



NEW LEAF
PAPER®

New Leaf Paper Eco Audit

Demonstrate your leadership.

Show your commitment.

Communicate your values.

When you choose New Leaf Paper, you're acting on your company's commitment to be environmentally responsible. The New Leaf Paper Eco Audit helps you communicate leadership and sustainability—in a way that is transparent, and backed by trusted institutions. The New Leaf Paper Eco Audit shows the tangible environmental benefits—savings in trees, water, energy, solid waste and greenhouse gases—of using post-consumer recycled paper instead of virgin paper. Many of our customers reproduce the New Leaf Eco Audit in their printed materials to demonstrate their environmental leadership and the positive impact their paper choices have.

This guide explains the different types of Eco Audits that are available, what the certification logos mean and why they're important. New Leaf Paper can create a print-ready, customized Eco Audit for your next project that is printed on our leading recycled papers.

NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT
of using post-consumer waste fiber vs. virgin fiber

New Leaf Paper customers saved the following resources from 1998 through 2010 by using New Leaf Papers, made with an average of 50% post-consumer recycled waste:

trees	water	energy	solid waste	greenhouse gases
2,137,474 fully grown	646,017,894 gallons	1,041,810 million Btu	94,994,343 pounds	185,230,795 pounds

Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force.

www.newleafpaper.com

Where We Get Our Facts

The environmental benefits stated in the eco audit are calculated based upon an analytical model originally developed by the Environmental Defense Fund (EDF) in concert with the Paper Task Force, a voluntary, private-sector initiative created to develop recommendations for purchasing environmentally preferable paper. The Paper Task Force report was published in 1995 and represented a peer-reviewed study of the environmental impacts of paper production and disposal. In 2005, EDF built an analytical model based upon the original Paper Task Force findings and updated to reflect the most current paper industry data. Then in 2008, the tool began a rigorous third-party examination in which scientists and environmental NGOs updated the model and the inputs to reflect new advances in the understanding of the entire paper life-cycle, with major revisions completed by 2009. For more information, go to <http://calculator.environmentalpaper.org/>

GET YOUR CUSTOMIZED ECO AUDIT ONLINE!
www.newleafpaper.com/ecoaudit



Choose the New Leaf Paper Eco Audit that best suits your project.

1. Landscape (min. size 1.85" x 3")

NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT
of using post-consumer waste fiber vs. virgin fiber

Your Company saved the following resources by using New Leaf Reincarnation Matte, made with 100% recycled fiber and 60% post-consumer waste, processed chlorine free, and manufactured with electricity that is offset with Green-e® certified renewable energy certificates.

trees	water	energy	solid waste	greenhouse gases
58 fully grown	12,567 gallons	26 million Btu	2,769 pounds	4,679 pounds

Calculations based on research by Environmental Defense and other members of the Paper Task Force.
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3. Portrait (min. size 3" x 1.75")

NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT
of using post-consumer waste fiber vs. virgin fiber

Your Company saved the following resources by using New Leaf Imagination, made with 100% recycled fiber and 100% post-consumer waste, processed chlorine free, and manufactured with electricity that is offset with Green-e® certified renewable energy certificates.

58	Trees
12,657	Gallons of Water
26	Million Btu of Energy
2,769	Pounds of Solid Waste
4,679	Pounds of Greenhouse Gases

Calculations based on research by Environmental Defense and other members of the Paper Task Force.
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2. Horizontal (min. size 1.5" x 3.6")

NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT *of using post-consumer waste fiber vs. virgin fiber*

Your Company saved the following resources by using New Leaf Primavera Gloss, made with 80% recycled fiber and 60% post-consumer waste, 80% elemental chlorine free, and manufactured with electricity that is offset with Green-e® certified renewable energy certificates.

trees	water	energy	solid waste	greenhouse gases
58 fully grown	12,567 gallons	26 million Btu	2,769 pounds	4,679 pounds

Calculations based on research by Environmental Defense and other members of the Paper Task Force.
www.newleafpaper.com

4.



Your Company saved the following resources by using New Leaf Reincarnation Matte, made with 100% recycled fiber and 60% post-consumer waste, processed chlorine free, designated Ancient Forest Friendly™, and manufactured with electricity that is offset with Green-e® certified renewable energy certificates: XX fully grown trees, XX gallons of water, XX million Btu of energy, XX pounds of solid waste, and XX pounds of greenhouse gases. Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force. www.newleafpaper.com

5.

Your Company saved the following resources by using New Leaf Reincarnation Matte, made with 100% recycled fiber and 60% post-consumer waste, processed chlorine free, designated Ancient Forest Friendly™, and manufactured with electricity that is offset with Green-e® certified renewable energy certificates: XX fully grown trees, XX gallons of water, XX million Btu of energy, XX pounds of solid waste, and XX pounds of greenhouse gases. Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force. www.newleafpaper.com

6.

Printed on New Leaf Reincarnation Matte, made with 100% recycled fiber and 60% post-consumer waste, processed chlorine free, designated Ancient Forest Friendly™, and manufactured with electricity that is offset with Green-e® certified renewable energy certificates.

