

APPLETON *Coated*

Green Means Go

Moving forward, responsibly, with Appleton Coated.



NEW
U2:XG™



We know that you care about the environment and want to make sure that you are working with a paper manufacturer that shares your values. Appleton Coated does.

We firmly believe that any operating practice that does not protect the earth is short-sighted and detrimental to our future as a thriving business. To us, environmental protection is also a personal concern because, like you, we want to breathe clean air, drink safe water, and enjoy the beauty of the forests. Acting responsibly on behalf of the environment is factored into everything we do.

Green Means Go is designed to offer clear and concise information on environmental considerations when choosing paper and planning projects. Topics include:

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SUSTAINABILITY IS GOOD BUSINESS.

The concept of Corporate Social Responsibility (CSR) has taken root. Why now? The answer seems to lie in the fact that the very practices that drive CSR are those that can also reduce waste and improve efficiency – a win-win for both corporations and communities. CSR was formerly about donating, then about marketing, and now it has become a part of corporate strategy. Some organizations have even set Six Sigma objectives for Environmental Management System (EMS) initiatives. And we all hope that our efforts will lead us into new markets.

A study of 75 US corporations found that early adopters are staking their business growth on environmental and social goals. They are accomplishing this in many ways including the development of clean technology, launching hybrid cars, reducing packaging, and executing their corporate and consumer communications in a more mindful way. These efforts seek to prove that what's good for the environment is also good for business – a notion that has shareholders watching attentively.

SUSTAINABILITY BRINGS US TOGETHER.

Forward-thinking companies realize that growing their efforts around CSR can benefit the bottom line beyond savings and positive public relations. The hidden benefit of more attention to sustainability lies in developing more unity within the organization because these activities are personal as well as professional. Every individual is concerned about the well-being of their family, their community, and future generations. And that concern brings us together to uncover value-added ways to improve environmental performance while improving efficiency and maybe even growing profits.

PARTNERSHIP HELPS US MOVE FORWARD.

We will not progress toward our goals by working in a vacuum. We are standing on new ground and the answers are not obvious – but we can support each other by sharing information about what we know best. At Appleton Coated, we have answers to your sustainable communications questions and offer options in our Utopia Green program. We invite you to partner with us to strengthen your strategic environmental initiatives.

PULP ONLY FROM CERTIFIED SOURCES

Appleton Coated is committed to supporting sustainable forestry, even though we buy all of our pulp on the open market and do not operate a pulp mill. The pulp that goes into Appleton Coated products is purchased only from suppliers who adhere to certified, sustainable forestry practices. None of our pulp originates from old growth timber stands or rain forests. 100% of Appleton Coated's virgin fiber pulp purchases are certified by one or more of the following organizations:



The Sustainable Forestry Initiative (SFI) is a series of applied standards for sustainable forestry overseen by an independent body.

The Canadian Standards Association (CSA). The purpose of the CSA Sustainable Forestry Management system is to provide a credible and recognized process for certifying sustainable forestry in Canada.



The Forest Stewardship Council (FSC) is a global organization promoting responsible forestry since 1993. Since 1995, The United States chapter (FSC-US) has been providing public information and promoting certification. The Global Benchmark for Responsible Forest Management.

ECF PULP BLEACHING

All of our pulp is manufactured using either Totally Chlorine Free (TCF) or Elemental Chlorine Free (ECF) processes – meaning that the pulp is processed with a sequence using chlorine derivatives but not free chlorine. The pulp that goes into our recycled papers is processed chlorine-free (PCF).

















COATED VS. UNCOATED - THE HERO IS YOU


There is no one type of paper that will “save the day” when it comes to sustainability. Uncoated paper may appear to be the clear environmental choice, however, when you consider that coating displaces fiber use (thereby using less wood) and that white papers are more easily re-batched and re-used, you may think again. Environmental considerations, like any considerations in choice of substrate, involve trade-offs. We offer coated solutions that can communicate just as much environmental sensitivity as uncoated products. In the end, you need to choose the right paper for your project.



THE UTOPIA GREEN OFFERING

Utopia Green offers three practical ways to communicate your sensitivity to the environment: a choice of FSC-certified products, extra recycled content, and Green Power. We review this program in detail in the coming pages and share ideas on how to communicate your activities in print collateral to reinforce your message.

