouse gases and best practices.

The risk in asking a supplier for guidance is that you might get a thinly veiled sales pitch, but Wyndham's Taylor said that “if you have had





tremendous experience and knowledge, we respect that, even if you're in our supply chain." Taylor added that "Wyndham has been very impressed with Sappi's approach to sustainability issues," especially in how well it is integrating its holistic approach throughout the entire organization.

Integrating new practices is a particular challenge for a far-flung organization like Wyndham, which has over 25,000 associates around the world. Taylor said that almost 80% have received training or education about the Wyndham Green program, and a green council helps coordinate initiatives across business units.

Wyndham's Exchange and Rental business prints all North American publications on Forest Stewardship Council certified paper and its headquarters in New Jersey has received LEED Silver recognition. Newsweek magazine recently ranked Wyndham 81st on a list of the 500 greenest large companies.

Across the continent in British Columbia, Hemlock Printers has also been recognized for its greenhouse gas reduction efforts, including being named Canada's most environmentally progressive printer four years running. Kouwenhoven said the recognition has fostered pride among its staff of more than 200, something that has been helpful "especially during difficult times."

You could say that sustainability is in Hemlock's fiber, owing to the post-World War II Dutch upbringing of its founder, Dick Kouwenhoven, who is also Hemlock's president and chief executive (and Richard's father). The company

has been recycling its industrial waste since the 1970s, and it was the first company to be certified under Forest Stewardship Council guidelines "north of Los Angeles and west of Toronto," Dick Kouwenhoven says proudly.

More recent efforts range from adjusting lighting and heating practices to looking at delivery schedules. For example, a supplier that thought it was providing outstanding service was delivering paper three times a day, which struck Dick Kouwenhoven as "kind of nuts" when he considered it in the context of Hemlock's greenhouse gas assessment. They returned to one shipment a day about a year ago, at the cost of only a little more discipline, Kouwenhoven said. Now, the supplier is working with other customers to do the same—another example of how one company's efforts can ripple outward.

Hemlock is committed to that effect as few other companies are: it was offering a seminar on its sustainability practices to customers but then decided to open it to fellow members of Vancouver's printers' association, including its competitors. If that seems counter to maintaining a competitive edge, Hemlock's father-and-son brain trust say otherwise:

"It is absolutely true that we put making our industry greener above competitive advantage," Dick Kouwenhoven said. "I think that that kind of openness in itself is a better competitive advantage than holding back information that would slow that process of reducing greenhouse gases in the atmosphere."

Added Richard Kouwenhoven: "Being seen as a leader is a competitive advantage in itself."

EXPECTED LEADERSHIP

THE NEW eQ TOOL
www.sappi.com/eQTool

To provide our customers with a richer understanding of Sappi's holistic approach to sustainability, we recently launched the eQ Tool on our Web site. This engaging, interactive experience not only illustrates our own approach to carbon management but offers helpful information on everything from the impact of energy sources on a company's carbon footprint, to the best use of recycled fiber. You'll even be able to plug in your own data to see the difference between buying carbon offsets from Sappi versus other suppliers. Not unlike the *eQ Journal* itself, the eQ Tool is educational in nature, intended to elevate your "environmental quotient" by providing you with vital information to ensure you are always making better, more informed choices.

The following is designed to give you an idea of what the eQ Tool offers. We invite you to visit www.sappi.com/eQTool to experience the dynamic, interactive nature of the eQ Tool for yourself.

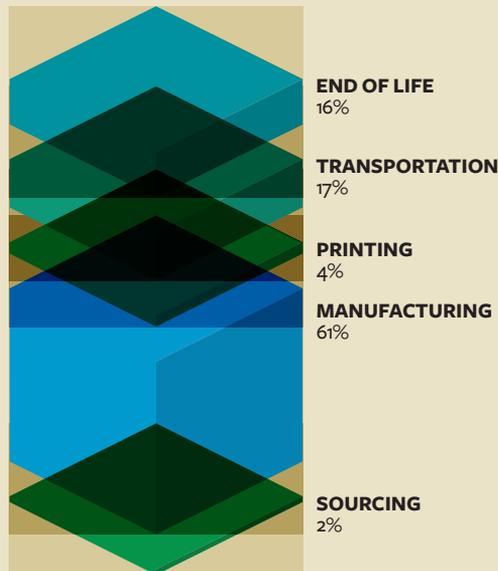


1 Greenhouse Gas Emissions

Print buyers can make the biggest impact in reducing emissions through their choice of paper supplier. Sixty-one percent of greenhouse gas emissions in the life cycle of a publication come from paper manufacturing. At Sappi, we are reducing the amount of carbon dioxide and other greenhouse gases (CO₂e) in the atmosphere by cutting emissions across our entire manufacturing cycle.

