

A Greenward Shift in Publishing

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FALL 2006

In the News

**U.S. Publishers, Printers,
and Mills Committed to
Environmental
Innovation*:**

135

and counting

*(Have either strong paper policies or
have signed the treatise)*



The mission of the

Green Press Initiative

is to work with

publishers,

industry stakeholders,

and authors to

create paper-use

transformations

that will conserve

natural resources

and preserve

endangered forests.



**ANDREW VAN DER LAAN,
DIRECTOR OF PROJECT
MANAGEMENT AT RANDOM
HOUSE, PRESENTS TO
ROUNDTABLE PARTICIPANTS**

Sixty Five Publishers, NGO's, & Scientists Gather at Random House for Boreal-Paper Roundtable

On November 7th, a wide range of paper-users, finance institutions, Boreal Forest experts, and non-profit organizations gathered for a half-day meeting that was held at Random House's offices. The focus of the meeting was to better understand how U.S. paper consumption is connected to global warming, human rights, and biodiversity issues in the Canadian Boreal Forest. Companies including Dell, Shape Magazine, Random House, Domtar, Stora Enso, and

New Leaf Paper presented and discussed solutions related to shifts to recycled and FSC papers, policy development, and a host of other issues. In addition, indigenous leaders including Grassy Narrows Chief Simon Fobister and Innu Nation forester Valerie Courtois joined professors from Ottawa and Trent Universities in making presentations to the group. The Boreal stretches across N. America, is 1.4 billion acres--80% of which is intact and is considered North America's Amazon. It stores approximately 10% of the Earth's carbon and is home to 500 indigenous communities. The Boreal Conservation Framework is a multi-stakeholder plan that has been developed to protect 50% of the Boreal and manage the remaining areas according to the best practices in forestry.

Paper – Global Warming Connection in the NY Times

On October 25th, the New York Times ran a story titled, "The Hidden Life of Paper and It's Impact on the Environment." The article presents some of the links between paper and global warming--with a special emphasis in the magazine sector. When one thinks about paper, global warming doesn't seem to be connected. However the paper industry emits the fourth-highest level of carbon dioxide among manufacturers, according to the Department of Energy. Added to this, the printing and writing sector (of which books are a part of) uses about 95% virgin fiber. This is a big issue because this demand for virgin fiber contributes to deforestation and doesn't help to keep paper out of landfills....which is key as the facts illustrate below:



- The Food and Agriculture Organization (FAO) estimates that deforestation accounts for 25 percent of the annual emissions of carbon caused by human activity.
- Researchers at Ohio State University in 2005 found that the carbon content of regrown forests--some of which had been in recovery for 70 years--was just one half the amount stored in nearby forest stands that had never been cut--**the less pressure on forests, the better.**
- According to the U.S. EPA, nearly 40% of municipal waste is paper and in the landfill, the decomposition of paper produces methane--**a greenhouse gas with 21 times the heat trapping power** of carbon dioxide. Specifying post-consumer recycled fiber results in demand for recovered paper--keeping it out of landfills.
- Postconsumer recycled fiber requires 30 - 40% less energy in it's lifecycle and conserves 2,000 - 3,200 pounds of carbon dioxide for each ton of virgin fiber that it replaces [papercalculator.org]

See the NY Times article at::

http://www.nytimes.com/2006/10/25/business/media/25adco.html_r=1&adxnnl=1&oref=slogin&adxnnlx=1161788553-eaBadvYAEwywtt/LTxATgQ

The Alliance for Credible Forest Certification Launches New and Improved Website.

The site can be accessed via www.credibleforestcertification.org.

Among other things, the site:

- Explains the importance of forest certification as a tool for forest conservation and avoiding environmentally harmful wood and paper products,
- Provides comparisons of the Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI), and some other certification systems,
- Provides tools, reports and factsheets for companies seeking to procure credibly certified paper

Positive Signs: Large Houses Taking Steps in the Right Direction

In Summer 2006, Random House, representing over 10% of the book industry's volume, announced plans to increase their use of recycled fiber tenfold in four years in addition to eliminating fiber from High Conservation Value Forests and preferencing FSC--among other goals. McGraw-Hill also released a policy in early 2006 with broad goals for protecting forests and conserving natural resources and Pearson PLC has a broad-based policy on paper as well and a key to continued industry transformation hinges on the ability of large publishers to implement their policies. Other multinational publishers are also talking to paper companies, working to develop new paper grades with environmental attributes and seeking to better understand their impacts both independently and through participation in the AAP's working group on paper. As the large houses continue to take this issue seriously, it will result in better scale--a precursor for more product availability and affordability.

New Report: Asia Pulp & Paper Misleads Customers, Continues to Destroy Indonesia's Rainforests

A new report released on October 19th by the World Wildlife Fund (WWF) details how one of the world's largest pulp and paper companies has broken numerous promises to protect forests in Indonesia, and is clearing forests in violation of Indonesian regulations. Since it began operations in the 1980s, APP has been responsible for the loss of an area of natural forests in Sumatra's Riau Province the size of Delaware. APP subsidiary, Gold East, sells paper into the book manufacturing markets in Asia.