UTOPIA	FSC-CERTIFIED	GREEN POWER AVAILABLE*	STANDARD 	MAXIMUM PCRf CONTENT* AVAILABLE	FINISHES	DIGITAL
PREMIUM			VIRGIN	0%	GLOSS, SILK, IVORY SILK	
U1X			10%	20%	GLOSS, SILK, MATTE	STOCK DIGITAL EXPRESS* STANDARD MAKING
U1			10%	30%	GLOSS, DULL, MATTE	STANDARD MAKING
U2:XG SHEETS			 30%	30%	GLOSS, DULL, MATTE, IVORY MATTE	STANDARD MAKING
U2:XG Web			 30%	30%	GLOSS, DULL, MATTE, IVORY MATTE	
U2 SHEETS			10%	30%	GLOSS, DULL, MATTE, IVORY MATTE	STOCK DIGITAL EXPRESS* STANDARD MAKING
U2 WEB	INQUIRY		10%	30%	GLOSS, DULL, MATTE, IVORY MATTE	

 Included in standard offering

*Small upcharge and standard program guidelines apply
 † Subject to minimum & trim

UNDERSTANDING FSC CERTIFICATION

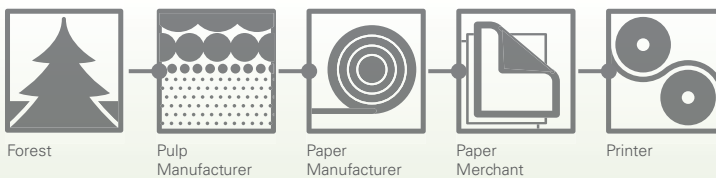
The **Forest Stewardship Council** (FSC) sets forth principles, criteria, & standards for the wood fiber industry that span economic, social, and environmental concerns. FSC was created to change the dialogue about and the practice of sustainable forestry worldwide. FSC standards for forest management have now been applied in over 57 countries around the world. In 1995, FSC-US, located in Washington, D.C., was established as the national “chapter” of FSC.



Appleton Coated is certified for the standards of Forest Stewardship Council by SmartWood, a program of the Rainforest Alliance.

WHAT IS FSC CHAIN-OF-CUSTODY?

Chain-of-custody (COC) is the path taken by raw materials harvested from an FSC-certified source through processing, manufacturing, distribution, and printing until it is a final product ready for sale to the end customer. The chain-of-custody path for paper products is illustrated below. For an organization to use the FSC logo on their material, each part of the chain must be FSC certified and meet the standards for compliance.



THE UTOPIA FSC CERTIFIED PRODUCT GROUP

The Utopia line of coated papers offers the broadest range of FSC-certified coated products. From the glossy or satin smoothness of Utopia Premium, to the extreme brightness and blue-whiteness of Utopia One X, to the soft blue shade of Utopia One, and the clean and bright blue shade of Utopia Two and U2:XG, and the warm, ivory shade of Utopia Two Ivory Matte. Coupled with the choice of finishes in these lines, you have no restraints on taking your sustainable communications from cut-size to digital, traditional folio sheets to super-size, and multiple web options.



- Utopia Premium Gloss, Silk &, Ivory Silk
- Utopia One X Gloss, Silk, & Matte
- Utopia One Gloss, Dull, & Matte
- Utopia Two: Xtra Green Gloss & Dull
- Utopia Two Gloss, Dull, Matte, & Ivory Matte
- Utopia Two Web is available as making upon inquiry

Need a special size in a hurry?

The products in our FSC product group are represented in Utopia Express & Utopia Digital Express.



A CHOICE OF RECYCLED PAPERS

In North America, 10% post-consumer recovered fiber (PCRf) is the standard reclaimed fiber content for recycled coated printing papers following EPA guidelines. More than half of all Appleton Coated products contain a minimum of 10% PCRf.

- Products with extra PCRf are manufactured to the same specifications in regards to caliper and optics.
- Our high-quality Post-Consumer Recovered Fiber (PCRf) is “re-processed” chlorine free. The paper waste prior to collection may have been manufactured with a chlorine process, but the reprocessing is done in absence of chlorine.

New lowered minimum order sizes for extra PCRf

Utopia products – U1X, U1, U2, and U3 Matte contain a minimum of 10% PCRf and are available for order with up to 30% PCRf.

