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FSC's René Ngongo awarded 'Alternative Nobel Prize'

[FSC.org](#). 27 November 2009

On 4 December 2009, Mr. René Ngongo, FSC's Contact Person in the Democratic Republic of Congo (DRC), will receive the Right Livelihood Award for his outstanding vision and work in the Congo Basin's endangered forests.

The Right Livelihood Award Foundation is recognizing Mr. Ngongo with the prize "for his courage in confronting the forces that are destroying the Congo's rainforests, and building political support for their conservation and sustainable use".

As the FSC Contract Person in the DRC since 2006, Mr. Ngongo has been involved in promoting FSC in one of the most critical areas of tropical forest in the world. He has established FSC representation in three key areas in this vast country – namely Kinshasa, Kisangani and Mbandaka.

Mr. Ngongo rallied stakeholders in the country and is on track to establish a national FSC Working Group. He is also participating in the regional Working Group which is currently developing a standard for the Congo Basin.

His efforts are now focused on organizing the DRC's first FSC General Assembly, scheduled for the end of 2009. Supported by the PPP-NI project, this will be a critical step for the Working Group to gain legal recognition in the DRC.

"The forests of the DR Congo and the Congo Basin (...) should not be considered merely as raw material to be exported and should neither only be seen as a carbon reservoir. Before anything else, it is a living environment, a grocery store, a pharmacy, a spiritual landmark for millions of forest communities and aboriginal peoples, those who are our forest's main guardians," said Mr. Ngongo. The annual award, known in many countries as the "Alternative Nobel Prize", honours and supports those offering practical and exemplary answers to the most urgent challenges facing us today.

First Class Post secures contracts following green certification trio

[printweek.com](#) 25 November 2009

Envelope printer First Class Post has secured "a number of major blue-chip contracts" after becoming FSC, PEFC and 14001 certified.

The Leeds-based company said that, while it wanted to strengthen its green credentials for genuine environmental reasons, it found that an increasing number of clients were specifying certified products.

Managing director Malcolm Carter said: "We were not awarded these particular contracts because we achieved certification, but there is no doubt they have a definite bearing on the ability to win business from existing and new clients."

All of the company's waste, including cardboard, paper, polythene, plates and chemicals, is segregated and collected by relevant recycling companies.

Carter said: "The majority of the large envelope users, such as banks and insurance companies, are very keen on minimising the cost of printed material to the environment and wish to be seen to be doing so."

According to Carter, FSC and PEFC is increasingly becoming a prerequisite throughout the industry, however, he said that FSC accreditation carried "a substantial cost to a business of our size".

"From a business angle, the cost has to be justified. We believe that it is due to the fact that we are now not excluded from quoting on certain campaigns, which had definitely occurred in pre-accreditation days."

First Class Post has 30 staff and is a trade supplier with a customer base of 500, including mailing houses, printers, agencies and print management companies.

The £3m-turnover company operates a mix of nine envelope overprinting machines that enables it to print up to four colours across a range of envelope sizes and finishes.

Domtar sells millionth ton of FSC certified paper

FSC.org 23 November 2009

Domtar Corporation in the US has reached a significant milestone with the sale of its millionth ton of FSC certified paper. This achievement is a direct result of the commitment Domtar made nearly a decade ago to pursue FSC certification for all of its forests and facilities.

Today, more than 40 different locations in Domtar's supply chain are FSC certified, as are its 15 pulp and paper mills and more than 15 million acres of the forests from which the company sources its fiber.

"The choice Domtar and others are making for FSC is generating concrete social and environmental benefits for the world's forests and the people who depend on them. The sale of the first million tons of FSC certified paper is another landmark in the company's commitment to sustainability. Congratulations to Domtar for its leadership and to its entire staff for making this a reality," said Andre de Freitas, Executive Director of FSC.

Since the company's first FSC certified ton was manufactured in 2002, Domtar's offering has evolved from one product to a full line of environmentally and socially responsible papers known collectively as Domtar EarthChoice®. All Domtar EarthChoice® products are certified to FSC standards.

In marking this milestone, Domtar created a vibrant visual message about FSC on its website, thanking its customers for helping to protect watersheds and forests and give a voice to communities and indigenous peoples.

Cloc scoops Green Apple award for environmental efforts

printweek.com 23 November 2009

Commercial printer Cloc has been awarded a Green Apple Award in recognition of its ongoing environmental initiatives.

The company won the accolade, which was awarded by independent environmental group The Green Organisation, at an awards ceremony at the House of Commons last week (17 November).

Roger Wolens, national organiser of the awards, said: "To show continued interest in environmental issues during the current financial climate shows great foresight and they deserve the recognition of being Green Apple Award winners."

Cloc environmental champion Oliver Thomas said receiving the award was "a proud day for the company".

He said: "It is fantastic to know the great efforts that we are making every day are being recognised in this manner and that the confidence we have shown in our policies and procedures is being justified."

Paper industry has cut emissions by 42% since 1990, report claims

[printweek.com](#) 23 November 2009

Paper manufacturers in Europe have reduced emissions by 42% since 1990 and are an "enabler" of European climate change targets, the Confederation of European Paper Industries (CEPI) has said. CEPI's fourth Sustainability Report, which was released last week, hailed the "impressive performance of the industry and said that, despite the recession, paper manufacturers are delivering on their targets".