GREENHOUSE GAS EMISSIONS IN THE LIFE CYCLE OF A PUBLICATION

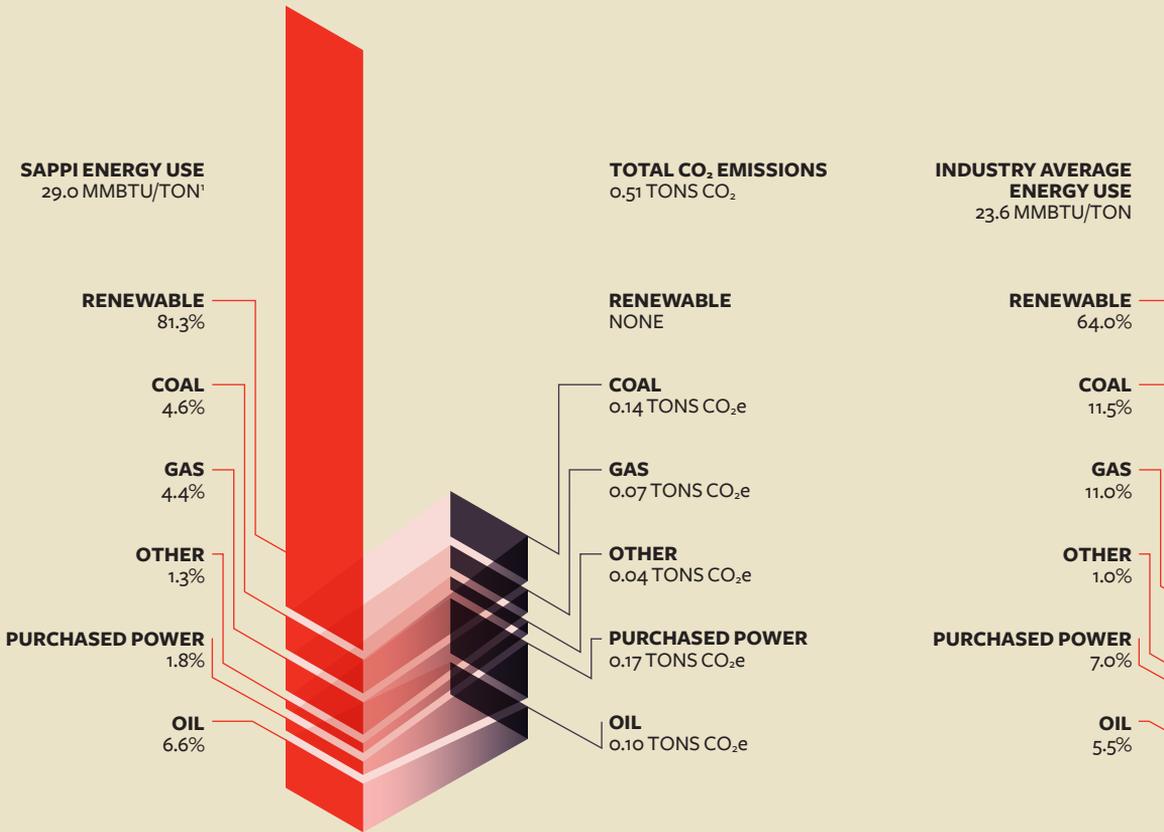
Each part of a typical publication's life cycle contributes to CO₂e emissions



Laura Thompson, PhD
Photographed at Sappi's
Somerset Mill, Maine

2 Renewable Energy

Energy use plays a critical role in the emissions created during paper production. Today, more than 80% of Sappi Fine Paper North America's total energy—including what we generate and what we purchase from power plants—comes from renewable resources. We generate the bulk of our energy from carbon neutral biofuels, reducing our reliance on fossil fuels.



