

Press Release

Paper by Nature joins Two Sides

6 May 2011, London, UK – The Paper by Nature Association has joined the Two Sides campaign.

Paper by Nature is an Association which was created in 2008 to offer a single European reference for eco-responsible converted paper products. Until now, no European label existed for converted paper products. Paper by Nature is the only pan-European label dedicated to reducing the environmental impact of converted paper products – from wood processing through paper manufacturing to its conversion into office products.

The Paper by Nature Association was initiated by key European organizations from the paper industry. It was created by two professional associations – the FEPE (European Envelope Manufacturers Association) and the MECSEA (Manufacturers of Educational and Commercial Stationery European Association) - which represent around 90% of office products paper converters in Europe. They have been joined by paper manufacturers such as Stora Enso, Arjowiggins, UPM Kymmene, as well as converters: Bong Ljungdahl AB, La Couronne, Groupe GPV, Groupe Hamelin, Fast Treillet, Victor Stationery, etc.

The Paper by Nature label applies to converted paper products made of paper, paperboard or paper based substrate like envelopes, notebooks, drawing paper, pads, filing products and much more. It ensures that the product fulfils demanding ecological criteria regarding not only the substrate (paper or cardboard) but also the converting and printing processes used for manufacturing it.

Paper by Nature provides consumers with an Ecolabel incorporating the best environmental practices in Europe today (FSC, PEFC, EU Flower, Blue Angel, and ISO 14001). The Paper by Nature label streamlines these different standards into a single label. It thus becomes the first clear and trustworthy reference for European consumers of converted paper products, covering the whole value chain.

The Paper by Nature label is awarded and verified by a recognised independent certification body: Bureau VERITAS whom audits the applicant's products according to Ecolabel Criteria and Auditing Rules. A strict certification process is implemented, including an initial certification audit, an annual follow-up audit, a re-certification every 3 years and the delivery of a license number, stamped on each certified products.

Gauthier Tyrel de Poix, President of the Board of the Paper by Nature Association, declared “We are very excited about joining Two Sides, as we really share the same goals and can achieve great work together. Indeed, we will be working to strengthen industry collaboration and increase experience sharing among the actors of the paper and paperboard industry. This will result in improving the industry's environmental standards, along with consumer confidence. There is a lot of work to achieve in order to dispel misperception of our industry, which is strongly committed to constantly improving these standards”.

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have a great
environmental
story to tell



“It is great”, said Martyn Eustace, Director of Two Sides, “to welcome Paper by Nature as a member of Two Sides. Converted products are purchased every day by both business and private consumers who are increasingly concerned about the environmental impact of the goods they consume. Paper by Nature products are manufactured to meet demanding and increasing environmental standards. This is a shared strategy for all Two Sides members; demonstrating commitment to the environment and a responsible attitude towards the most efficient production processes”.

About Two Sides

Two Sides is an initiative by companies from the Graphic Communication Value Chain including forestry, pulp, paper, inks and chemicals, pre press, press, finishing, publishing and printing. Today there are over 300 UK members. Our common goal is to promote the responsible production and use of print and paper, and dispel common environmental misconceptions by providing users with verifiable information on why print and paper is an attractive, practical and sustainable communications medium. www.twosides.info

About Paper by Nature

The Paper by Nature Eco-label is the only pan European scheme committed to reducing the impact of paper manufacturing and converting on the environment. It certifies converted paper products. The association was created in 2008 by several leading industry figures in Europe and is dedicated to meeting the growing need expressed by consumers and industry for a point of reference for more sustainable converted paper products. The Paper by Nature association is headquartered in Brussels, Belgium. www.paperbynature.com

Notes to editors

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