Teresa Oresas, CEPI managing director, said: "We are committed to this process. We will continue to work to adapt and respond to the challenges that face us while our products are produced sustainably to the benefit of society.

"The pulp and paper industry is an enabler actively helping the EU to realise its climate change goals, thereby contributing enthusiastically towards sustainability, and this report shows tangible examples of how that works in practice."

The report said that paper was the only industrial sector to reduce emissions under the EU Emissions Trading System in 2008 against 2007 levels.

It claimed that the industry had increased its recycling rate to 66.6%, higher than the target set for 2010; produced 94.3% of its total on-site energy production through the more environmentally friendly method of combined heat and power (CHP); and increased its biomass-based energy usage to 54.4%, a 1.5% increase on 2007.

The report will add weight to the National Association of Paper Merchants' (NAPM) Two Sides campaign, which aims to alter public misconceptions on the environmental impact of paper.

CEPI is a Brussels-based not-for-profit organisation that represents around 800 companies in the European pulp and paper industries.

Print needs to defend itself against eco charges in a simpler, less technical way

[printweek.com](#) 20 November 2009

I was working with the corporate responsibility committee of one of my clients recently, a very well-known brand involving global manufacturing, distribution and sales. We were brain storming new initiatives that we could work on to develop the next stage of their strategy and asking what the next priorities might be.

One of my colleagues, who works in legal affairs, suggested that elimination of paper might be something for the group to work on. There was an awkward pause before one of the technical team reminded us of all the detailed analysis we had done to characterise and quantify the company's overall environmental footprint. From this work, which is similar to carbon footprinting but with an 'all issue' remit, the environmental heavy hitters are quite clear: the company's paper purchases do not even register on the scale as being a significant impact.

I reminded the group that we had also analysed stakeholder concerns and expectations on the company's social and environmental issues - and paper consumption had not figured in that analysis either. So if paper consumption has a relatively trivial impact overall and no third party was lobbying for a reduction in its use, why was 'paper use' front of mind for my legal colleague?

Paper problems?

We carried on our conversations. Further down our agenda was publication of the company's next corporate responsibility report. Bear in mind that a cross-functional team working with external consultants had been developing the report for the best part of a year. The text and design was ready and was already sat with the chief executive for his approval. Again my colleague asks, "Why are we printing 1,000 copies of the report, isn't this an inappropriate thing for a responsible company to do?"

We stopped and discussed the company's overall communications objectives and the desirability of putting a hard copy in the hands of certain report users. We also reflected upon how this was already a radically reduced print run compared to the previous year and again we moved on. But these discussions set me thinking about the massive challenges facing the print and paper industries. For some reason, it has become accepted wisdom, with little debate, that print media are generally a 'bad thing'. I have written in this column about this issue before, but I remain convinced that so much more should be done by the industry to make its case regarding its environmental and social impacts - both positive and negative - to create greater balance in the debate.

Tailored information

We also need to work extremely hard to explain scientific and technical issues to a non-expert audience. The field of corporate responsibility is still relatively young and the tools that we have at our disposal to help companies understand what's important and decide priorities are far from perfect. More than that, when decision makers struggle with even basic scientific concepts, the danger of getting distracted - or forming bad policy - is huge.

On a more positive note, at the same meeting, we presented the results of some benchmarking work my company had done to the committee. The tool is called the Tomorrow's Value Rating and is being published on a rolling basis, sector by sector. The rating explores how corporates understand and are responding to 'material' sustainability issues - and using what they learn to create future value.

The research clearly differentiates between the companies that 'get it' and those that don't. In this case, applying the rating to my global manufacturing company showed that they had not only been relatively successful to date in focusing on the priority issues, but also that they are better than most in measuring performance and setting effective targets.

It is surprising how many high-profile brands that are known for being good corporate citizens are actually quite bad at committing to future improvements, but there is comfort in the fact many others are relatively good.

Forest Carbon Working Group issues report of first meeting

[FSC.org](http://www.fsc.org) 11 November 2009

The Forest Carbon Working Group (FCWG) has issued a report of their first meeting. Representatives from economic, social and environmental organizations in the North and South participated in the meeting to identify and prioritize the issues and topics that will determine the FCWG's strategy and activities.

At the meeting in Bonn, Germany, from 9-11 September 2009, the FCWG identified two main draft objectives. First, to ensure that FSC standards are adjusted to or compatible with the specific requirements of forest climate projects or programmes without compromising system integrity or otherwise impairing FSC's reputation. Second, to ensure that FSC certification is widely recognized, referenced and used by voluntary and regulatory systems for crediting forest-based carbon. The FCWG will focus action on strategic planning; reviewing the FSC scheme to make FSC certification fully applicable in the context of forest climate protection; promoting FSC as an effective multi-stakeholder certification programme and monitoring, verification, and reporting (MRV) system; developing tools and training modules to support social and southern stakeholders as well as smallholders and communities; and entering into strategic partnerships to confront issues that are outside the scope of FSC.