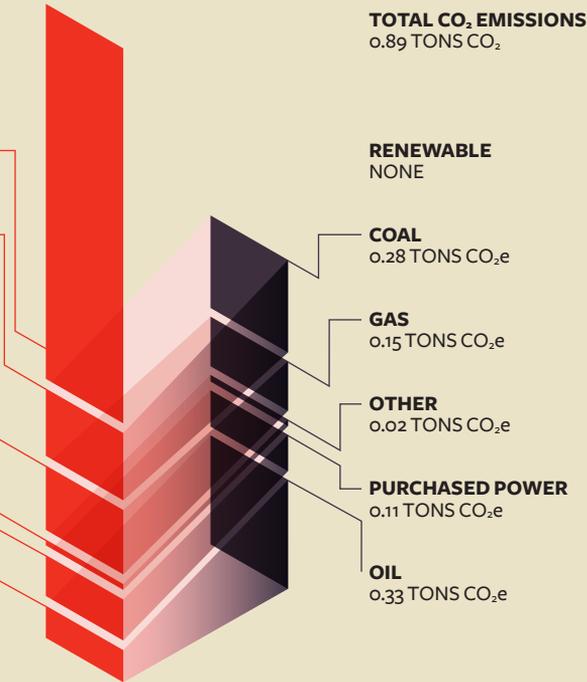
¹ Includes excess energy sold to the grid

3 We Manage Our Waste to Minimize Waste

greater than CO₂, we focus on minimizing organic waste and reclaim waste from other industries—including organic waste to generate energy and reduce landfill volume. Since 2005,

EMISSIONS FROM ENERGY SOURCES

Each energy source is related to CO₂ emissions. Sappi's paper production uses the highest proportion of energy from renewable energy resources drastically lowering our related CO₂ emissions.



Process Waste

Organic waste decomposes and produces methane when landfilled. Because methane has a global warming potential 21 times

in our process. We capture and use our own waste, construction demolition wood and discarded tires—to Sappi has reduced solid waste to landfills by 46%.

4 Carbon Offsets

Purchasing carbon offsets is one way to mitigate carbon emissions. By paying third parties to develop alternative energy sources and reforestation programs, you can “offset” the impact of carbon emissions created by your own actions or operations. At Sappi, we believe it is our responsibility to reduce emissions at the source by improving our papermaking process. The steps we have taken to reduce emissions, like increasing our use of renewable fuels and reducing landfill waste, allow our customers to purchase fewer offsets to achieve “carbon neutral” paper.