Additional clearing and burning of these forest will only further fuel the growing problem of climate change from a country that already ranks in the top five in the world of greenhouse gas emitters. The smoke and haze resulting from the uncontrolled burning of Indonesian rainforests this year has again sparked international tensions, halted air travel, created a public health crisis, and slowed tourism across the region. WWF is calling on pulp and paper producers and buyers to avoid APP and other suppliers who use wood fiber from illegal sources and clear forests with a high conservation value. Some companies, like the Ricoh Group and Fuji Xerox Group, both headquartered in Japan, have stopped purchasing APP products.

Book Industry Agreement on Responsible Paper Widely Supported

The Treatise on Responsible Paper Use took five months to create and was informed by many varying perspectives. It was officially released, with members of a Leadership Council who led in the crafting, at BookExpo in May. It sets measurable goals for improving the book industry's environmental impacts. It was developed by a working group of nearly 30 publishers, mills, printers and others. One member of the Leadership Council, Gabriella Page-Fort, Publishing Services Supervisor for Continuum International Publishing Group, commented, "The treatise discussion was quite inspiring - it's rare in this industry to feel like you're part of a group that actually discusses things, so having various representatives discussing such important issues, felt truly important."

Since May, nearly 125 publishers as well six printers, two mills, and several publishing organizations, religious advocacy groups and authors have signed on. All book industry stakeholders are encouraged to endorse the Treatise. You can view the Treatise, a list of endorsers, and background documents at <http://www.greenpressinitiative.org/industrytreatise.htm>

Read Book Business Magazine's Special Report on the Treatise: <http://www.greenpressinitiative.org/documents/Treatise%20Article%20-%20Book%20Business.pdf>



Report Released on Pulp and Paper Problems in South America

The situation in the global market for paper and the expansion of pulp production to Argentina, Brazil, Chile and Uruguay are the focus of the first part of the three-part report presented recently by Greenpeace in Buenos Aires, "The Escalation of Cellulose in the Region: Dirty Industry or Clean Production". Over the next few decades, there will be significant pressure to expand tree plantations and pulp factories to reach large-scale production in South America, warns the report. Greenpeace describes the paper pulp industry as "voracious and devastating to natural resources" with the methods it currently uses.

The Greenpeace report goes on to discuss the conditions in which pulp and paper plants currently operate in Argentina and Uruguay, neighboring countries that are involved in an ongoing dispute over the construction of two large cellulose factories on the Uruguayan side of a border river. One of the plants being built on the Uruguay River belongs to the Finnish company Botnia and will produce one million tons a year, and the other, belonging to Spain's ENCE, will produce 500,000 tons. It is estimated that a single BHKP mill with an annual capacity of 1.0 million tons, for instance, will typically require between 4.5 - 5.0 million cubic meters of roundwood per year—roughly equivalent to 15 percent of the total annual timber harvest from the Brazilian Amazon.

Find out more at: <http://americas.irc-online.org/pdf/reports/O603paperwar.pdf>

NGO's Meet at Global Paper Summit in Cambridge

In September, a coalition of close to 80 non-governmental organizations (NGOs) from nearly 20 countries met in Cambridge to discuss internationalizing the efforts and focus of the Environmental Paper Network and discussed strategies for continuing to work collaboratively to address the impacts associated with paper in N. America, Europe, Indonesia, and South America.

Domtar is in the process of creating the largest fine paper company in North America through combination with Weyerhaeuser's Fine Paper business. Domtar is a leader in it's commitment to developing paper grades that are Forest Stewardship Council (FSC) certified and recycled as exemplified in their Earthchoice line of papers.

Leading North American Companies Urge Protection of Canada's Boreal Forest

To mark the start of the National Forest Congress, on September 25th, over 60 companies from across North America announced their support today for the Boreal Conservation Framework—a balanced vision for conservation and sustainable development in Canada's Boreal forest. "A broad range of companies from outdoor adventure companies—including Mountain Equipment Co-op, Patagonia, JanSport and Lonely Planet—to paper companies such as Seventh Generation, recognize the real economic importance of the boreal forest," says Mike Martel, chairman of the Boreal Leadership Council (BLC), a group of leading companies, Aboriginal organizations and conservation groups, who jointly support the implementation of the Boreal Forest Conservation Framework vision in Canada .

Movement in the Catalog Sector

In mid-November, **Dell** announced that its catalogs and marketing publications now use an average of 50 percent recycled content paper -- and in many publications up to 90 percent -- exceeding a five-year company goal to use 50 percent recycled content by 2009. Dell estimates the increased recycled content paper is avoiding the use of nearly 35,000 tons of virgin fiber paper per year.

Read more at:

http://www.dell.com/content/topics/global.aspx/corp/pressoffice/en/2006/2006_11_07_rr_000?c=us&l=en&s=corp

On November 27th, **Williams-Sonoma, Inc.** announced it will begin sourcing virtually all of the paper used in the company's seven catalogs (Williams-Sonoma, Pottery Barn, Pottery Barn Bed and Bath, Pottery Barn Kids, PBteen, West Elm and Williams-Sonoma Home) from sources certified by FSC (Forest Stewardship Council). FSC certification ensures, through independent third-party audits, that Williams-Sonoma, Inc.'s catalog paper comes from well-managed forests that adhere to strict environmental and socioeconomic standards. Williams-Sonoma, Inc. will begin to display the FSC Mixed Sources label on its catalogs in early 2007. Williams-Sonoma's policy also states goals for endangered and high conservation value forest protections, recycled fiber use, and paper reduction goals.