Logo Usage Guidelines—A Clear, Consistent Message

When you use the New Leaf Paper Eco Audit you agree to not alter, change, or modify it. This ensures presentation of a consistent image and protection of the trademarks of New Leaf Paper and the respective owners of the certification and designation logos. New Leaf Paper requires that the certification and designation logos remain within the New Leaf Paper Eco Audit to clearly communicate that the attributes pertain to New Leaf Paper products.

Questions? Call New Leaf Paper at (888) 989-5323

About the Certification and Designation Logos in the New Leaf Paper Eco Audit

QUALITY CERTIFICATIONS AND DESIGNATIONS—A SOLID INVESTMENT

New Leaf Paper relies on certification and designation systems that make supportable claims and establish the highest environmental standards for the paper industry. When your customers see the New Leaf Paper Eco Audit, they'll know that you're as committed to environmental protection as they are.



Ancient Forest Friendly is a designation to get excited about, as it represents the most comprehensive standards for environmental responsibility in the paper industry. To earn the AFF designation, a paper must be manufactured with a high percentage of post-consumer waste and not contain any virgin fiber from old-growth, ancient or endangered forests. Any virgin fiber in the paper must be both FSC certified and assessed to not originate from endangered forests. Bleaching methods must be “chlorine-free,” meaning without the use of chlorine or chlorine compounds. www.ancientforestfriendly.com

Why Protecting Ancient Forests Matters: Every day, ancient, old-growth and endangered forests worldwide are being eradicated. It's more than the individual trees at stake—it's the forests, which are as critical to the world's climate as your lungs are to breathing. When you use an Eco Audit for papers that are designated AFF, you reassure customers that you chose to protect these forests.



The Forest Stewardship Council (FSC) certification logo identifies paper whose virgin fiber comes from responsibly managed forests. FSC sets the highest standards for defining “responsible forest management,” namely, forestry that is environmentally responsible, socially beneficial and economically viable. While the FSC focused on sustainable virgin fiber sources for most of its history, it recently began certifying papers with high post-consumer recycled content. The FSC requires certification from everyone in the supply chain—from logger to printer.* One environmentally weak link in the chain and it's not FSC certified. www.fsc.org

Why Good Stewardship Matters: When you buy FSC certified products, you promote responsible forest management across the supply chain. The FSC is highly regarded because they developed these standards with everyone's input: environmental groups, logging companies, governments, indigenous peoples and labor.

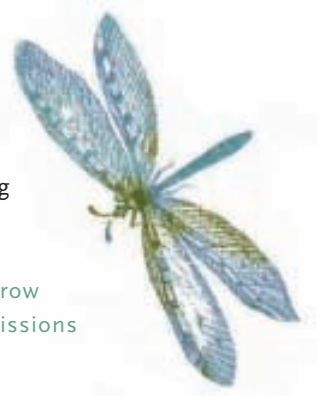


Green-e® Certified Renewable Energy: Our inventory products are made with 100% renewable energy certified by Green-e®, the nation's leading independent certification and verification program for renewable energy products. The Green-e® logo is a nationally recognized symbol that identifies superior, certified renewable energy products. www.green-e.org



The wind certification logo verifies that energy for manufacturing paper is sourced from wind power Renewable Energy Certificates (RECs), whose high efficiency has made it one of the fastest-growing clean energies in the world.

Why Clean Energy Matters: When you invest in paper made with wind power, you're helping to grow low-emission energy industries that will decrease our dependence on fossil fuels, reduce the emissions that cause global warming, and alleviate the air pollution that causes diseases such as asthma.



Add Value To Your Printed Collateral With Our Eco Audit.

Many New Leaf Paper customers elect to reproduce the Eco Audit on their printed materials to demonstrate their leadership and convey their values. One example is the Office Depot Green Book shown below.



In order to use the FSC logo, all parties in the chain of custody must be FSC certified (printer, mill, merchant). Your printer will provide you with the FSC logo and use guidelines. If the printer is not FSC certified, you may not use the FSC logo, but you may include a text mention that states “the paper is FSC certified.” Consult the complete FSC logo usage guidelines at www.fscus.org/logo_use

The Right Paper. The Right Logo.

	BRIGHTNESS	RECYCLED %	POST-CONSUMER WASTE %	BLEACHING	ANCIENT FOREST FRIENDLY™	FSC®	Green-e.org
COATED PAPERS							
New Leaf Reincarnation® Matte Coated	92	100	60	PCF	◆	◆	◆
New Leaf Primavera® Gloss Coated	91	80	60	ECF	—	◆	◆
New Leaf Primavera® Silk Coated	93	80	60	ECF	—	◆	◆
New Leaf Sakura® Silk Coated	82	100*	50	PCF	◆	—	◆
UNCOATED PAPERS							
New Leaf Imagination® Writing, Text, Cover (Smooth)	94	100	100	PCF	◆	◆	◆
New Leaf Everest® White Writing (Wove), Text and Cover(Smooth)	91	100	100	PCF	◆	◆	◆
New Leaf Everest® Natural Writing (Wove) Text and Cover (Smooth)	68	100	100	PCF	◆	◆	◆
New Leaf Pioneer® Offset (Smooth)	92	100	100	PCF	◆	◆	◆
OFFICE PAPERS & SCHOOL SUPPLIES							
New Leaf Copy Paper Smooth	92	100	100	PCF	◆	◆	◆
New Leaf Copy Paper Smooth	85	100	100	PCF	◆	—	—

* De-inked Recycled