Activities by FSC related to forest-based carbon accounting go back to 1999 when a Carbon Certification Workshop was held at the FSC General Assembly. A policy motion was passed with overwhelming majority at the 2008 FSC General Assembly. This motion requested the exploration of FSC's engagement in forest-based carbon initiatives and frameworks to mitigate climate change. Based on this mandate, the Forest Carbon Working Group (FCWG) was established in July 2009 to research and provide advice on relevant issues, and facilitate decision-making processes. A summary of the meeting is available at www.fsc.org/climatechange.html

Heidelberg backs Cambridge University environmental initiative

[printweek.com](http://www.printweek.com) 19 November 2009

Heidelberg has given its backing to a University of Cambridge initiative that aims to limit the rise in global average temperature.

Heidelberg is one of 900 companies to have signed the 'Copenhagen Communiqué', which is calling on delegates at next month's United Nations Climate Change Conference to take "urgent action". The communiqué states that the rise in global average temperature should be limited to a maximum of 2°C compared to pre-industrial levels.

The United Nations summit, which is due to be held in Copenhagen from 7-18 December, aims to secure a new global agreement on climate protection to succeed the Kyoto Protocol following its expiration in 2012.

Stephan Plenz, Heidelberg board member responsible for Technology and Operations, said: "We want to show that Heidelberg is fully supportive of the climate protection goals referred to in the communiqué, such as energy efficiency and low-carbon products and services."

Plenz added that Heidelberg would also be implementing its own measures, as evidenced in its role as joint initiator of the VDMA (German Engineering Foundation) guideline on the measurement of energy consumption for sheetfed presses.

Heidelberg said that the guideline, which will be published as a VDMA standard sheet at the beginning of 2010, would create "an important basis for the objective evaluation of presses in terms of energy consumption and efficiency".

Meanwhile, Heidelberg also recently published its latest sustainability report, which includes successful customer case studies and tips.

The German press manufacturer said that the report, which lists the 12 steps to a 'green print shop', claims that environmental protection is not irreconcilable with business success and can even win new customers.

UPM Finesse Leading Brand from a Quality and Environmental Point of View in Opticom's Study

UPM-kymmene.com 18 November 2009

UPM Finesse has been recognized in Opticom International Research' "The Brand Tracking Survey - Woodfree Coated Paper 2009". The study includes information about the most known, bought and appreciated woodfree coated reel and sheet brands in Western Europe, as well as sheet brands in Central & Eastern Europe.

Sappi's Royal was the most well-known reel brand in Europe, while UPM Finesse was number two. Web heat-set printers often refer to their supplier when asked to mention brands spontaneously and UPM as a corporate brand was number ten in terms of spontaneous awareness.

Royal and UPM Finesse have a different set of strengths. Royal takes the lead from a spontaneous awareness and purchased brands point of view and shows a wider geographical coverage. UPM Finesse, on the other hand, is the leading brand from a quality and brand performance point of view and it is also the most frequently mentioned leading brand with respect to environmental issues.

"In line with the actuality of the theme, we wanted to understand how printers view the environmental aspects of woodfree coated paper brands and in particular see if there were any brands perceived to be superior to others in this respect. Results show that among web heat-set printers UPM has taken a lead with its brand Finesse and the corporate brand UPM itself. In the European market for woodfree coated sheets, there is, however, not yet any clearly leading brand." says Jessica Tommila from Opticom International Research. "This constitutes an opportunity for paper producers and merchants wanting to claim the throne of the most environmentally credible woodfree coated paper brand," she adds.

Trinity installs dampening system

printweek.com 18 November 2009

Newspaper publisher Trinity Mirror has installed two delta.f dampening filtration systems from Technotrans at its Glasgow facility.

The two systems, supplied by Technotrans' UK distributor WRH Marketing, will be attached to an existing delta.sd dampening system, which is already in place on Trinity's two five-tower KBA Commander web press.

David Beagan, chief engineer at the plant, said: "Filtration is vital to us from an environmental perspective. The solids don't go down the drain and the liquid from the dampening solution is recycled to reduce our fount bill.

"It is green and cost-saving. It requires very little maintenance because the filters clean themselves so all we do is occasionally decant the sludge tanks."

Trinity Mirror prints a range of national and regional titles at its Glasgow facility including The Daily Record, The Mirror, The Independent and The Glaswegian.

Printing.com picks up environmental accreditation

[printweek.com](#) 18 November 2009

Printing.com has been awarded ISO 14001 accreditation and doubled the target of its Trees for Schools campaign to 100,000 trees.

The hub-and-spoke print franchise picked up its ISO 14001 certificate following a recent assessment by BSI Management Systems.

Printing.com highlighted its recycling and waste reduction initiatives, including its use of vegetable-based inks, which are pumped straight from large drums, rather than small cartridges, in order to reduce packaging.

In addition, the Manchester-based company has increased the target of its Trees for Schools campaign to 100,000 trees after passing its self-imposed 50,000 mark.

The campaign, which is conducted with the help of Tree Appeal and David Bellamy, centres around Printing.com's pledge to plant a tree for every 20 orders it receives.

Carbon capture scheme must not result in higher energy bills, FSB says

[printweek.com](#) 18 November 2009

The Federation of Small Businesses (FSB) has urged the government not to allow energy companies to pass on carbon change levies to small businesses, following today's Queen's Speech.

Earlier today, the Queen set out the government's proposals for the forthcoming parliament in a series of 10 proposed bills.

