



MEDIA RELEASE

Australian-made and owned carbon neutral paper, creating tonnes of sustainable value

- ***Australian Paper launch seven new carbon neutral paper stock varieties***
- ***Carbon neutral paper helping to improve companies triple bottom line reporting***
- ***New range set to save 15,000 tonnes of greenhouse emissions in 2010***

In response to overwhelming customer demand, Australian Paper, the nation's only carbon neutral paper producer, today announced the introduction of seven new carbon neutral grades that will be widely available through a range of new distribution partnerships.

Paul Allen, Australian Paper GM Marketing, said the carbon neutral stock will create a tonne of sustainable value by helping government and listed companies hit carbon reduction targets and improve triple bottom line reporting figures.

"With Australian Paper's new range of Australian owned and made carbon neutral paper, we are giving procurement and production departments a choice they can be proud of.

"We are helping government and big business walk the talk on sustainability," Mr Allen said.

"Our new grades will nullify more than 15,000 tonnes of harmful greenhouse emissions in 2010, so something as simple as the choice of paper can have a huge impact on environmental performance. The stock has independently certified metrics as to the amount of CO₂ avoided through the use of the grade; metrics that will improve their 'People, Planet and Profits' reporting."

Australia's first and widest range of carbon neutral paper

In 2008, Australian Paper was the first to market with carbon neutral paper with the ENVI range. To date, they have offset over 80,000 tonnes of carbon - the equivalent of neutralising over 16,000 cars for one year¹.

The seven new carbon neutral stocks, which range from virgin paper to 100% recycled, are supplied as completely carbon neutral and are certified under the Federal Department of Climate Change Greenhouse Friendly program. All carbon emissions from production, manufacture, transport and disposal have been measured, reduced and offset to make the paper truly carbon neutral, with the ISO methodology and numbers to back it up.

Helping Australian government and business meet their green targets

Australian Paper is currently helping a number of Australian government and corporate clients reduce their carbon footprint, including Australia Post, Australian Passports, Hungry Jacks, Computershare, Dolly Magazine, AGL Energy, The University of Adelaide, Stikki Notes, Foxtel and MP Sid Sidebottom.

Dave Hynes, Chairman of Computershare Communication Services which specialises in the delivery of investor service communications for some of the largest financial, utility, telecommunications and insurance corporations in Australia, said the company's association with Australian Paper was an important element of Computershare's environmental commitment.

"At Computershare, we want to help our stakeholders to effect positive change that improves the quality and sustainability of our environment, workplace, community and marketplace.

"One of the key ways we can provide sustainable communication solutions to our clients is by influencing their choice of paper; giving them the option of a carbon neutral paper solution. In the past two years, by using Australian Paper's carbon neutral ENVI range we have helped clients collectively

¹ Based on a Holden VE Commodore driving 20,000kms, emitting 5 tonnes CO₂e per year

save 790 tonnes of harmful greenhouse gas emissions through their communications alone,” said Mr Hynes.

“With this expanded variety of carbon neutral stocks, we will be able to provide a greater range of services, such as brochures and inserts, to help our stakeholders complete the ‘sustainable package’ and reduce emissions even further.”

New range response to community environmental expectations

In a recent survey, 90% of Australians said business has a responsibility beyond increasing shareholder value to that of caring for communities and the environment and 84% said that if a company can demonstrate an active involvement in minimising environmental and community impacts, they would be more likely to choose their products.

Mr Allen said that, as an Australian manufacturer, this made sustainability a business imperative for Australian Paper.

“We want to give production and procurement departments access to the most sustainable paper in the world to help them meet these expectations. Our goal over the next two years is to achieve a 15% level of all paper specification in Australia for a real impact on carbon footprints and triple bottom lines.”

A tonne of value for Australian manufacturing

Mr Allen said that by specifying Australian Paper’s carbon neutral range, businesses can help Australian manufacturing as well as the environment.

“Australian Paper employs approximately 1,200 Australians, mostly in Gippsland and Shoalhaven. Being a manufacturer in Australia isn’t a particularly sexy thing to be, but we have a broad economic impact in these communities. People in these areas are hungry for business growth, and while manufacturing has been down in Australia, the sustainability cause is creating new opportunities.

“As the relaunched “Australian Made Campaign” shows, Australian made needs to matter, especially in the face of increased foreign imports. To this end, Australian Paper is proud to be doing its bit to help Australian manufacturing.”

The details - Australian Paper carbon neutral stocks

- Saxton - FSC Certified, premium witting and communication paper, available through Spicers Paper
- Tablex - PEFC Certified, white, ivory, textures and coloured boards, available through Spicers Paper, Dalton Paper and KW Doggett
- Stephen - FSC Certified 50% recycled printing paper, white and coloured, available through Spicers Paper
- Tudor - FSC Certified, 100% recycled offset printing paper, available through Spicers Paper
- Revive - FSC Certified, 100% recycled offset printing paper, available through Dalton Paper
- Onyx - FSC Certified, 100% recycled speciality paper, available through CPI Paper
- Postspeed - PEFC Certified, virgin envelope paper

These grades are uncoated printing papers used for offset and digital printing.

Postspeed is converted to envelopes and suitable for high speed laser printing applications.

-ENDS-

For more information contact Nathan Burman on 02 9256 9707 / 0415 189 865 or nathan@shj.com.au

About Australian Paper

Australian Paper is the leading producer of fine printing and writing papers, together with packaging and industrial paper grades in Australia. It produces a range of papers suitable for printing, packaging, and office purposes, which reach millions of homes and businesses every day. Headquartered in Melbourne, Australian Paper’s recycled, virgin, bleached and brown packaging papers for corrugated box, paper sack, envelope and bag applications deliver value and increase profitability through supply chain efficiencies, reducing costs and developing new products and services. Further information on Australian Paper and its products can be found at: <http://www.australianpaper.com.au>