5 Sustainably Harvested Wood

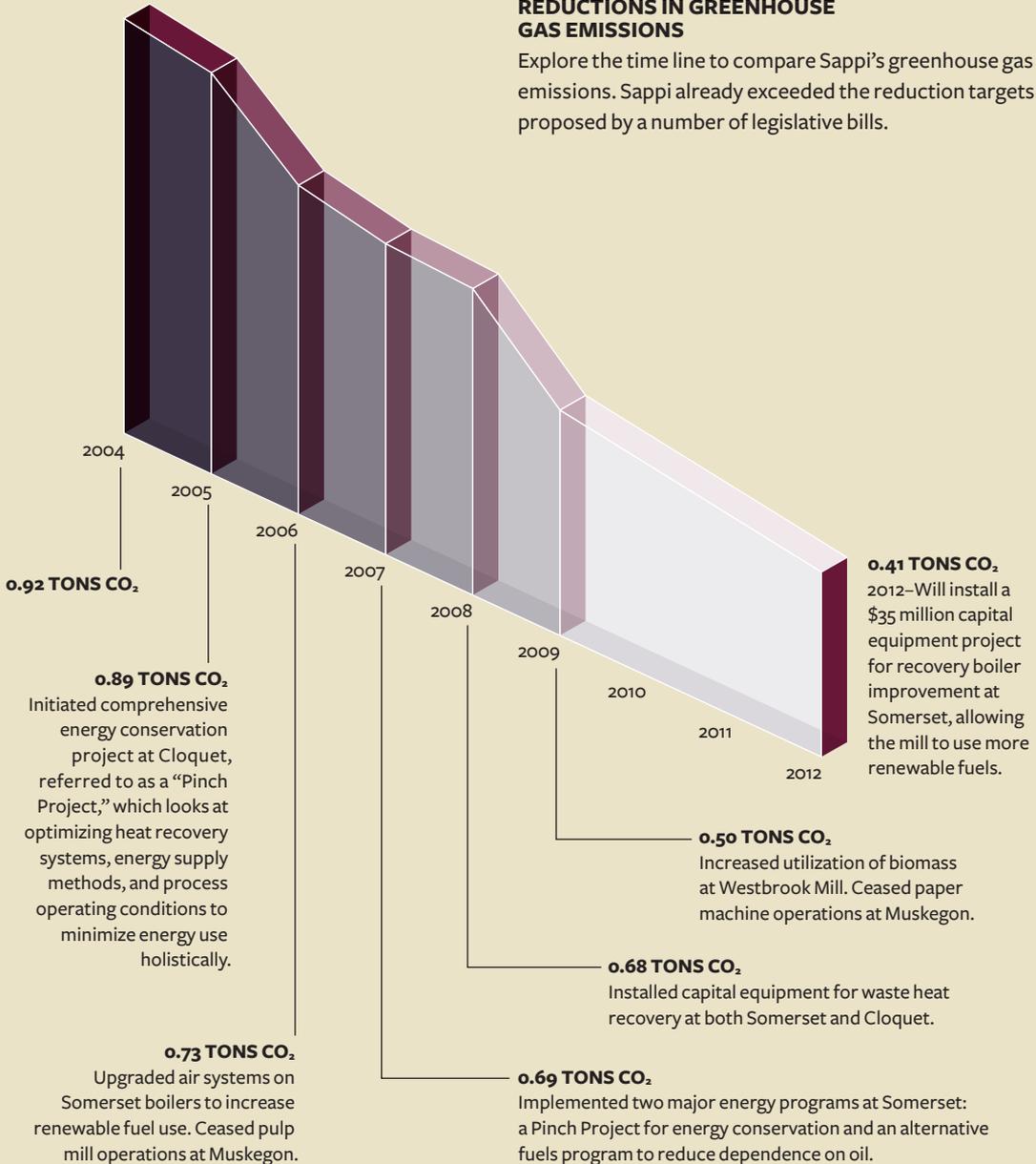
Sappi never buys wood or pulp from endangered forests anywhere in the world, and all of our wood and pulp supply can be traced back to its source to insure it is legally harvested. This is referred to as “controlled wood” sourcing. Participating in forest certification programs like FSC, SFI®, and PEFC creates another level of assurance. These programs require third-party audits of our suppliers’ harvesting practices to confirm that sustainable forestry practices are followed. While less than 10% of forests worldwide are certified, over 50% of our wood is certified. Sappi is working with small landowners to help them achieve third-party certification.

6 Initiatives for Sustainability

Consistent with our holistic approach to sustainability, Sappi has established five-year goals for everything from sustainable forestry to landfill waste reduction. For example, we have a goal to reduce greenhouse gas emissions another 40% by 2012.

REDUCTIONS IN GREENHOUSE GAS EMISSIONS

Explore the time line to compare Sappi's greenhouse gas emissions. Sappi already exceeded the reduction targets proposed by a number of legislative bills.



7 Recycled Fiber

The EPA recommends different percentages of Post Consumer Waste (PCW) for each grade of paper, recognizing the importance of reducing methane released from paper in landfills. Sappi offers recycled content in all its paper grades consistent with the EPA guidelines. Because most of the energy used to process recycled fiber is purchased from the power grid, many recycling mills have higher carbon emissions than Sappi's integrated mills that use more renewable energy sources. Requesting a higher percentage of recycled content for a Sappi paper does not reduce the carbon footprint.

8 Environmental Benefits Summary

As the mill with the lowest carbon footprint among coated paper suppliers in North America, your choice of Sappi paper has a positive and measurable impact on the environment. We invite you to create your own Environmental Benefits Summary for your print project to see how choosing Sappi paper will help lower your greenhouse gas emissions and your carbon footprint. For example:

THIS JOURNAL'S ENVIRONMENTAL IMPACT

This eQ *Journal* was printed using 4,150 lbs of Opus 30 Dull Cover 100lb/270gsm and 14,100 lbs of Opus 30 Dull Text 100lb/148gsm.