Included within the speech was a bill to grant additional powers to the Financial Services Authority to curb bonuses, as well as the launch of the Equality Bill that could lead to companies with more than 250 employees disclosing gender pay discrepancy.

In addition, an energy bill was outlined that touted the construction of up to four carbon capture and storage schemes to reduce CO2 emissions.

Under such a scheme, CO2 emissions can be taken and deposited elsewhere, such as within submarine oil fields, in order to prevent them reaching the atmosphere.

The FSB said there was a danger that levies charged on energy companies to build these schemes could be passed on to small businesses.

It said: "With the government committed to a low-carbon economy, it is important that any legislation in this area does not hinder small firms through a one-size fits all approach.

"It is essential that any levy placed on the energy suppliers for carbon capture is not passed on to hard-pressed households and small businesses that are already facing increasingly large energy bills."

It added that any reforms in governance of the finance sector must "not be pure political rhetoric" and must improve lending to small businesses.

UPM terminates APRIL pulp agreement

[printweek.com](#) 18 November 2009

UPM has terminated its existing purchasing contract with Asia Pacific Resources International Holding Limited (APRIL) as part of its new pulp sourcing strategy.

The move came on the back of UPM signing a letter of intent to become sole owner of Botnia's Uruguayan Fray Bentos mill and forest plantations.

The paper giant will increase the share of plantation-based eucalyptus pulp sourced from the country for use in the paper production of its Changshu, China-based paper mill.

UPM, which informed APRIL of its decision at the beginning of the month, had previously sourced pulp for its Changshu fine paper mill from APRIL and, from the beginning of 2004, the mill received pulp solely based on acacia from plantations.

Sail safely across the green sea of environmental accreditations

[printweek.com](#) 13 November 2009

Environmental accreditations are an essential tool in winning clients, but which are the best and why? Philip Chadwick investigates

Environmental accreditations can be a contentious topic of conversation. While some talk up the fact that they demonstrate a company's social responsibility and are key to winning new clients - and keeping existing ones happy - others condemn them as an expensive box-ticking exercise that brings no tangible benefits.

If you're in the latter camp, you're part of a dwindling minority. While your arguments may be persuasive, the fact remains that in today's changing print industry, many organisations in both the public and private sectors will only work with you if you can demonstrate your environmental commitment.

But deciding on what accreditation you should opt for to underline your green credentials can leave printers all at sea. There are several available, but to judge which one's best depends on the size of your business and the kind of work you carry out. Also, you have to consider how the accreditation is assessed, as some customers will enquire about that as well.

Pick of the bunch

With accreditations ranging from the well-known ISO 14001 to the BS8555 accreditation, as well as paper schemes PEFC and FSC, it's easy to see why some companies can be confused when it comes

to knowing which green stamp is best for them. Liam Gardner, national environment adviser at the BPIF, explains that it's essentially a case of horses for courses.

"We tell our members to look at what their customers are demanding," he says. "It also depends on the size of the business. Accreditations, such as British standard BS8555 or Green Dragon, are out there for smaller businesses. They require a smaller level of investment to get to different stages. Most companies ask for the ubiquitous ISO 14001, but for some companies it is a big ask."

At the very top of the green accreditation league is EMAS, a scheme that requires the business to publicly report its environmental performance. One of a handful of print companies that have achieved EMAS is Beacon Press, part of the Pureprint Group. According to business development director Richard Owers, it's an accreditation that's gaining some traction in the industry.

"EMAS is the gold standard," he adds. "We also have ISO 14001 and we are FSC accredited. EMAS can give you an edge if the customer attaches value to it. But for us, it is something more than just having an accreditation. Part of our environmental mission is to provide best practice and to give leadership. It's very important that we work closely with bodies such as the WWF. There's also the danger of greenwash: people are naturally cynical about claims, so we need to be transparent." The EMAS accreditation certainly requires that transparency. Under the terms of the scheme, Beacon has to demonstrate that it's constantly improving its environmental credentials and provide a public report outlining its policies in detail, ranging from its CO2 emissions and litres of IPA bought, to the amount of ink purchased and the levels of waste committed to landfill.

The right fit

Stralfors, the Redruth-based direct mail, business forms and transactional printer, also takes its environmental responsibilities seriously. The company has had ISO 14001 since 2000 and also has the FSC accreditation. But there are no plans to implement EMAS, says Rob Norwell, environmental and compliance manager at Stralfors.

"Having it will not significantly enhance or benefit our business," he says. "That's not to say there's anything wrong with EMAS or that it isn't good for other organisations."

Understanding what accreditation you need really boils down to understanding your customer and at Stralfors, its clients in the financial sector attach more value to accreditations and are keen to see that the supplier is actively practising what it preaches.

"We are seeing a lot more organisations carry out their own reviews and audits," he adds. "Many customers have their own individual questions that fall outside the accreditation. They want to see how you are dealing with your environmental impact - it is a living and breathing part of the business."

Christine Wood, corporate social responsibility manager at Tullis Russell, which has been certified to ISO 14001

for 11 years, adds: "It gives customers confidence that our management of environmental protection and improvement in performance is managed within a solid, systematic framework. More recently, certification to FSC has allowed us to give our customers added confidence that we are sourcing our woodpulp from sustainable, well managed forests."

