



The New Leaf Paper Eco Audit

Demonstrate your leadership. **Show** your commitment.
Communicate your values and CSR practices.

The New Leaf Paper Eco Audit shows the tangible positive effects—savings in trees, water, energy, solid waste and greenhouse gases—of using recycled paper instead of virgin paper. Many of our customers reproduce the New Leaf Paper Eco Audit in their printed materials to demonstrate their environmental leadership and the values behind their paper choices. When you choose New Leaf Paper, you're acting on your company's commitment to be a socially responsible business. The Eco Audit helps you tell your leadership story—in a way that's transparent and supported by fact.

This guide explains the different types of Eco Audits that are available, what the certification logos mean and why they're important. New Leaf will create a print-ready, customized Eco Audit for your next project that's printed on New Leaf Paper.




NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT
of using post-consumer waste fiber vs. virgin fiber



Your Company saved the following resources by using New Leaf Reincarnation Matte, made with 100% recycled fiber and 50% post-consumer waste, and processed chlorine free.

trees	water	energy	solid waste	greenhouse gases
58 fully grown	12,567 gallons	26 million Btu	2,769 pounds	4,679 pounds

Calculations based on research by Environmental Defense and other members of the Paper Task Force.

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Where We Get Our Facts

The environmental benefits stated in the Eco Audit are calculated based on research by Environmental Defense and members of the Paper Task Force, who studied the environmental impacts of the paper industry. They performed life-cycle analyses of post-consumer waste vs. virgin fiber, which revealed the tangible environmental benefits of using post-consumer recycled content instead of virgin content. The Paper Task Force members included senior executives from Environmental Defense, Duke University, Johnson & Johnson, McDonald's, Prudential Insurance and Time Inc. For more information about Environmental Defense and the Paper Task Force report, go to www.environmentaldefense.org and site search on "Paper Task Force."

Get your customized Eco Audit!
Contact your New Leaf sales rep or send an email to info@newleafpaper.com
to request your customized New Leaf Paper Eco Audit.

Contact New Leaf Paper at 888.989.5323 or www.newleafpaper.com

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NEW LEAF
PAPER®

The New Leaf Paper Eco Audit

Demonstrate your leadership. Show your commitment. Communicate your values and CSR practices.

CHOOSE THE NEW LEAF PAPER ECO AUDIT LAYOUT THAT BEST SUITS YOUR PROJECT.

#1 Landscape The original (min. size 1.85" x 3")

NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT
of using post-consumer waste fiber vs. virgin fiber

Your Company saved the following resources by using New Leaf Reincarnation Matte, made with 100% recycled fiber and 50% post-consumer waste, and processed chlorine free.

trees	water	energy	solid waste	greenhouse gases
58 fully grown	12,567 gallons	26 million Btu	2,769 pounds	4,679 pounds

Calculations based on research by Environmental Defense and other members of the Paper Task Force.
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#3 Portrait (min. size 3" x 1.75")

NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT
of using post-consumer waste fiber vs. virgin fiber

Your Company Name saved the following resources by using New Leaf Sakura 100, made with 100% post-consumer waste, and processed chlorine free.

58	Trees
12,657	Gallons of Water
26	Million Btu of Energy
2,769	Pounds of Solid Waste
4,679	Pounds of Greenhouse Gases

Calculations based on research by Environmental Defense and other members of the Paper Task Force.
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#2 Horizontal (min. size 1.5" x 3.6")

NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT *of using post-consumer waste fiber vs. virgin fiber*

Your Company saved the following resources by using New Leaf Primavera Gloss, made with 80% recycled fiber and 40% post-consumer waste, and processed chlorine free.

trees	water	energy	solid waste	greenhouse gases
58 fully grown	12,567 gallons	26 million Btu	2,769 pounds	4,679 pounds

Calculations based on research by Environmental Defense and other members of the Paper Task Force.
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#4



Your Company Name saved the following resources by using New Leaf Reincarnation Matte, designated Ancient Forest Friendly and manufactured with electricity that is offset with Green-e® certified renewable energy certificates, 100% recycled fiber and 50% post-consumer waste, and processed chlorine free: XX fully grown trees, XX gallons of water, XX million Btu of energy, XX pounds of solid waste, and XX pounds of greenhouse gases. Calculations based on research by Environmental Defense and other members of the Paper Task Force. www.newleafpaper.com

#5

Your Company Name saved the following resources by using New Leaf Reincarnation Matte, designated Ancient Forest Friendly and manufactured with electricity that is offset with Green-e® certified renewable energy certificates, 100% recycled fiber and 50% post-consumer waste, and processed chlorine free: XX fully grown trees, XX gallons of water, XX million Btu of energy, XX pounds of solid waste, and XX pounds of greenhouse gases. Calculations based on research by Environmental Defense and other members of the Paper Task Force. www.newleafpaper.com

#6

Printed on New Leaf Reincarnation Matte, designated Ancient Forest Friendly and manufactured with electricity that is offset with Green-e® certified renewable energy certificates, 100% recycled fiber and 50% post-consumer waste, and processed chlorine free. www.newleafpaper.com

About the Certification and Designation Logos in the New Leaf Paper Eco Audit

Quality Certifications and Designations—A Solid Investment

New Leaf Paper relies on certification and designation systems that make legitimate claims and establish the highest environmental standards for the paper industry. When your customers see the New Leaf Paper Eco Audit, they'll know that you're as serious about environmental protection as they are.



