



PRESS RELEASE

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Official launch of the Paper by Nature® eco-label for converted paper products

Paper by Nature® responds to the environmental concerns of European consumers by creating the first pan-European eco-label certifying converted paper products. The eco-label criteria take into account the environmental impact of the products from the selection of raw materials to manufacture of the end product.

The Paper by Nature® eco-label for converted paper products has just been launched across Europe. It covers, among other things, envelopes, notebooks, drawing paper, filing products, etc.

This pan-European eco-label, the only one of its kind, guarantees the low environmental impact of converted paper products from the selection of raw materials to the manufacture of the end product. The Paper by Nature® eco-label criteria take into account not only the provenance of fibres used in the paper or cardboard (percentage of recycled fibre and/or fibre from sustainably managed forests), but also the impact of manufacturing methods, conversion and printing of the paper or cardboard.

The Paper by Nature® association (a not-for-profit organisation - ASBL) was created in May 2008 on the initiative of several major players in the paper and paper conversion industry: federations of converters, that is, MECSEA* and FEPE**, and paper manufacturers Stora Enso, UPM Kymmene and Arjowiggins. The aim of the Association is to promote the eco-label to encourage a larger number of companies to meet its environmental criteria in order to obtain the Paper by Nature® certification for their product ranges.

These key players, developing in a fast-changing market, thus intend to provide a response to the enormous challenges linked to the sustainable use of the planet's resources. The behaviour of European consumers is changing greatly: they now expect a trustworthy label offering solid guarantees which enable them to make comparisons between products and make truly environmentally friendly choices.

The Paper by Nature® label was created to offer European consumers the first clear and trustworthy global reference for converted paper products. It will enable promotion of products which have been manufactured with respect for a certified standard, imposing strict environmental criteria.

The Paper by Nature® label can only be awarded following an audit by an approved, independent certifying body. Since its creation, the Association has already welcomed several new members whose products are being audited or certified.

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*MECSEA: Manufacturers of Educational and Commercial Stationery European Association.

**FEPE: European Envelope Manufacturers Association