But it's the way a company is assessed that can carry even more weight and it's another area that print buyers are attaching importance to. "It is important to ensure that the certification body you engage with provides value for money," says Wood. "External audits should be useful to the

organisation; challenging but realistic. ISO 14001 should support the company in complying with legislation and improving environmental performance."

Beacon's Owers adds: "There are a few consultants that aren't working to an approved standard - there is almost a grey area."

The United Kingdom Accreditation Service (UKAS) badge sorts out the wheat from the chaff. It's the sole government-approved body for accrediting a company's environmental management system in the UK. While it's a badge that should mean the assessor is thorough, it's also a badge that many print buyers are looking for on the accreditation's certificate.

"It lends credibility and weight - UKAS runs the rule over a number of accreditation bodies," says Stralfor's Norwell. "It's not unusual for our clients to insist on it."

The BPIF's Gardner advises that any assessment should be carried out only by "a credible, independent third party".

He adds that in the past, getting accreditations had been viewed as a financial burden. While many print companies have attained the correct accreditation, it still doesn't come cheap and there isn't that much financial help out there.

Funding issues

"You have to dig down quite deep to find funding," says Gardner. "It depends where you are and the size of your business - some Regional Development Agencies can help, but there is no definite support. No company is guaranteed any financial aid, although sometimes there is funding for SMEs."

While it may be expensive for some, having no accreditations is not a risk worth taking unless there is no demand for a certain degree of environmental transparency from a customer. That's pretty rare and, as the BPIF's Gardner points out, going green is a financially sound option in the long run. "More and more companies understand their environmental responsibilities and the accreditations show that you are sticking to the legislation and monitoring performance," he says. "It's about setting realistic achievements and sticking to them. You have to incorporate a focused environmental management system (see box). There are plenty of companies out there that have really reduced waste and energy, while retaining the quality of their product and saving money." So while there may still be detractors, it is clear environmental accreditations are an important part of print's future and that to win clients, businesses have to get on board.

EMS: WHERE TO START

A company that is serious about its green aspirations needs to have a solid environmental management system (EMS) in place. According to government-backed green consultants Envirowise, an EMS is a structured framework for managing and monitoring environmental performance and ensuring compliance with legislation.

The first step is to have a commitment from senior management, as an 'environmental champion' at that level will help motivate other employees. Then a company should look at carrying out a cost-benefit analysis looking at the price of raw materials, water, gas, electricity and waste disposal over the previous year.

It gets more time-intensive after that. Operational procedures need to be put together in an EMS manual and at this stage, it's vital to consult employees.

As with any proposal for organisational improvement, commitment and input from the wider workforce is essential, explains Michael Savage, production specialist at Envirowise. Some

employees will need more information about the environmental issues than others, depending on the level of responsibility assigned to them. Those EMS schemes that carry formal certification will usually require you to carry out a training-needs analysis and then provide evidence that the relevant training has been carried out.

Savage adds that an EMS is only a starting point and from there on in it's a case of monitoring and reviewing how it's fitting into a business.

ProPrint puts APP in the hotseat during live global webcast

printweek.com 12 November 2009

APP took questions from across the globe this morning as ProPrint hosted a live webcast entitled 'Can the Indonesian pulp and paper industry be sustainable?'

ProPrint editor Steve Crowe put Aida Greenbury, director of sustainability and stakeholder engagement for APP Indonesia, in the hotseat for an hour, during which she addressed a variety of questions on the company's green credentials.

Asked why APP's relations with the FSC standards body had fractured, Greenbury said that its facilities did in fact pass FSC's requirements, but that new FSC principles were formed in 2007 that were applied to freeze APP out of the process.

She said that the company had endeavoured to find a working solution with the FSC, but was still awaiting a response, and that it had asked that these principles be applied to all paper companies working to the standard.

Greenbury drew a line between the standards and companies of the western hemisphere, and the unique needs and requirements, both environmental and social, of Indonesia.

She said that, although its competitors had converted their plantations many years ago, APP was a relative newcomer to the industry and the process of converting forestry, which was legally granted by the Indonesian government, to production plantations, was very different from simply maintaining existing plantations in a sustainable manner.

Before any such conversion is undertaken, she claimed, third-party research is undertaken to identify areas that have a high conservation value and need to be protected. Pulp produced from these areas have "around 20% mixed wood residues", although Greenbury maintained that APP is legally obliged to take this wood out.

Greenbury added that, as a relative newcomer to the pulp market compared to major players in the western hemisphere, APP had been subjected to a lot of scrutiny - more so than its competitors - and that this "enabled us to learn from their mistakes".

UPM heralds success in carbon disclosure index

printweek.com 11 November 2009

Paper giant UPM has said that reducing its CO2 emissions by 40% per tonne of paper was one of the key reasons behind its high score in the recent Nordic Carbon Disclosure Leadership Index.

The index, which comprises the top scoring 10% of companies included in the Carbon Disclosure Project's analysis of 200 Nordic companies, scored businesses on their climate change disclosure, focusing on greenhouse gas emissions and reduction targets.

According to UPM, the group has invested more than €1bn (£900m) since the early 1990s in biomass-fired power plants and recovery boilers. Its investments have cut CO₂ emissions by 40% per tonne of paper, it claimed.