According to the EPA's Greenhouse Gas Equivalencies Calculator¹, by printing on Opus 30 sheets, the amount of greenhouse emissions avoided as compared to the industry average is equivalent to one of the following:



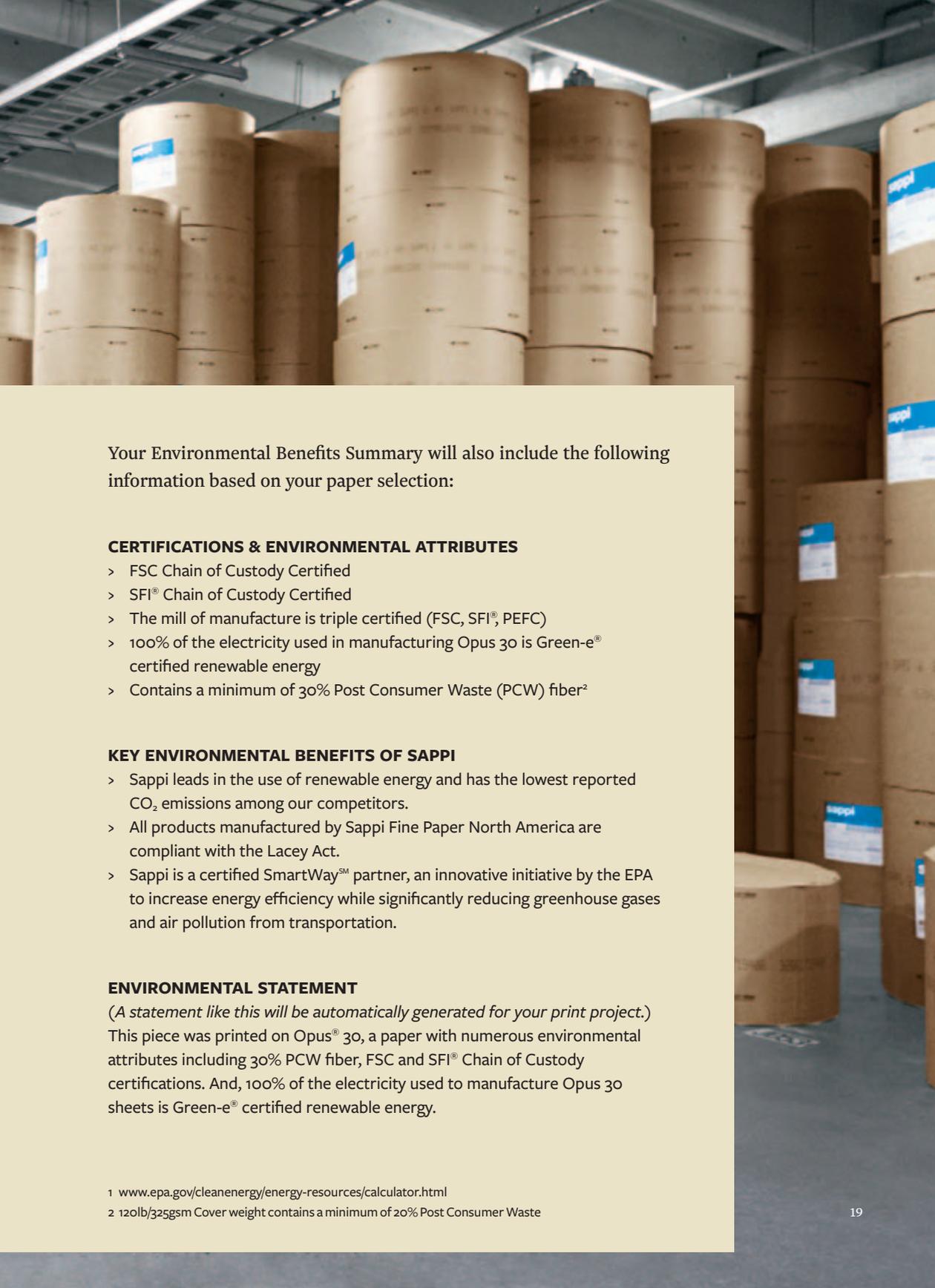
Recycling 3,600 lbs of waste instead of sending it to the landfill