- Adding an additional 10% to U1X or U1 now requires a 10,000 lb. minimum order size for a total of 20% PCRf content
- Adding an additional 20% to U1 now requires a 20,000 lb. minimum order size for a total of 30% PCRf content
 - Note that U1X has a maximum content of 20% PCRf
- Adding an additional 10 or 20% to Utopia Two products requires a minimum order size of 40,000 lbs (20%) or 60,000 lbs (30%)
- Extra Recycled orders are subject to a small upcharge and must meet trim requirements

Introducing Utopia Two: Xtra Green (U2:XG)

An extension of the U2 product family, U2:XG includes 3 environmental features in a sheet stocking product:

- FSC Certification
- 30% Post-Consumer Recovered Fiber
- Renewable Energy (Green Power)

U2:XG shares the same product specifications as Utopia Two and is offered in Gloss and Dull, 80 and 100 lb. text and cover.



Recycled or Recyclable??



Post-consumer recovered fiber is reclaimed fiber from materials that have met their end use and have been collected to reclaim the fiber.



Recyclable is paper that can be collected for the fibers to be reclaimed.



GREEN POWER UTOPIA™

Appleton Coated partners with our local energy company to provide energy from renewable resources for customers looking for additional sustainable options.

When you purchase green energy, you are investing in the future of renewable energy supply. Not only are you making an impact by using less fossil fuels which keep emissions from entering the atmosphere, you are also contributing to the development of green energy alternatives.

What is Green Power?

- Green Power refers to electricity generated by renewable resources such as wind power, hydro, & biogas.

How does Appleton Coated use Green Power to manufacture Utopia?

- Appleton Coated has partnered with a local energy supplier to purchase green credits in amounts equal to the electricity used to manufacture an order.

What are “green credits”?

- Electricity, in the form of wind power, hydro, and biogas, is fed into the electrical power grid from which the mill draws electricity.
- Appleton Coated purchases this power at a premium. In return, a certificate from the energy company is generated verifying that the credits have been purchased for a particular order number along with the number of kilowatt hours purchased.
- This certificate is available for customers upon request.

How is this cost passed along to the customer?

- A small upcharge covers the additional cost of the green credits.
- In addition to using green power for this particular order, the surcharge provides for an investment in more environmentally friendly energy resources. As demand grows for alternative sources of fuel, supply will grow as well.

Are there any special requirements for my order of Green Power Utopia?

- Orders are limited to U Premium, U1X, U1, and U2 sheets and rolls.
- A minimum order size of 5,000 lbs. is required as well as Green Power requested at the time of order placement, and the upcharge.
- All standard lead times and standard manufacturing requirements apply.

Is Green Power available for making orders only?

- Green Power is available for both stock and making orders including Utopia Express that meet program requirements.



ENERGY CONSERVATION

Like other paper manufacturers, Appleton Coated relies on thermal and electrical power for energy and is continually seeking ways to reduce and conserve usage.

Working in partnership with Combined Locks Energy Company, Appleton Coated maintains a natural-gas-fired turbine co-generation system that produces steam for our papermaking operation, while providing electricity to the local community. We also partner with other conservation-conscious corporations to provide alternative forms of energy such as wind power, bio-gas, and hydroelectric power to meet their unique needs.

EMPHASIS ON REDUCE & REUSE

If at all possible, nothing is given up as waste. Residual trim and side cuts from the papermaking process are repulped and reused. Colored waste paper is baled and sold or reused. More than 90% of the solids removed at our water treatment facility are mixed with wood waste and incinerated in boilers as biomass, an environmentally beneficial alternative energy source. The resulting ash produced by the boiler is used as filler by the State of Wisconsin for road bedding in major highway expansion products, with some solids also providing raw material for the production of glass aggregates.

MONITORING FOR WATER & AIR QUALITY

Second only to wood fiber, water is the most valuable natural resource used in papermaking. Water is needed to make pulp, produce paper, cool processes, and provide energy as steam. Much of the water used in our papermaking process is reused within our mill in closed loop systems and any excess is treated in our state-of-the-art water treatment plant before discharge. The success of this effort has allowed us to reduce our water usage by 35% since 2001. Tests, such as biomonitoring, are conducted daily on treated water to ensure that it meets stringent environmental regulations before it is returned to the environment. We also continuously monitor air quality to ensure that we are in full compliance with the rules and regulations set forth by the Wisconsin Department of Natural Resources.

APPLETON COATED'S EMS IS ISO 14001 REGISTERED

As part of our ongoing program of continuous improvement, we embarked on the process of ISO 14001 certification and have received our registration from NSF International Strategic Registrations, a global leader in management systems registrations. ISO is the International Organization for Standardization.