Anja Silvennoinen, senior vice president of UPM's energy business area, said: "We have a very good track record when it comes to reducing greenhouse gases."

She added: "For example, changes in the fuel mix and improved energy efficiency resulted in a 12% decrease in fossil CO₂ emissions per tonne of paper in 2008 compared to 2007."

Drytac launches EarthSmart Premium Bond paper

[printweek.com](#) 11 November 2009

Drytac has launched EarthSmart Premium Bond - an FSC-certified extra-heavyweight paper designed for aqueous inkjet printers.

The paper is 100% recyclable and biodegradable, and comes in 35in, 42in, 50in and 60in sizes of matt coated bond paper.

Aimed at the indoor graphics, signage and retail markets, the company said that, when paired with its Interlam Bio Matt or Interlam Bio Gloss laminates on its green mount Xanita X-board, a user can create a completely bio-degradable graphic.

Stationers debate finds print does have a future

[printweek.com](#) 10 November 2009

More than 100 delegates took part in a debate on the future of print and paper this week agreeing that, while the industry does need structural change, it does have a bright future in partnership, not conflict, with digital media.

The Stationers' and Newspaper Makers' Company event dubbed 'Are Print and Pixels Competitive or Complementary?' followed the summer publication of its controversial report, which predicted widespread decline in the demand for paper and print over the next 11 years.

According to the study, the key findings of which were presented to the audience by the report's author NKL Associates principal Richard Harris, the total demand for graphic paper and print will decline by almost a third between 2008 and 2020.

The findings split the debating panel. St Ives group technical director John Charnock agreed with the reports findings in principal – but added that pixels and print should be regarded as complementary and said that paper and print would continue to have a value and relevance and that the reduction in demand could and should be accounted for by a reduction in waste.

"There's a lot of waste in high-volume manufacturing industries like ours. But the key area is relevance. We have to make sure that the content of a product is relevant to the recipient, because reducing irrelevant content alone could easily account for the 30% reduction," said Charnock.

Bob Latham, sustainability director at Paperlinx Europe highlighted that, while the pessimistic findings may ring true for some sectors, for others, such as communications advertising, it will be a different story.

"The message is that you need to be extremely careful about the parts of the market you're exposed to," said Latham.

He also defended the report's findings, which have drawn some criticism: "I don't think the headline numbers matter very much; it's about the direction of the tide, not how high the waves are."

This was countered by Will Oldham, UPM UK general manager, who said that the report was unduly pessimistic and that he believed the paper and print industries would prove to be "surprisingly resilient".

While he agreed that the industry needed to restructure, he questioned the report's findings on how the different generations would consume information in the future and said that he thought it would be much more "nuanced than a simple shift away from paper to digital media".

This was echoed by Bertrand Lousteau, Sun Chemical marketing director, publication inks, and Publishers Association chief executive Simon Juden. Lousteau added that information continued to be easier to digest on paper compared to on screen and highlighted the environmental benefits of paper over electronic media.

Times Online assistant editor Tom Whitwell dismissed the negative environmental arguments and said that print and paper should focus on highlighting its positives, such as the growth of digital print and the perception of high value that a physical product has.

However, all of the panel, which was chaired by HH Pegg chairman Nick Steidl on behalf of the Stationers, agreed that the industry needed to do more to promote the benefits of print, through initiatives like Two Sides.

Non-process plates help eliminate chemical waste

printingtalk.com 09 November 2009

Paris, France, print house Imprimerie Grenier has invested in Kodak's Thermal Direct non-process plates to enable it to eliminate chemical waste.

Driven by a desire to combine industrial performance with sustainable development, during the last five years Imprimerie Grenier has adopted an environmental approach.

This resulted in the company being accredited with the Imprim'Vert label, followed by ISO 140001 certification.

Christian Crouzevialle, the chief executive officer of Imprimerie Grenier, said: 'We structure our objectives, implement technological monitoring and have moved towards cleaner production.

Kodak said that the switch to chemical-free Thermal Direct plates represents a significant step forward, and fits perfectly with the company's sustainable approach.

Franandcedilois Fessard, the plate imaging manager at Imprimerie Grenier, explained: 'Because of the no plate processing procedure, we've shortened the production cycle and eliminated developer, chemical and reprocessing costs.

And because operators no longer have to maintain the developer, we've saved half a day's work for two people.

According to Kodak Thermal Direct can be secured directly on the press after it has been imaged on to any 830nm thermal CTP on the market.

Essentially, this technology eliminates any variables resulting from the development process, such as the appearance of small hickies.

At the same time, Thermal Direct plates do not require any rinsing or gumming.

Fessard added: 'The plate is exposed normally on the CTP but doesn't undergo any form of chemical development.

The non-imaged parts remain soluble and are transferred to the first sheets once the water has softened their surface.

In addition, Thermal Direct doesn't generate any residue in the machine.

In the beginning, our operators didn't notice the transition and not a single plate was returned to the shop.

Kodak said that the technology enables on-press development, with no contamination of the press by the plates.

Imprimerie Grenier is impressed by the compatibility of the plate and the two four-colour offset presses that function with alcohol-free dampening.

It enables the use of Kodak's Staccato Screening, which can satisfy the most demanding jobs.

