



THREE STEPS TOWARDS ENVIRONMENTALLY RESPONSIBLE PAPER

Are sustainable raw materials important to your business?
Do you want products from safe, efficient and clean production plants?
Do you need clear and credible information about your products' environmental performance?

If the answer is yes, then turn the page and take the first steps to environmentally responsible paper.

STEP 1 – CHOOSE SUSTAINABLE FIBRE

FOREST CERTIFICATION – YOUR PROOF OF LEGALITY AND SUSTAINABILITY

Forest certification verifies that a particular forest area is being managed sustainably and that harvesting is legally permitted. **Chain of custody** tracks the use of wood from these forests all along the value chain. Together, forest certification and chain of custody prove that the wood raw material used in a product is legally harvested and originates from sustainably managed forests.

The two main global forest certification schemes are **PEFC™** (Programme for the Endorsement of Forest Certification) and **FSC®** (Forest Stewardship Council®). Both the PEFC and FSC are international, non-profit, non-governmental organisations dedicated to promoting legal and sustainable forest management through independent third-party certification, providing assurance of the economic, social and environmental management of forests.

Currently, only 10% of the world's forests are certified to either standard. Most of these certified forests are located in North America and Europe. Of the world's certified forests area two-thirds is certified under PEFC and one-third under FSC.

UPM promotes all credible forest certification schemes, including the two major international schemes PEFC and FSC. **A comprehensive range of FSC and PEFC certified paper products is available for you.**



More information on the forest certification schemes can be found from their websites: www.pefc.org and www.fsc.org.

Approximately 80% of the wood UPM uses is certified. 100% is from controlled and sustainable sources.

→ Learn more about sustainable wood sourcing at www.upmpaper.com/forestcertification

RECYCLED AND FRESH FIBRE IN BALANCE OPTIMISES THE PAPER CYCLE

Recovered paper is an important raw material in paper making and ideal for use in some paper grades, especially when the recovered fibre is available close by. However, the use of fresh fibre is essential to a sustainable paper cycle, as wood fibres can only be recycled a number of times before they become shortened and too weak for papermaking. UPM uses an optimal balance of fresh wood fibre and recycled fibre, choosing the right blend depending on the desired product quality and the location of the production facility.

UPM recycles more paper and uses more recycled fibre than any other graphic Paper producer. One third of fibre used in UPM paper production is recycled fibre.

→ Learn more about paper recycling at
www.upmpaper.com/recycling

STEP 2 – KNOW THE CARBON FOOTPRINT

LOW ENERGY CONSUMPTION AND USE OF CLIMATE-SMART ENERGY

UPM shares the widespread concerns regarding climate change. The key to climate-smart energy management are energy efficiency and use of low carbon fuels. In addition to continuously reduce the carbon footprint of our operations, we also seek to develop new solutions that answer the increasing demand for low carbon products.

For each product, UPM has calculated the carbon footprint based on the ten elements of the Carbon Footprint Framework for Paper and Board Products developed by CEPI (Confederation of European Paper Industries). The Product Carbon Footprint declarations are available together with our product-related environmental declarations Paper Profiles.

80% of UPM's power generation is free from fossil CO₂ emissions and 60% of the fuel used by UPM is biomass.

→ Learn more about our climate-smart solutions at
www.upmpaper.com/cleanproduction

STEP 3 – ENSURE ECO-EFFICIENT PRODUCTION

MEETING THE STRICTEST ECO-STANDARDS



Newsprint



Copying and
Graphic Paper

Papers produced by UPM have the best environmental credentials in the market. Third-party awarded ecolabels proof that our products meet the highest environmental standards.

The EU Ecolabel is the European Union's official indication of the most environmentally responsible products. It is used for more than 20 different product groups from household goods to textiles. A product displaying the EU Ecolabel is an unambiguous guarantee for customers and consumers that wish to select products with the least environmental impact.

All UPM papers can be supported by at least one of the world's leading eco-labels.

→ Learn more about our eco-labelled products at
www.upmpaper.com/ecolabels

EU Ecolabel on paper or a paper based product indicates:

- Lowest air emissions
- No use of elemental chlorine
- Least amount of organic waste
- Minimum energy consumption
- Restricted use of chemicals
- Use of recycled fibre, or virgin fibre from sustainably managed forests





The EU Ecolabel is the only internationally recognised ecolabel that covers practically all of the characteristics required of an environmentally responsible paper. For more information visit <http://ec.europa.eu/environment/ecolabel/>

UPM has the most comprehensive offering of EU Ecolabel paper in the market.

Just three steps – let's take them together!

To take that first step please contact your local sales person for more information on our environmentally responsible papers.

SCOPE OF COMMON ECOLABELS OFFERED BY UPM:

LABEL	RECOVERED FIBRE USE	WOOD RAW MATERIAL	CHEMICALS	ENERGY USE	EMISSIONS	WASTE MANAGEMENT
 EU Ecolabel ¹⁾	●	●	●	●	●	●
 Nordic Swan ²⁾	●	●	●	●	●	●
 Austrian Ecolabel	●	●	●	●	●	●
 German Blue Angel	●	●	●			
 FSC	●	●				
 PEFC	●	●				

1) No EU Ecolabel criteria available for label paper.
 2) All papers that are awarded with the EU Ecolabel are automatically also approved for Nordic Swan – Inspection status needed from 1.4.2014 onwards.

– Paper is made of renewable raw materials, is safe to use, is recyclable, biodegradable and compostable. Paper is the choice for the environmentally conscious consumer! –



MORE WITH BIOFORE

UPM leads the integration of bio and forest industries into a sustainable future. Biofore stands for innovation, responsibility and efficiency.
www.upm.com



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UPM

Alvar Aallon katu 1
P.O. Box 380
FI-00101 Helsinki
Finland
www.upm.com

UPM Paper ENA

(Europe & North America)
Georg-Haindl-Straße 5
P.O. Box 101749
D-86007 Augsburg
Germany