ISO 14001 is an internationally recognized management standard designed to continually improve environmental performance. It provides guidance on how to manage the environmental aspects of an organization's activities, products, and services more efficiently, while taking into consideration environmental protection, pollution prevention, and socio-economic needs.

The 14001 series is for *environmental standardization* and expects the registered party to:

- Develop & publish an environmental policy
- Document the Environmental Management System (EMS)
- Identify areas of improvement – set objectives
- Establish a document control system
- Conduct awareness and regulatory-required training for employees & suppliers
- Establish a corrective and preventative action system – track & monitor
- Establish an internal audit program and regular management review schedule
- Arrange for annual 3rd party audit



YOUR COMMUNICATIONS STRATEGY: BEGIN WITH THE END IN MIND

Best practices in this area begin as any effective branding strategy begins by starting at the top and considering sustainable communications as part of the overall business strategy. To gain consistency and insure the strength of your message, we encourage you to:



Think through your marketing communications plan

Review planned projects for the coming year and determine which projects will carry your environmental message and how that might translate to how the print collateral is produced (using certified paper with chain-of-custody, ordering paper with extra recycled content, purchasing green energy for paper and printing, etc.).



Create a process to communicate how to apply the message

You may work with a variety of individuals or groups both inside and outside of your organization – so it pays to create a set of “environmental guidelines” to save time and ensure consistency. These guidelines can include boilerplate copy about your environmental position, the paper and environmental extras to be utilized, how paper and print credits will be written including use of logos (see page 11), how the piece will be packaged, etc.



Review delivery options

If the piece will move via direct mail, it is good to review how long it has been since the database has been updated to prevent waste. Also consider how the project might move around geographically while in progress (printer to bindery to fulfillment center to postal center) as a means to evaluate fuel usage. Lastly, you might look at how the piece is packaged and consider whether it is overpackaged or underpackaged (if it doesn't arrive pristine, will it be discarded)?



Tap into available resources

Along with our Utopia Green offering, we provide local sales representation (call 888-488-6742) and a dedicated e-mail (utopiagreen@appletoncoated.com) to help you with these considerations. And, since information about environmental sustainability is ever-increasing, it is a good idea to attend seminars or workshops on the topic to keep updated. A list of helpful websites can be found on page 13.

PROPER CREDIT WHERE CREDIT IS DUE

You chose an environmentally friendly paper, and you added extras for an even stronger message. You may have even chosen a certified merchant and printer to honor a certification chain of custody. With all of these options weighed, and subsequent choices made, you are left with the challenge of creating an accurate credit line for your project.

To simplify this challenge, we offer the following credit line options for Utopia papers:

1. If printing on a non-FSC certified Utopia product



Printed on paper manufactured with virgin pulp from certified sources and a minimum of 10% post-consumer recovered fiber.

2. If printing on FSC-certified Utopia Premium (virgin fiber) & Green Power is ordered with paper



Printed on an FSC-certified paper manufactured with electricity in the form of renewable energy - wind, hydro, and biogas. (The FSC trademark identifies products which contain fiber from well-managed forests certified by SmartWood in accordance with the rules of the Forest Stewardship Council.)

3. If chain of custody (COC) will not be maintained on an FSC certified Utopia product



Printed on paper manufactured with virgin pulp from certified sources and a minimum of 10% post-consumer recovered fiber.

4. If chain of custody will be maintained on an FSC certified Utopia product



Printed on FSC-certified paper that includes a minimum of 10% post-consumer recovered fiber. (The FSC trademark identifies products which contain fiber from well-managed forests certified by SmartWood in accordance with the rules of the Forest Stewardship Council.)

5. If chain of custody will be maintained on an FSC certified Utopia product & Green Power is ordered with paper



Printed on FSC-certified paper manufactured with electricity in the form of renewable energy (wind, hydro, and biogas), and includes a minimum of 10% post-consumer recovered fiber. (The FSC trademark identifies products which contain fiber from well-managed forests certified by SmartWood in accordance with the rules of the Forest Stewardship Council.)

6. If chain of custody will be maintained on U2:YG



Printed on FSC-certified paper manufactured with electricity in the form of renewable energy (wind, hydro, and biogas), and includes a minimum of 30% post-consumer recovered fiber. (The FSC trademark identifies products which contain fiber from well-managed forests certified by SmartWood in accordance with the rules of the Forest Stewardship Council.)

