



## **Environmentally Preferable Papers - Ancient Forest Friendly Uncoated Paper Specifications**

This document provides guidance on environmental targets to end user purchasers of uncoated paper and gives uncoated paper producers/manufacturers guidelines for research, development and production.

These targets are based on the *Common Vision for Transforming the Paper Industry: Striving for Environmental and Social Sustainability* and dialogue with book publishers, printers and paper manufacturers.

The overall goal is to minimize the use of virgin fibre by relying instead on post-consumer fibre and other recovered materials (e.g. agricultural residues and pre-consumer fibre), and to ensure that any virgin fibre used does not threaten ancient or endangered forests and minimizes environmental impacts from manufacturing.

### **Specifically:**

Give preference to papers guaranteed to be free of fibre that threatens Endangered Forests, and to papers whose virgin fibre comes from FSC-certified sources.

Maximize post-consumer recycled and recycled content.

Use non-wood agricultural residues to further reduce the virgin fibre content.

Give preference to papers manufactured without chlorine or chlorine compounds as long as they also meet recycled content goals. For more information on pulping and bleaching technologies refer to the *Hierarchy of Pulping and Bleaching Process* in the *Common Vision Document*.

### **1. Recycled Fibre**

Recycled fibres are an environmentally sound choice as they encourage re-use of fibres and also require less energy to produce.

Markets Initiative recommends a minimum of 50% post-consumer recycled fibre content in Ancient Forest Friendly papers.

Pre-consumer recycled fibre can also be used to further reduce the need for virgin fibre content.

### **2. Agricultural Fibres**

Non-wood agricultural residues (by-product of food and fibre production) and on-purpose crops are a viable future fibre source for paper production.

Non-wood agricultural fibre can be used to further reduce the need for virgin tree fibre content.

### **3. Forest Stewardship Council (FSC) Certified Fibre**

Where virgin tree fibre is used, all the fibre must be certified to standards set by the Forest Stewardship Council (FSC).