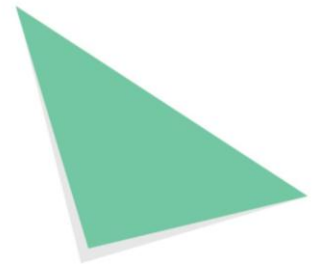


# Two Sides Facts



## Print and Paper Industry Sustainability Initiatives

The print and paper industry has developed a wide variety of initiatives to increase awareness and understanding of the sustainable nature of print and paper communications. Below you'll find links to many of these interesting and educational resources that show why print and paper are a sustainable communications choice.

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### PAPER PRODUCERS

#### **Appleton Coated LLC**

2010 Corporate Sustainability Report

<http://www.appletoncoated.com/ricofiles/images/misc/appletoncsr2010web.pdf>

#### **Boise Inc.**

2008-2009 Sustainability Report

[http://www.boiseinc.com/company/news/corpnews/SR2008-2009/document/SR08-09\\_BOISEINC\\_POST\\_ns\\_LR.pdf](http://www.boiseinc.com/company/news/corpnews/SR2008-2009/document/SR08-09_BOISEINC_POST_ns_LR.pdf)

#### **Domtar**

*PAPER because*

[www.paperbecause.com](http://www.paperbecause.com)

Domtar launched the *PAPER because* campaign "to highlight the key role paper plays in our lives and the reasons why it's an environmentally sound choice."

2010 Sustainable Growth Status Report

[http://www.domtar.com/files/sustainability/Domtar-SGR-Eng\\_2011.pdf](http://www.domtar.com/files/sustainability/Domtar-SGR-Eng_2011.pdf)

#### **Sappi Fine Paper North America**

Sustainability Report 2011

[http://www.sappi.com/group/Sustainability/SDR11\\_Overview.pdf](http://www.sappi.com/group/Sustainability/SDR11_Overview.pdf)

*Unpacking the 3 P's*

<http://www.na.sappi.com/sustainability/commitment>

eQ

[www.na.sappi.com/eQ/](http://www.na.sappi.com/eQ/)

eQ, which stands for environmental quotient, is Sappi's sustainability brand, the goal of which is to "elevate the environmental knowledge" of their customers. The eQ site includes a variety of science-based information, resources and tools.

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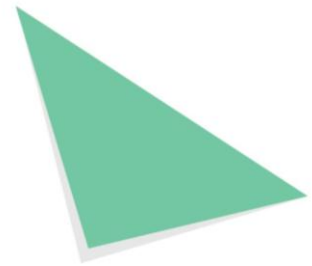
E: [pnr@twosides.info](mailto:pnr@twosides.info)

Print and Paper  
have a great  
environmental  
story to tell



[www.twosides.us](http://www.twosides.us)

# Two Sides Facts



## UPM-Kymmene

*Responsibility Principles and Targets 2011*

<http://www.upm.com/EN/RESPONSIBILITY/Documents/UPM-Responsibility-targets-2011.pdf>

*Corporate Environmental Statement 2009*

[http://www.upm.com/EN/ABOUT-UPM/Downloads/Responsibility/Documents/EnvironmentalStatements2009/UPM\\_envreport2009\\_en.pdf](http://www.upm.com/EN/ABOUT-UPM/Downloads/Responsibility/Documents/EnvironmentalStatements2009/UPM_envreport2009_en.pdf)

*UPM Forest Life*

[www.upmforestlife.com](http://www.upmforestlife.com)

UPM created this award-winning, interactive website to educate people about sustainable forestry and forest products.

## PRINTERS

### Earth Color

*Sustainability Report 2009-2010*

<http://www.earthcolor.com/sites/default/files/EarthColor%202009-10%20Sustainability%20Report.pdf>

## MERCHANTS

### Clampitt Paper

*Education Center*

This section of Clampitt Paper's website offer information on Campitt's environmental commitment as well as a page of links to other sustainability-related resources.

<http://www.clampitt.com/environment/environmental-links/>

### Lindenmeyr Division of Central National-Gottesman

*2010 Sustainability Report*

<http://online.lindenmeyr.com/wp01/wp-content/themes/lm/pdf/SustainabilityReport.pdf>

### Unisource Worldwide

*Unisource Unplugged*

This blog written by Unisource Sustainability Director Andrew Gustyn offers insights on a wide variety of topics related to print and paper.

<http://blog.unisourceworldwide.com/>

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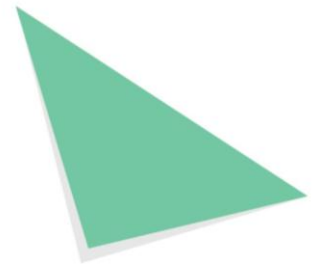
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# Two Sides Facts



## RETAIL

### Eastman Kodak

2010 Global Sustainability Annual Report

[http://www.kodak.com/ek/US/en/Global\\_Sustainability/Governance/Global\\_Sustainability\\_Reports.htm](http://www.kodak.com/ek/US/en/Global_Sustainability/Governance/Global_Sustainability_Reports.htm)

## ALLIED ORGANIZATIONS

### American Forest and Paper Association (AF&PA)

2010 Sustainability Report

<http://www.afandpa.org/Sustainability/>

*Paperrecycles.org*

[www.paperrecycles.org](http://www.paperrecycles.org)

This site offers a wide variety of recycling-related information, include U.S. recycling statistics, research findings, case studies, educational materials and how-to information on starting a workplace or community recycling program.

### Institute for Sustainable Communication

[www.sustainablecommunication.org](http://www.sustainablecommunication.org)

ISC is a nonprofit organization whose mission is to raise awareness, build capacity and foster the widespread adoption of economically viable, environmentally restorative and socially constructive uses of print and digital media. Their website includes articles, white papers and more.

### Printing Industries of America (PIA)

*Green and Sustainability*

<http://www.printing.org/page/4313>

This web page offers a variety of resources to assist printers in their quest to become more sustainable.

### Printing Industries Association of Southern California (PIASC)

*Choose Print*

[www.chooseprint.org](http://www.chooseprint.org)

*Choose Print* is an educational campaign designed to promote the value of print and to reinforce the fact that print is a recyclable, renewable and sustainable environmental choice.

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