Imprimerie Grenier has a full set of plate imaging and proofing equipment managed by Kodak's Prinergy Evo workflow software, including pre-flight, normalisation, colour management, trapping and optimisation.

This workflow is helping Imprimerie Grenier streamline its processes and reduce production costs.

The Prinergy Evo software is the backbone of production.

It drives two eight-up thermal CTP units, including a Kodak Trendsetter 800 III platesetter and a Kodak Magnus 800 Platesetter, with automatic loading of production runs in the order of 40 plates per hour.

Magnus 800 is equipped with a cassette unit and a plate supply system, which places a new plate on standby while another plate is imaged.

The design and reliability of the CTPs have also helped reduce downtime.

'In the space of two years, the few problems we have encountered have been easily resolved over the phone with the help of Kodak technicians,' said Fessard.

Last spring Imprimerie Grenier acquired Kodak's Insite pre-press portal system, enabling remote proofing and validation.

Fessard commented: 'Digital proofing via the Insite system helps us meet our customers' demands regarding cost, responsiveness and user-friendliness.

In today's cost-conscious times, customers are happy to use soft proofs, as hard proofs are considered too expensive for validating routine work.

The company still uses the Kodak Matchprint inkjet proofing system, which is required by customers with precision jobs and helps operators put the finishing touches to colour adjustments.

Limetree slashes water and chemistry usage with switch to Fuji's Pro-V plate

[printweek.com](#) 06 November 2009

Limetree Offset has switched from Fuji's LP-NV plate to its low-chemistry Brillia HD Pro-V and significantly reduced its environmental impact.

The Wickford, Essex-based company, which already has ISO 9001, ISO 14001 and FSC accreditation, made the switch in order to benefit from the water and chemistry savings offered by the low-chemistry plate.

Vic Milton, managing director of Limetree Offset, said: "With our previous plate system, the processor was connected directly to the mains water with every plate having to be washed.

"As the Pro-V plate needs virtually no water, we now take it from the new water filtration system connected to our press and only have to replace it every three months – reducing our water usage by around 99%."

In addition to the water savings, Limetree has reduced its chemistry usage by around 90%, dramatically reducing the amount of hazardous waste the company has to dispose of.

Milton added that the company was now consulting with a number of offsetting companies in an effort to achieve carbon neutral status.

Greenpeace stages protest over Indonesian rainforest destruction

[printweek.com](#) 04 November 2009

Greenpeace has held another protest aimed at preventing the destruction of Indonesia's rainforests. Some 50 activists completed the construction of a dam across one of the canals built to drain the rainforest and peat soils on Tuesday (3 November).

According to the NGO, the message hopes to call on world leaders to end global deforestation, which it claimed is responsible for a fifth of all greenhouse gas emissions, with Indonesia being the world's third largest climate polluter after China and America.

Bustar Maitar, Greenpeace Southeast Asia campaigner, said: "To pull the world back from the brink of a climate crisis we need Obama, Merkel, Sarkozy, Brown and other world leaders to commit to much deeper cuts in emissions from fossil fuels and to provide the critical funds needed to end deforestation."

Savvy FTSE 350 companies find going green cuts costs

[WRAP.org.uk](#) 04 November 2009

A YouGov survey commissioned by WRAP (Waste & Resources Action Programme) has found that the UK's largest companies are cutting costs by being resource efficient.

The survey, of FTSE 350 and other large UK companies, was commissioned to explore business attitudes to making best use of natural resources and reducing waste. It found that companies believe their green initiatives are saving money.

The findings will be shared with business leaders attending WRAP's Annual Conference in London today (4 November). Speakers at the conference, entitled 'Resource Efficiency: the future for UK

business?’ include WRAP CEO Dr Liz Goodwin, Secretary of State for the Environment Hilary Benn, and Morrison’s CEO Marc Bolland.

61% of those questioned said their business had implemented environmental changes over the last year to cut costs. The same number (61%) said their company made changes to meet CSR or environmental objectives. 47% of respondents estimated that resource efficiency measures had saved them or would save them at least £100k a year with 17% believing it could save them more than £1m.

Companies gave a wide range of resource efficiency measures they were taking including: reducing energy consumption, cutting travel by using video/teleconference facilities, reducing water use, recycling more and investing in new processes or technology to decrease the use of natural resources.

Companies taking action to cut costs were asked what their company did to minimise use of natural resources and prevent waste. The highest number (73%) had increased e-communications (rather than printed or written), 68% had set machines to print double-sided, with 59% increasing the use of recycled materials and 51% increasing re-use of materials.

25% of those questioned said that their Board spent more time this year discussing how to use resources more efficiently.

The conference will also see the launch of academic research commissioned by WRAP and conducted by the Stockholm Environment Institute. It is the first piece of research which outlines how resource efficiency can help the UK meet its climate change targets. The research covers UK domestic emissions and those related to our consumption of goods and services imported from abroad.

It shows that making better use of our natural resources could contribute 10% of the necessary reduction in UK domestic greenhouse gas (GHG) emissions by 2020. In terms of consumer emissions (including imports), resource efficiency could reduce these by 8% by 2050.

Importantly, resource efficiency can achieve all this with no negative impact on UK GDP. The research looked at potential ways of increasing resource efficiency in the production and consumption of goods and services.

