



Paper Guidelines for Book Publishers Printing in Asia

In general, embrace the Precautionary Principle. When applied to paper, it simply means use more of what you are sure about and less of what you are unsure about. Using recycled and Forest Stewardship Council (FSC) certified paper have proven environmental benefits that significantly reduce the impacts of paper. Listed below are basic parameters for your consideration. [These guidelines are accompanied by a spreadsheet listing of available eco papers for printing in Asia](#) with input that was voluntarily provided and should be verified when you contact the brokers and printers directly.

Recycled fiber

Use recycled fiber to as great an extent as possible. In Asia there are no government guidelines for delineating postconsumer recycled content as in the U.S. Recycled paper made in Japan will be a mixture of post and de-inked preconsumer fibers. The postconsumer recycled papers that are available are sourced from other countries like France and Denmark.

Minimums:

30% recycled for uncoated, text stock (verified to be postconsumer if possible)

10% recycled for coated and cover stock (verified to be postconsumer if possible)

FSC Certified Paper

If using paper that has virgin fiber in it, ensure that the paper is FSC certified. If it is, it means that at least 10% of the fiber used at the mill is from FSC certified forests and that the remaining virgin fiber comes from Controlled Wood sources. The Controlled Wood Standard ensures and verifies that the non-FSC certified portions of these products do not come from 'controversial sources' including: sources that could be illegal; come from forests being converted to plantations; or from Endangered or High Conservation Value Forests.

There are FSC-certified mills in China and Japan. You will need to be explicit in asking for FSC certified paper. A mill may be FSC certified from a forest management and chain-of-custody perspective, but may not produce FSC certified paper except upon request. Be sure to verify that the paper you want will also be FSC certified. You can also expect some premium for FSC certified papers. [See listing for more detail.](#)

In order to use the FSC logo as an "environmental claim" on paper, the product must have flowed through the FSC chain-of-custody from the FSC-certified forest, to a paper manufacturer, merchant, and finally printer who each have FSC chain-of-custody certification.

Bleaching

Seek recycled papers that are Processed Chlorine Free (PCF). If not available, papers at minimum should be Elemental Chlorine Free (ECF).

Carbon Emissions

In North America and Asia, ask printers and mills to explain if they use renewable energy (wind, solar, etc.) and how they plan to minimize or offset their carbon emissions.

Terms

Grammages (gsm): For basis weights you can multiply lbs by 1.48 to convert to gsm. For the opposite, divide gsm by 0.66 to convert to lbs.

Woodfree paper – In Europe and Asia, this term is used for printing and writing paper which contains 10% or less mechanical wood pulp. In the United States, woodfree paper is known as "free sheet." Woodfree does **not** mean that the paper is free of wood fiber.