Read more at: http://www.williams-sonomainc.com/car/WSI_Paper.pdf

Industry News from Mills, Merchants and Printers

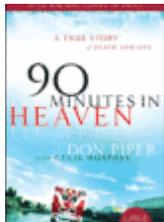
NEW PAPERS

Cascades introduced Rolland Matte, a Recycled Coated Matte with 30% recycled post-consumer fiber. Their Rolland Opaque is now 30% postconsumer recycled as well. For more information contact infofinepapers@cascades.com.

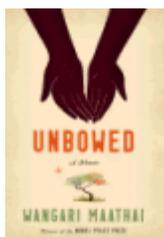
New Leaf Paper has added several new stocks: Sakura 100 Silk coated, Reincarnation Gloss Cast Coated C1S cover stock, New Leaf Imagination 100 Text & Cover and New Leaf Frontier 100 Offset. The Sakura 100, New Leaf Imagination 100 and New Leaf Frontier 100 are all designated Ancient Forest Friendly. The Sakura 100, Reincarnation, and New Leaf Imagination 100 are all manufactured with 100% renewable energy! For the newest swatch book, contact deb@newleaf-paper.com.

Recognizing Publishing Leaders

TITLES



Congratulations to **Baker Publishing Group** for its best seller, 90 Minutes in Heaven. Over a million copies sold. Over 300,000 copies so far will be 50% postconsumer recycled paper and contain an eco saving statement and GPI logo.



2004 Nobel Laureate Wangari Maathai's newest work, an autobiography, Unbowed was just released in October and chronicles her journey to bring about change in Kenya and internationally. It was published by Random House imprint **Knopf** on 100% postconsumer recycled paper, processed chlorine free.

Eight Committed Printers

Printers are key players in the industry's continuing shift towards environmental responsibility. Proactive printers that aim to be part of the solution are taking things seriously and finding ways to increase their usage of recycled and FSC papers so that volume benefits can be achieved and passed onto publishers. Six printers have signed the Book Industry Treatise on Responsible Paper so far - committing their companies to reaching a 30% recycled fiber use rate, maximizing the use of FSC and protecting Endangered Forests, among other goals.

These printers include:

Bethany Press	www.bethanypress.com
Fidlar Doubleday	www.fidlardoubleday.com
Friesens Corporation	www.friesens.com
Integrated Book Technology (IBT Global)	www.integratedbook.com
McNaughton & Gunn	www.bookprinters.com
Pinnacle Press	www.pinnaclepress.com
Starnet Media Group	www.stardesign.com
Thomson-Shore Book Manufacturing	www.tshore.com



Inside Scoop

Movement in the Textbook Sector is gaining momentum. The National Wildlife Federation and Green Press Initiative are continuing to encourage educational publishers to add to the innovations that have taken place in the tradebook sector. Both the California University and California State University systems formally urged educational textbook publishers to increase their use of credibly certified and postconsumer recycled fiber in textbooks. Collectively these two campus systems represent a student enrollment of over 600,000 students. Environmental divisions from the states of California and Washington have also encouraged educational publishers and seven other states are in process.

Two new mills are now on the paper listing: Dirigo and Grays Harbor. Several printers have also reported changes to their eco paper stocks including Friesens, Malloy, Sheridan, and Webcom. Also Odyssey Press and Fidlar Doubleday have joined the printer list. For the latest, view the Supplier and Printer listings here <http://www.greenpressinitiative.org/supplierprinters.htm>

Expert Advice

Find Out More About Inks and Finishes & Environmental Impacts and Solutions

Visit: http://www.mpsounimelb.edu.au/mpso/publications/green_guide/printing

Tips for Saving Paper and Reducing Costs

from Deb Bruner at New Leaf Paper and formerly Production VP at Cornell University Press

Publishing in an environmentally friendly manner goes beyond using recycled paper. Here are several suggestions

- Using standard trim sizes - and knowing what trim sizes are most efficient for your printer - can reduce costs and paper usage.
- Consider reducing your basis weights as well. For example, if you are using a 60# offset to achieve your desired opacity, you could instead use a tradebook grade that offers the same opacity but at a lower basis weight. For every 5# reduction in basis weight, you save about 10% in paper usage.
- When getting quotes for recycled paper, consider ganging a few titles together rather than asking for paper on a single project.
- Ask your printer to give you pricing at various volumes so you examine your options
- If you ask for a quote on a job needing less than 5,000# ; not only might your paper price be in the highest bracket, but freight will be more expensive too. Paper is shipped most cost effectively by the truckload (40,000# to 44,000#). Printers pass along freight costs to publishers, so thinking about a group of titles for them to quote on means you'll get the lowest paper price AND the lowest associated freight costs.

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