586 gallons of gasoline consumed



97 propane cylinders used for home BBQ



Your Environmental Benefits Summary will also include the following information based on your paper selection:

CERTIFICATIONS & ENVIRONMENTAL ATTRIBUTES

- > FSC Chain of Custody Certified
- > SFI® Chain of Custody Certified
- > The mill of manufacture is triple certified (FSC, SFI®, PEFC)
- > 100% of the electricity used in manufacturing Opus 30 is Green-e® certified renewable energy
- > Contains a minimum of 30% Post Consumer Waste (PCW) fiber²

KEY ENVIRONMENTAL BENEFITS OF SAPPI

- > Sappi leads in the use of renewable energy and has the lowest reported CO₂ emissions among our competitors.
- > All products manufactured by Sappi Fine Paper North America are compliant with the Lacey Act.
- > Sappi is a certified SmartWaySM partner, an innovative initiative by the EPA to increase energy efficiency while significantly reducing greenhouse gases and air pollution from transportation.

ENVIRONMENTAL STATEMENT

(A statement like this will be automatically generated for your print project.)

This piece was printed on Opus® 30, a paper with numerous environmental attributes including 30% PCW fiber, FSC and SFI® Chain of Custody certifications. And, 100% of the electricity used to manufacture Opus 30 sheets is Green-e® certified renewable energy.

1 www.epa.gov/cleanenergy/energy-resources/calculator.html

2 120lb/325gsm Cover weight contains a minimum of 20% Post Consumer Waste

SAPPI'S HOLISTIC APPROACH TO SUSTAINABILITY

As a manufacturing company, we recognize our responsibility to control and minimize the environmental impact of our operations. We must also acknowledge that as a producer, our responsibility extends throughout the life cycle of a product—from material acquisition through manufacturing, distribution, use and disposal. By taking a holistic viewpoint of the entire life cycle—from cradle to grave—Sappi offers our customers a partner with a proven track record of environmental responsibility and the lowest carbon footprint among domestic coated paper suppliers. It's all part of our commitment to drive meaningful improvements beyond our mill gates.

SAPPI'S 3 PILLARS FOR SUSTAINABLE DEVELOPMENT



PEOPLE

Actively supporting the well-being of our employees and communities

Ideas that Matter (using good design to promote good causes)

Sappi Etc.: Education, Training and Consulting



PLANET

Working to help our customers reduce their environmental impact

In 2009, over 80% of our energy was derived from renewable resources

Lowest carbon footprint among domestic coated paper suppliers

Triple Chain of Custody Certified (FSC, SFI®, PEFC)

Promoting the best use of recycled fiber



PROSPERITY

Operating with a long-term view that focuses on growth through investments in our industry

Capital investments for efficiency and quality improvements

Ongoing dedication to innovation through Research and Development

Here, according to EPAT, are the seven issues you should be carefully examining to help you answer that nagging question... how responsible is my paper? You should consider these same issues when developing paper procurement guidelines for your organization.

For more information visit www.epat.org.

The maze of sustainability can become pretty challenging when it comes to specifying paper. Especially when you consider all the distracting noise being generated around particular certifications or statistics. Again, we continue to hold steadfast to our belief that a more holistic approach to selecting paper—one that takes into account the entire supply chain—is the only way to choose a paper that meets your environmental goals.

To that end, we are champions of Metafore's Environmental Paper Assessment Tool® (EPAT) as the most comprehensive tool for translating technical data into a context businesses can use for selecting paper. EPAT evaluates 19 performance indicators (rather than adopting a “one-size-fits-all” approach) for different paper types and then distills them into seven interrelated desired outcomes of environmentally preferable paper. This 360° approach takes into account everything from specific supply chain information and certification, to recovered fiber content, mill performance and impact on climate change.

