



WHAT'S IN YOUR PAPER?

PAPER FACTS LABEL AT WORK:

Paper Facts	
Per magazine (64 g)	
Inputs	
Raw Fibre (g)	60
% certified sources	100
Filler (g)	24
Water (L)	4.3
Work (person secs)	0.6
Energy (Cal)	350
% renewable	91
Emissions	
Greenhouse gas (g)	6*
Air Particulate (mg)	1.6
Effluent BOD (mg)	30
Solid Waste (cm ³)	5


Catalyst
Today's Paper.

*Offset to zero

To learn what's in your paper — or to compare our paper to typical North American products — visit our website at www.catalystpaper.com/calculator. And if you'd like more information on applying a Catalyst Paper Facts label to your own products, please contact your sales executive.

Today, it's more important than ever to know the pedigree of the products that your company uses. And that fits perfectly with Catalyst's belief in thorough transparency regarding everything we manufacture.

ESTIMATING A PRODUCT'S FOOTPRINT

Catalyst Paper has been tracking its environmental impacts for decades. Today, lifecycle assessments (LCAs) are more popular than ever. However, limitations in their approach, their cost, and specificity of the results mean much of what is discovered can't be readily applied to all products or customers. Work undertaken jointly by WWF and the University of British Columbia uncovered that the majority of impacts associated with paper actually occur at the manufacturing facility. To provide simple and ready access to its impact, Catalyst has developed a paper facts label.

OUR PAPER FACTS LABEL

One of the ways we put that belief into practice is through our "Paper Facts" label — which provides full disclosure on what's in your paper. In the same way that consumers expect to know the content and nutritional value of foods, Catalyst believes its customers benefit from knowing what inputs and emissions are associated with its paper.

Data is based on careful tracking of performance for the specific mill at which the paper was produced (during the most recent calendar year). It can be presented on either a per tonne basis, or tailored to the precise weight of paper contained in each copy of the material you're printing.

The label includes the following metrics:

- Raw fibre** - amount of wood fibre used.
- Percent certified sources** - reflects proportion of fibre coming from known certified sources like PEFC and FSC.
- Filler** - refers to natural materials such as clay, calcium carbonate and starch that are either mixed with paper fibre or used to coat the finished product.
- Water** - calculated based on water used at the mill to make the paper.
- Work** - calculated based on total hours of employment per unit of paper.
- Energy** - total electricity and fuels used to make the paper.
- Percent renewable** - reflect proportion of energy that came from renewable sources such as hydroelectricity, biomass and landfill methane.
- Greenhouse gases** - based on consumption of fossil fuels to make the paper.
- Air particulate** - dust discharge from boilers at the mill.
- Effluent BOD** (biochemical oxygen demand) - dissolved pollution that remains in wastewater from making the paper.
- Solid waste** - all landfilled waste resulting from making the paper.

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