

Thirty Sustainable Thoughts on Opus 30

#### What can you do?

We can all strive to make print decisions that work to promote the reuse, recyclability and recovery of energy and materials. Just a thought.

> Today's paper making practices make the most of every treeexcess materials from wood are used to generate renewable energy.





Morethan 80% of all energy used in

Sappi's North American mills is generated from renewable resources.

> Did you know the mill that manufactures Opus 30 has been Green-e certified

since 2007? Would you believe paper fibers can be recycled up to 9 times depending on the

paper grade it's used to make (i.e. corrugated cardboard and newspaper.)

Paper manufacturing is the third largest use of fossil fuels and a large industrial user of water. So work with mills that are reducing water and energy consumption.



**Consider the total environmental** impact of your paper. Where

does the fiber-both virgin and recycledcome from? How was it processed? How far was it transported?



Compare a company's sustainability performance to industry averages-not just in isolation.





Metafore's Environmental Paper Assessment Tool (EPAT) evaluates 19 performance indicators for specifying paper. Find it at metafore.com.



Sappi uses hig<mark>h levels</mark> of renewable energy and generates over 90% of its electric<mark>ity on site from</mark> renewable resources.



#### Over the period of 2004 to 2008, Sappi Fine Paper NA has:

- × Reduced solid waste sent to landfills 51%
- × Reduced water consumption 23%

Go to metafore.com and use

the FCRC certified forest search

tool to find forests certified by

Looking for more information

sappi.com/na/sustainability.

on sustainability? Visit

reputable programs.



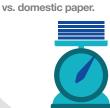
You matter! Graphic design plays a piyotal role in determining the environmental impact of what we produce and consume, including greenhouse gas emissions and pollutants.

> There are 12 million more acres of forested land today

than there were 20 years ago.



harvested trees from nonthreatened species.



In paper making, transportation is

greenhouse gases—another reason to weigh the benefits of imported

the second largest contributor to

If all the paper recovered each year in the U.S. and Canada were made into 500-sheet bundles of copy paper, it would cover nearly the entire state of Texas.



Where can you recycle materials in your area? Look for recycling facilities at earth911.com.



According to the EPA, paper is recycled at significantly higher rates than other materials. The paper industry is aiming to reach 60% recycling by 2012.



**EPA Procurement Guidelines** call for 10% PCW in coated stock. Sappi offers products with up to 30% PCW.







Sustainability needs to be looked at 360°-the entire lifecycle of a product—from material acquisition through manufacturing,

distribution, use and disposal.

Sappi has the lowest reported CO<sub>2</sub> emissions among domestic coated paper suppliers. (We know it's not polite to brag, but we're awfully proud of this one.)





more than **60**% of the power used comes from renewable resources. Sappi Fine Paper North America uses more than 80%.

In the U.S. pulp and paper industry,

Paper companies have the power

promoting sustainable forestry.

to safeguard biodiversity by

The planet is counting on us.

And you!

In landfills, paper can decompose into methane, a greenhouse gas 21 times more harmful than CO<sub>2</sub>. Another reason why recycling is so important.



Reading materials like newspapers online consumes a lot of power, whereas ink on paper can be shared multiple times, lowering the environmental impact every time it's shared.



PRO-5729



wbcsd.org

× aiga.org designersaccord.org



# Introducing Opus 30

All the performance, productivity and versatility you've come to expect from Opus, together with the environmentally responsible virtues you've come to expect from Sappi. Our latest addition to the Opus family features 30% Post Consumer Waste (PCW) content (20% PCW on 100lb and 120lb cover weights). Opus 30 is both FSC and SFI Chain of Custody certified. And just like all Opus products, customers benefit from a better performing sheet with greater brightness and optics.

# The Benefits of Opus

#### Heft and Stiffness

Delivering a higher quality feel than any competitive grade at the same basis weight—with the ability to handle tough pressroom conditions.

#### **Accurate Color Matching**

Optically engineered to reproduce more colors, making it easier to match press sheets to color proofs.

#### Versatility

Opus hosts the broadest range of paper weights and finishes of any Sappi paper, making it a one–stop solution to handle most print projects.

## **Environmentally Responsible**

Opus boasts FSC and SFI Chain of Custody certifications and is Lacey Act compliant. Opus 30 contains 30%\* PCW and is available in sheets and web. Opus sheets come standard with 10% PCW and 100% of the electricity used to manufacture Opus 30 is Green-e certified renewable energy.

## Efficiency

Available in press ready mini skids—to minimize handling, facilitate storage and limit press downtime.

#### Availability

Supported by merchants across the country and Sappi's regional distribution centers.

\*100lb/270gsm and 120lb/325gsm cover weights contain a minimum of 20% PCW. Please consult with your Sappi representative for available weights and finishes.



Sappi Fine Paper North America 225 Franklin Street, Boston MA 02110 800.882.4332 www.sappi.com/NA



Please help us preserve our planet. If you choose not to keep this card, please place it in a recycling bin. Thank you.

Covers: Printed on Opus Dull Cover 120lb/325gsm, 4-color process plus overall satin UV varnish Interior: Printed on Opus 30 web Matte Text 60lb/89gsm, 4-color process plus overall satin aqueous



The names, symbols, logos, and all other intellectual property of the companies, brands, and people appearing herein are the exclusive property of their respective owners and should not be interpreted as an endorsement of or by Sappi; any legal and equitable rights in their intellectual property are exclusively reserved to those owners.

SAPPI is a trademark of Sappi Limited. OPUS is a registered trademark of Sappi Fine Paper North America.

© 2009 Sappi Fine Paper North America. All Rights Reserved.