Efficient use and conservation of raw materials

Recovered content,
Water use, Energy use

Minimization of waste

Recyclability and compostability

Conservation of natural systems

Fiber sources,
Certified forest management,
Sensitive forest fiber

Clean production

Air quality, Water quality, Climate stability, Minimum impact mill efforts, Solid waste, Environmental management system, Mercury

Community and human well-being

Labor and human rights,
Human health and safety,
Stakeholder impacts

Credible verification and reporting

Obtaining certifications from industry-leading sources

Economic viability

Ensuring cost-effective end products

PROVIDING YOU THE KNOWLEDGE TO ACT RESPONSIBLY



Learn more about the environmental benefits of Opus 30 and discover new ways to improve your sustainability efforts. Order your copy of 30/30 at www.sappisamples.com

A FEW INTERESTING FACTS FROM 30/30



Learn more about how to make environmentally responsible paper selection choices at:
Metafore.org
AIGA.org
DesignersAccord.org
WBCSD.org

—

Choose a paper company that buys only legally harvested trees from non-threatened species.

—

Go to Metafore.org and use the FCRC certified forest search tool to find forests certified by reputable programs.

Consider the total environmental impact of your paper. Where does the fiber—both virgin and recycled—come from? How was it processed? How far was it transported?

—

In paper making, transportation is the second largest contributor to greenhouse gases—choose a partner like Sappi that is SmartWaySM certified.

In landfills, paper can decompose into methane, a greenhouse gas 21 times more harmful than CO₂. Another reason why recycling is so important.

—

Sustainability needs to be looked at 360°—the entire life cycle of a product—from material acquisition through manufacturing, distribution, use and disposal.

—

Compare a company's sustainability performance to industry averages—not just in isolation.

SCHEDULE YOUR eQ PRESENTATION

We take very seriously our desire to elevate your eQ and believe that sharing our environmental knowledge is the best way to help you make better and more profitable decisions. That's why we'd like to offer you the opportunity to be part of a unique presentation from one of our sustainability experts—all of whom can share their expertise with your colleagues and your customers. These presentations can be customized to your specific needs or can be chosen from one of the sustainability topics listed here.

To customize and schedule your sustainability presentation, please contact us at eQeventsNA@sappi.com

Here are a few of the sustainability topics our experts can speak on:

Beyond PCW

Choosing paper responsibly means thinking about a lot more than just PCW content

—

Carbon Management

Reducing your footprint directly vs. buying offsets

—

Sustainable Forestry

Understanding the benefits of certification

PRODUCTION NOTES

Outside Front and Back Cover

Opus 30 Dull Cover 100lb/270gsm, match cream, match metallic gray, match red, match blue, process black, overall soft-touch aqueous and drytrap satin varnish.

Inside Front Cover and Back Cover

Opus 30 Dull Cover 100lb/270gsm, match cream, 2 hits match red, process black, spot gloss and dull varnish.

Interior Pages

Opus Dull Text 100lb/148gsm, 4-color process, match cream, match red, match blue and spot gloss and dull varnish.

The names, symbols, logos, and all other intellectual property of the companies, brands, and people appearing herein are the exclusive property of their respective owners and should not be interpreted as an endorsement of or by Sappi; any legal and equitable rights in their intellectual property are exclusively reserved to those owners.

SAPPI is a trademark of Sappi Limited. OPUS is a registered trademark, and the eQ logo is a trademark of Sappi Fine Paper North America.

© 2010 Sappi Fine Paper North America. All Rights Reserved.

100% of the electricity used to manufacture Opus 30 sheets is Green-e® certified renewable energy generated on-site by Sappi. Customers wishing to make claims regarding Green-e® should contact the Center for Resource Solutions at www.green-e.org.



Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fiber
www.fsc.org Cert no. SLM-COC-001563
© 1996 Forest Stewardship Council



Powered by 100%
Certified Renewable Energy

♻️ Please help us preserve our planet. If you choose not to keep this journal, please place it in a recycling bin. Thank you.

sappi

Sappi Fine Paper North America
100 Cummings Center, Suite 306L
Beverly MA 01915-6115
800.882.4332
www.sappi.com/ha

PRSRRT STD
U.S. POSTAGE PAID
PERMIT NO. 106
BLAINE, WA

**Sappi launches the eQ Tool.
Get a first look inside.**

www.sappi.com/eQTool