

Black, White and Green

How can you tell if the paper you're using is good?

As you flick through the pages of this lovely magazine, the thought that it was once a living tree might cause you to feel a little guilty. Well, you shouldn't – quite the opposite, in fact – and here's why: the paper used in this magazine is sourced and manufactured in the most environmentally friendly way available.

That's because our paper comes from New Zealand company BJ Ball Papers, an environmentally responsible business that's committed to sourcing paper with the most eco-friendly credentials.

BJ Ball supplies a wide range of both virgin-fibre and recycled paper products, the majority of which are certified by either the FSC (Forestry Stewardship Council) or the PEFC (Programme for the Endorsement of Forest Certification).

Lisa Hegh, Environmental and Marketing Manager for BJ Ball Papers says the company encourages its customers and all paper consumers to think carefully about the environmental credentials

of the paper products they choose.

In other words, not all paper is as good as Good's. To make sure you are buying good paper, follow these four rules.

1 Consider the chain of custody

"It's important to understand that it's not just about where the wood pulp comes from," says Lisa.

A chain of custody extends from before the tree is felled, right through the manufacturing process to when the paper is delivered.

"We also need to ensure that the mills processing the pulp are doing so in an environmentally responsible way."

"At every step along the way, there must be the utmost consideration for the environment."

Consumers can be happy that the paper they're buying is sustainable by looking for

either the FSC or the PEFC logos. Both are non-profit organisations established with the same goal: to protect against deforestation and promote better forest management by auditing and certifying the way in which they operate.

FSC is widely recognized and respected in the NZ market, and considered one of the most important initiatives of the last decade to promote responsible forest management worldwide.

2 Choose sustainable forests

Environmentally certified virgin fibre comes from legally-harvested forests that have been purpose grown, so there's no felling of ancient trees or rain forests. They're sustainable in that every time a tree gets to a certain size and is felled, another two or three are planted in its place. This means that the way they're grown

and harvested is extremely environmentally sound.

The good management of these forests extends to ensuring the wildlife, natural environment, and livelihood of local populations are also protected.

3 Choose responsible paper mills

With no large-scale paper mills in New Zealand, BJ Ball sources its paper from three main overseas markets: Asia, Europe and the United States.

"The mills that we source our products from all have an Environmental Management System (EMS) like ISO14001 in place. They are also audited to make sure they meet their necessary EMS requirements. Most of these mills produce very little pollution—in fact, in some cases the water they emit goes back into the rivers cleaner than when it came out," she says.

"We now have products supplied to us that are

carbon neutral.

For example, Mohawk Paper in the United States uses wind energy to partially power its mills in upstate New York."

The good management of these forests extends to ensuring the wildlife, natural environment, and livelihood of local populations are also protected.

And once the paper has been manufactured, it makes the journey to New Zealand in the most environmentally friendly way—by ship.

4 Rethink recycled paper

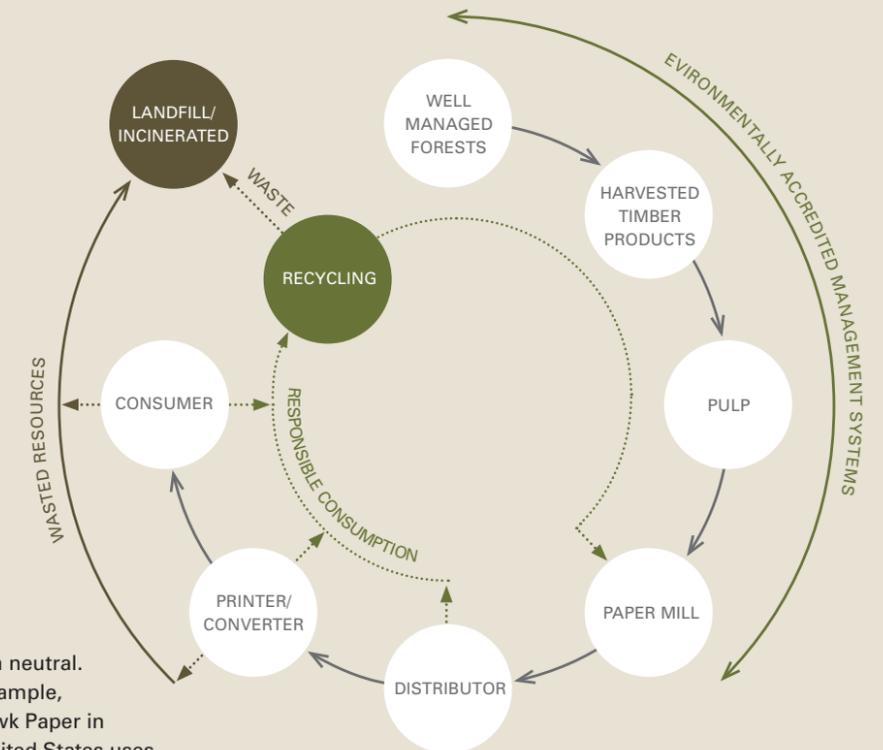
Surely recycling paper is the most environmentally friendly option? Actually, it's not that simple. The recycling process can be just as involved as making new paper. Old paper products need to be collected and sorted, de-inked and repulped.

"Recycling certainly has

its place, but it's not overly sustainable," says Lisa. "You can recycle a paper between three and five times, but every time it loses quality and strength. The reclaiming and recycling process also uses a lot of energy."

What's more, sometimes virgin fibre is added to help make the paper stronger and fibres bind together. And if you don't put virgin fibre back into the market, in the end there'll be nothing left to recycle.

Read more about BJ Ball's sustainability programme at www.bjball.co.nz/environment/



Look for these symbols on paper products. they guarantee sustainable sourcing and production