is a designation to get excited about, as it represents the most comprehensive standards for environmental responsibility in the paper industry. To earn the AFF designation, a paper must be manufactured with a high percentage of post-consumer waste and not contain any virgin fiber from old-growth, ancient or endangered forests. Any virgin fiber in the paper must be both FSC certified and assessed to not originate from endangered forests. Bleaching methods must be “chlorine free,” meaning without the use of chlorine or chlorine compounds. www.marketsinitiative.org

Why Protecting Ancient Forests Matters: Every day, ancient, old growth and endangered forests worldwide are being chopped down. It's more than the individual trees at stake—it's the forests, which are as critical to the world's climate as your lungs are to breathing. Once logged, forests with all their plants and wildlife can't simply be replanted. They're gone. When you use an Eco Audit for papers that are designated AFF, you reassure customers that you chose to spare these forests.



Supporting responsible use of forest resources
Cert. No. SCS-COC-00565 ©1996 Forest Stewardship Council

The Forest Stewardship Council (FSC) certification logo identifies paper whose virgin fiber comes from responsibly managed forests. FSC sets the highest standards for defining “responsible forest management,” namely, forestry that is environmentally responsible, socially beneficial and economically viable. While the FSC focused on sustainable virgin fiber sources for most of its history, it recently began certifying papers with high post-consumer recycled content. The FSC requires certification from everyone in the supply chain—from logger to printer. One environmentally weak link in the chain and it's not FSC certified. www.fsc.org

Why Good Stewardship Matters: When you buy FSC certified products, you promote responsible forest management across the supply chain. The FSC is highly regarded because they developed these standards with everyone's input: not just environmental groups, but also logging companies, governments, indigenous peoples and labor.



Green-e® Certified Renewable Energy

Our inventory products are made with electricity that is offset with Green-e® certified renewable energy certificates. Green-e® is the nation's leading independent certification and verification program for renewable energy products. The Green-e® logo is a nationally recognized symbol that identifies superior, certified renewable energy products. www.green-e.org

Why Clean Energy Matters: Environmental leadership extends beyond recycling. To reduce greenhouse gases and prevent climate change, we invest in energy credits that offset the energy needed to manufacture many of our papers. When you invest in paper made with wind power and biogas, you're helping to grow emission-free energy industries that will decrease our dependence on fossil fuels, reduce the emissions that cause global warming, and alleviate the air pollution that causes diseases such as asthma.



The wind certification logo verifies that energy for manufacturing paper is sourced from wind power, whose high efficiency has made it one of the fastest-growing clean energies in the world.



The biogas logo verifies that the energy used to manufacture the paper is created from the decomposition of waste. In our case, the energy is generated at a landfill close to the paper mill.

Contact New Leaf Paper at 888.989.5323 or www.newleafpaper.com

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NEW LEAF
PAPER®

The Right Paper. The Right Logo.



COATED PAPERS

Reincarnation • Matte	◆			◆	◆
Reincarnation C1S • Cast Coated				◆	◆
Primavera • Gloss				◆	◆
Sakura 100 • Silk	◆			◆	◆
Legacy • Gloss, Suede, Matte		◆			
Symphony • Gloss, Suede, Matte		◆			
New Leaf EcoMatte • Matte		◆		◆	◆
CyclusPrint • Matte	◆				
New Leaf Revival Bright • Soft Gloss & Silk	◆				

UNCOATED PAPERS

Everest • Writing, Text, Cover	◆	◆		◆	◆
New Leaf Imagination 100 • Text & Cover	◆	◆		◆	◆
New Leaf Opaque 100 • Smooth	◆	◆	◆	◆	◆
New Leaf Frontier 100 • Offset	◆	◆		◆	◆
New Leaf Pax • Film Coated	◆	◆	◆		
New Leaf EcoBook 100 or 50 • Trade Book	◆				
New Leaf EcoOffset 100 • Offset	◆				
CyclusOffset • Offset	◆				
New Leaf Pioneer 100 • Trade Book	◆	◆			
Good New Offset • Groundwood	◆				
New Leaf Encore 100 • Copy, Laser, Inkjet	◆			◆	◆

BOARD GRADES

Kallima • CIS & CIS Plus		◆			
Metamorphosis • Clay Coated	◆				

Logo Usage Guidelines—A Clear, Consistent Message

When you use the New Leaf Paper Eco Audit you agree to not alter, change or modify it to ensure presentation of a consistent image and to protect the trademarks of New Leaf Paper and the respective owners of the certification and designation logos. New Leaf Paper requires that the certification and designation logos remain within the New Leaf Paper Eco Audit to clearly communicate that the attributes represented by the logos pertain to New Leaf Paper products.

In order to use the FSC logo, all parties in the chain of custody must be FSC certified (printer, mill, merchant). Your printer will provide you with the FSC logo and use guidelines. If the printer is not FSC certified, you may not use the FSC logo, but you may include a text mention that states “the paper is FSC certified.” Consult the complete FSC logo usage guidelines at www.fscus.org/logo_use

For the New Leaf Paper Eco Audit Brand and Logos Usage Guidelines, go to www.newleafpaper.com/NLP_Eco_Audit_Brand_Guidelines.pdf

Get your customized Eco Audit!

Contact your New Leaf sales rep or send an email to info@newleafpaper.com to request your customized New Leaf Paper Eco Audit.

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