

**WARNING!**  
OUR PLANET  
IS DELICATE.  
PLEASE CHECK  
THE CARE LABEL.





# EMS



**Environmental Management Systems**  
Identify, evaluate and manage ongoing improvement of environmental performance.  
See back cover for more information.

**Wood source**  
Made from wood fibre that is from a certified forest.  
See back cover for more information.

**Recycled content**  
Paper content includes recycled materials.

**Bleaching process**  
Processes that avoid the use of chlorine either completely (TCF and PCF) or in its elemental form (ECF).

# Make paper your first target and ensure that we preserve the precious natural resources from which paper is made.

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Showing respect for our environment is more important than ever to Spicers Paper and to our customers. Specifying paper to demonstrate a strong environmental stance is becoming increasingly important – it's no longer just about being recycled, it needs to be sustainable as well.

At Spicers Paper we are committed to responsible environmental management, and this is reflected in our in-house sustainability practices, as well as in our range of papers. We're committed to making available a choice of recycled paper products, as well as those originating from certified sources or operating accredited third party environmental management systems.

## Can't see the wood for the trees?



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The world of paper is a highly complex one that leaves most people confused. To make the right choice of paper you either have to become an expert yourself, or trust an expert to steer you in the right direction. We want to keep things simple by supplying a range of environmentally certified paper stocks under one label.

By purchasing from the Spicers Paper **Made with Care** range you are investing in sustainable procurement practices and, lessening the environmental impact of your business activities. It's one important way you can play a part in securing not only our future but that of the next generation.

# made with care

A selection of environmentally certified stocks from Spicers Paper.  
For further information about **Made with Care** papers visit  
[www.spicerspaper.co.nz](http://www.spicerspaper.co.nz)

UNCOATED	 WOOD SOURCE	 RECYCLED CONTENT	 BLEACHING PROCESS	 ENVIRONMENTAL MANAGEMENT SYSTEM
9lives Uncoated	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• Recycled pulp</li> <li>• NZ virgin pulp</li> </ul>	50%	PCF	• ISO 14001
Conqueror	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• FSC mixed source</li> </ul>		ECF	• ISO 14001
Conservation Metaphor	<ul style="list-style-type: none"> <li>• Certified Forest</li> </ul>	51%	ECF	• ISO 14001
Freelife	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• FSC mixed source</li> </ul>	40%	ECF	• ISO 14001
Kaskad	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• PEFC mixed source</li> </ul>		TCF	• ISO 14001
Munken	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• FSC mixed source</li> </ul>		ECF	• ISO 14001
Sapphire	<ul style="list-style-type: none"> <li>• Certified Forest</li> </ul>		ECF	• ISO 14001
Saxton	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• FSC mixed source</li> </ul>		ECF	• ISO 14001
Splendorgel	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• FSC mixed source</li> </ul>		ECF	• ISO 14001
Works	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• PEFC mixed source</li> </ul>	100%	PCF	• ISO 14001

COATED	 WOOD SOURCE	 RECYCLED CONTENT	 BLEACHING PROCESS	 ENVIRONMENTAL MANAGEMENT SYSTEM
9lives Coated	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• FSC mixed source</li> <li>• Recycled pulp</li> </ul>	55%	ECF	• ISO 14001
Alpine	<ul style="list-style-type: none"> <li>• Certified Forest</li> </ul>		ECF	• ISO 14001
Ambassador	<ul style="list-style-type: none"> <li>• Certified Forest</li> </ul>		ECF	• ISO 14001
Expression	<ul style="list-style-type: none"> <li>• Certified Forest</li> </ul>		ECF	• ISO 14001
G Print	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• FSC mixed source</li> </ul>		ECF	• ISO 14001
Media	<ul style="list-style-type: none"> <li>• Certified Forest</li> <li>• PEFC mixed source</li> </ul>		ECF	• EMAS • ISO 14001

## Don't be labelled socially irresponsible

If you want your corporate communications to be printed on sustainable paper that will not leave you exposed, insist that your customer-facing and key internal printed communications are printed on a paper from the Spicers Paper **Made with Care** range.

You can then be sure that your corporate reputation will not suffer because of any lack of print quality or lack of environmental credentials. Demand that your printer, design studio or agency specifies paper from the Spicers Paper **Made with Care** range.

**Wood Source: Forest Certification Phases** Forest certification consists of two phases: the first concerns the management and use of forests, the second, if the final product is to bear a forest certification logo, the chain-of-custody must also be certified.

**Forest Management Certification** An independent verifier audits the management of a given forest area and the felling and hauling of timber within it. The inspector determines whether the management complies with the certification criteria or not. An audit usually includes inspection, comparison with the requirements, and a report on any discrepancies.

**Chain-of-Custody Certification** If the final product is to be labelled with the logo of the respective forest certification system, adherence to the rules for chain-of-custody certification is required. Chain-of-custody means the possibility to trace the certified wood content of a product back to a certified forest. The aim is to tell what the share of certified wood or fibres in each production or distribution phase is. This part of forest certification is called chain-of-custody certification.

Different forest certification schemes have their own chain-of-custody systems and rules, FSC, PEFC, CSA, SFI which have been explained in detail below:

**FSC Forest Stewardship Council** is an international organisation promoting responsible forest management and setting worldwide forestry management principles, criteria and standards, with regard to economic, social and environmental concerns. It has developed principles for forest management which may be used for certifying the management of forest holdings, and a system of tracing, verifying and labelling timber and wood products which originate from FSC-certified forests.

**CSA The Canadian Standards Association** is a not-for-profit membership-based association serving business, industry, government and consumers in Canada and the global marketplace. A solutions-oriented organisation, they work in Canada and around the world to develop standards that address real needs, such as enhancing public safety and health, advancing the quality of life, helping to preserve the environment and facilitating trade.

**PEFC Programme for the Endorsement of Forest Certification.** A scheme for auditing forestry operations that offers a framework for the mutual recognition of national or regional forest certification schemes, rather than being a specific scheme in its own right. Certification ensures wood used in paper production is exclusively from forests that guarantee renewability and respect for the ecosystem. There is widespread support amongst those in the forest and paper industry who view it as more flexible, economic and user-friendly. However, environmental groups are less keen and prefer the FSC scheme.

**SFI The Sustainable Forestry Initiative** programme is based on the premise that responsible environmental behavior and sound business decisions can coexist. SFI program participants practise sustainable forestry on all the lands they manage. They also influence millions of additional acres through the training of loggers and foresters in best management practices and landowner outreach programmes.

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**Environmental Management Systems (EMS)** is a tool for managing the impacts of an organisation's activities on the environment. It provides a structured approach to planning and implementing environment protection measures.

**EMAS EMAS** is the **European Union's Eco-Management and Audit Scheme**. EMAS certifies provide an assurance that the unit is committed to achieving continuous improvement through environmental management systems.

**ISO 14001** The **ISO 14001 environmental management standard** helps organisations develop and organise their management systems to: minimise impacts on the environment; comply with applicable laws, regulations and other environmentally oriented requirements; and show continuous improvement.