
Paper cuts carbon

**Carbon Balanced Paper.
A new and simple way to
reduce your carbon footprint.**

Global warming is a completely natural phenomenon. NASA never landed on the Moon. Paper is inherently bad for the environment. Some myths just won't go away.

Take paper. It's biodegradable, recyclable and its raw material is renewable. More trees are planted in Europe than are harvested. The paper industry, a major user of renewable, low-carbon energy, is one of the most sustainable industries there is. And the massive rise in paper recycling in the last decade has been one of the biggest environmental success stories in the recovery and re-use of our waste.

Now, Carbon Balanced Paper from Howard Smith nails the myth for good.

It is paper for which the production and distribution has been carbon balanced, or offset, by the World Land Trust, on top of its other environmental and sustainability benefits.

It is paper that will reduce your carbon footprint. And it is one of the most sustainable forms of communication available.

So weigh it up. Stick with a myth or switch to Carbon Balanced Papers?

Why cut carbon?

Carbon management is good for the planet and for business. Corporate Social Responsibility initiatives now dictate the esteem in which brands are held, and pro-low carbon statements from business leaders such as the Copenhagen Communiqué, which called for reductions in carbon emissions of 50-85% by 2050, indicate clearly the importance business now attaches to the issue.

The low-carbon economy is on its way, and business is setting its sights on new targets. Today, a carbon reduction strategy is a competitive advantage. Tomorrow, it will be standard business practice.

Using paper where the carbon impacts have been balanced by the World Land Trust will help your company meet and exceed your reduction targets. By using an on-product logo, a business can convey that success on all their printed material.



How carbon balancing works

Carbon balancing is a form of carbon offsetting in which you can have total confidence.

Our partner is the World Land Trust, an international conservation charity dedicated to saving threatened habitats and their biodiversity. Sir David Attenborough is among its Patrons, and its integrity and credibility provide customers using Carbon Balanced Paper with complete peace of mind.

Carbon Balancing by the World Land Trust tackles climate change through projects that both offset carbon dioxide (CO₂) emissions and conserve biodiversity.

Through land purchase of ecologically important standing forests under threat of clearance, carbon is locked that would otherwise be released. These protected forests are then able to continue absorbing carbon from the atmosphere. Referred to as REDD (Reduced Emissions from Deforestation and forest Degradation), this is now recognised as one of the most cost-effective and swiftest ways to arrest the rise in atmospheric CO₂ and global warming effects.

Howard Smith Paper has, with the World Land Trust, already protected more than 260 acres of threatened forest and natural habitat.

If you want to do more, specify paper that's been carbon balanced.



The Carbon Balanced Paper range

When you choose Carbon Balanced Paper you can include a unique logo on your print run: an instant, high-visibility seal that conveys your commitment to reducing your carbon impacts, and enhances your brand.

The Carbon Balanced Paper range includes two established and popular qualities, both already known for their environmental attributes and for delivering compelling communications. Both of course, use only recycled fibre and wood from sustainably farmed sources as well as being Carbon Balanced.

In addition, every paper from Howard Smith Paper Group is available for purchase as Carbon Balanced Paper, with the opportunity to include the Carbon Balanced logo on the final printed item.



Greencoat 80 is the industry's leading environmental coated paper range, with exceptional print performance. The two qualities, Greencoat 80 Gloss and Greencoat 80 Silk, are both Carbon Balanced, FSC certified and include 80% recycled content.



Greencoat 55 is the industry's leading environmental coated paper range, with exceptional print performance. The two qualities, Greencoat 55 Gloss and Greencoat 55 Silk, are both Carbon Balanced, FSC certified and include 55% recycled content.



think⁴ is a family of three uncoated papers with a shared philosophy: maximum visual impact, minimum environmental impact. No other uncoated paper gets close to its balance of performance, tactility and environmental credentials.

All three qualities are Carbon Balanced, FSC certified and two include 50% post-consumer recycled fibre.



Paper: A powerful and sustainable form of communication

Why paper? Why print?

The printed page is a wonderful thing.

Paper is a powerful and persuasive medium of communication. But it is also one of the world's truly sustainable products. The companies that make it need thriving, growing forests. In Europe, the area of forest cover is increasing at a rate of 1.5 million football pitches every year. Respected certification schemes authenticate paper that uses sustainable forest source material.

The story of this brochure

This publication is a case in point. From its conception, it has been designed and produced as a sustainable piece of communication, with environmental impacts kept to a minimum.

- It has been printed on think⁴ Carbon Balanced Paper, an FSC certified stock. Its raw material comes from sustainable, managed forests, and the CO₂ emissions from its manufacture and distribution have been carbon balanced.
- It has been printed in single colour, not four colour process and without lamination, varnishing or the use of UV inks.
- This publication has been MySized, where bespoke sized paper has been used to ensure minimum wastage of paper, reducing landfill and associated carbon impact.
- Meetings with its designer, printer and copywriter were conducted via conference calls, without the need for long car journeys.
- It has been delivered only to a selected group of customers in order to minimise the print run.

Contact Details

To find out more about Carbon Balanced Paper, ask your printer, designer or communications supplier or alternatively contact Howard Smith Paper direct:

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