Note: Items in parenthesis are not essential to include.

Important notes about credits:

- Utopia Premium and Utopia Three Gloss Web do not contain post-consumer recovered fiber.
- If you purchase additional post-consumer fiber, the percentages indicated in the credit lines would need to be adjusted accordingly.
- FSC cannot be mentioned in a credit line if the chain of custody is broken (see page 5).
- The FSC logo is obtained from your FSC-certified printer and carries the printer's COC number.
- The recycled symbol is used within the FSC logo on FSC-certified products containing post-consumer recovered fiber.

utopiagreen@appletoncoated.com for logo artwork

- If you purchase Green Power with your order, the Utopia Green Power logo is available by e-mail request to utopiagreen@appletoncoated.com.
- The standard recycled logo can be obtained from utopiagreen@appletoncoated.com or can be furnished by your printer.

COMMONLY ASKED QUESTIONS

How do I obtain an FSC logo for my project file?

Your printer will provide the FSC logo for your project. Once the logo is in place, your printer will send the file to their FSC certifier for approval.

How do I obtain FSC Certification for my company?

You contact an FSC-accredited certifier – visit www.fscus.org for a complete list of certifiers. The certifier will have you submit an application and will complete an on-site audit to provide an assessment report.

Can I use the FSC logo if my merchant and/or printer is not certified?

No. You must keep the chain of custody intact (see page 5) in order to make any reference to FSC certification or use the logo.

How can I determine the “environmental savings” gained from using post-consumer fiber or Green Power?

When specifying Utopia products, you can contact your local Appleton Coated Sales Representative or e-mail us at utopiagreen@appletoncoated.com. We will request your paper order number to calculate your savings. An example of the report you will receive follows:

FSC-certified Utopia One X Matte, 80 lb. Cover, 20% PCRF, Green Power purchased, 10,000 lbs.

Number of trees saved **20 trees**

Post consumer recovered fiber (PCRF) displaces wood fiber with savings translated as trees.

Total energy saved **14 million BTU's**

PCRF content displaces energy used to process equivalent virgin fiber.

Greenhouse gas reduction – PCRF **2,190 lbs CO² equivalent**

Greenhouse gas reduction – Green Power **7,486 lbs CO² equivalent***

PCRF content reduces greenhouse gas emissions that would be generated by equivalent virgin fiber production and using Green Power (renewable resources such as wind, hydro, and biogas) also reduces greenhouse gas emissions.

Wastewater reduction **7,180 gallons**

PCRF content eliminates wastewater needed to process equivalent virgin fiber.

Solid waste reduction **1,188 lbs**

PCRF content eliminates solid waste generated by producing an equivalent amount of virgin fiber through the pulp and paper manufacturing process.

Environmental impact estimates were made using the Environmental Defense paper calculator. * US EPA's Power Profiler
Both websites are referenced on the following page.

HELPFUL WEBSITES

<http://www.fscus.org>
<http://www.fscus.org/paper>
<http://www.green Seal.org>
<http://www.smartwood.org>
<http://www.rainforest-alliance.org>
<http://www.sfiprogram.org>
<http://www.epa.gov/greenpower>
<http://www.metafore.org>
<http://www.wppisys.org> (or wppi)
<http://www.panda.org>
<http://www.sustainability.aiga.org>
<http://www.environmentaldefense.org>

Forest Stewardship Council
FSC-certified merchants & printers
Green Seal
SmartWood
Rainforest Alliance
Sustainable Forestry Initiative
Environmental Protection Agency
Metafore
Wisconsin Public Power Inc.
World Wildlife Fund
AIGA Center for Sustainable Design
Environmental Defense
(paper calculator under partnerships,
corporate innovation, business resources)



Paper

Printed on FSC-certified Utopia One X Matte, 80 lb Cover, manufactured with electricity in the form of renewable energy (wind, hydro, biogas), and includes a minimum of 10% post-consumer recovered fiber. The FSC trademark identifies products which contain fiber from well-managed forests certified by SmartWood in accordance with the rules of the Forest Stewardship Council.



Print

4 match colors and black (Toyo Inks, stochastic screening) plus overall satin aqueous coating on a Heidelberg Speedmaster 6/color CD press.

For additional information, call 888.488.6742 or e-mail us at utopiagreen@appletoncoated.com
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UTOPIA[®] PREMIUM

UTOPIA ONE X[®]

UTOPIA ONE[®]

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UTOPIA THREE[®]