For production the ideas include: lightweighting, using different and less environmentally damaging materials, using less materials to achieve the same result, building sustainably (such as with recovered materials) and making best use of our existing infrastructure, instead of building something new. Of these, lightweighting or ‘lean production’ is by far the most effective strategy. This shows the importance of good design to reduce the environmental impact of products.

For consumption, the strategies suggested were: using goods to the end of their life, changing our diets and reducing food waste, renting instead of buying some products (e.g./ high end clothing), and taking goods to be refurbished.

The research found that resource efficiency could have an immediate impact in reducing our greenhouse gas emissions – saving up to 254m tonnes over the next ten years.

Liz Goodwin, WRAP CEO said: “Resource efficiency is good for the environment, and good for business.

“Making the best use of our natural resources will not damage our economy – on the contrary it will make the UK more competitive.

“This response from the UK’s largest companies has convinced us that an increasing number are committed to improving their resource efficiency and that they can see the business benefits of doing this.

“The UK has some tough environmental targets to meet but WRAP believes we can meet them in a way that sustains and even develops our economy.”

Environment Secretary Hilary Benn said: “Businesses are facing challenging times, today more so than ever, so finding ways to save money makes a lot of sense. There are opportunities here in the UK too in the low carbon and environmental goods and services, where we currently have just over three percent of the global market. This will grow as consumers become increasingly environmentally aware and companies realise that waste is just a resource in another form and that sustainability is the key not only to the environment but to business success. Now is the time to shape our businesses of the future.”

¹ The United Nations (UNEP) definition refers to resource efficiency as: ...reducing the environmental impact of the consumption and production of goods and services over their full life cycle (Cropper, 2009)

² 274 out of 301 respondents were from FTSE 350 companies. All were from the UK’s top 500 companies.

M-real rated second in carbon disclosure report

[printweek.com](#) 04 November 2009

M-real has received the second highest rating in the materials sector in the Carbon Disclosure Leadership Index Nordic Report 2009.

The report ranks companies that have provided information on the Carbon Disclosure Project (CDP), looking at how they have demonstrated an understanding of the impact of climate change on their businesses.

Mikko Helander, chief executive of M-real, claimed the company had "considerably reduced" the environmental impact of its operations by using energy more efficiently.

He said: "Actions to reduce our environmental impact are also bringing major cost savings for M-real. This success in CDP is a significant recognition of the systematic work we are doing and shows that we are going to the right direction."

The paper company said it openly reports its environmental impacts through product-specific paper profile declarations and carbon footprint calculations.

CDP is a non-profit organisation that compiles companies' carbon dioxide emissions and risks in relation to climate change.

The report contains information on businesses' targets, investments and responsibilities.

Paul Dickinson, chief executive of the CDP, said: "Companies which control their risks today, manage their emissions and seize the opportunities to produce low-carbon goods and services, will be the best placed to prosper in a low-carbon economy of the future."

Worldcolor's 'green' benefits of better transport

Printingtalk Nov 2, 2009

Worldcolor has launched a collaboration with the United States Environmental Protection Agency (EPA) to publish a case study outlining the environmental gains achieved from continuous improvement.

The company said that its efforts are combined with its partnership with the Smartway Programme, which is a collaborative, voluntary programme between the EPA and the freight industry to increase energy efficiency while reducing pollution and greenhouse gas emissions.

The initiative is focused on reducing the amount of full truck loads from unnecessary shipping across North America, thereby reducing the amount of CO2 released into the atmosphere.

Worldcolor said it has re-evaluated and re-defined its consolidation network, created new delivery boundaries, tested and altered skid configurations and enhanced critical areas of up-front customer communication.

These variables, among many others, allow Worldcolor to increase load planning times and shift strategic loading initiatives, maximizing every truck's load configurations and weights, it is claimed.

UPM profit out of red for third-quarter results

printweek.com 01 November 2009

Paper giant UPM has recorded a third-quarter pre-tax profit of 64m euro (£57m) and revealed that it is to reposition itself at the fore of the "bio and forest industry".

The figure is up on a loss of €90m recorded at the same time a year earlier. However, for the first three quarters it recorded a pre-tax loss of €124m.

Sales for the third quarter of 2009 were €1.9bn, down 19% on the €2.3bn recorded at the same time a year earlier.

The main reason for weaker profitability over the first three quarters was "significantly lower deliveries and sales prices" in most of UPM's business areas.

In response to lower demand, the business has used temporary capacity shutdowns to adjust production.

It said that such cost savings measures and temporary lay-offs have decreased its fixed costs by €240m in comparison to the same period last year.

Jussi Pesonen, UPM's president and chief executive, said: "In paper, we reported a good result considering the extremely tough circumstances.

"We adjusted production in Europe to weak demand and saved costs without losing production efficiency."

Economic activity has "clearly improved", according to the company, but the recession continues to have an effect on consumer demand and advertising expenditure in print media.

Pesonen said: "Our demand and pricing outlook remains weak and we will continue to curtail production in most of our businesses."

He also revealed that the company aimed to reposition itself as a "bio and forest industry company", under the title UPM – The Biofore Company.

"Bio is a prefix that stands for sustainable solutions and good environmental performance. It is being used in many of the company's developments," he added.