

The Paper Steps

Taking the Steps to Environmentally Responsible Paper

In the Steps below, 'ecological attributes' are defined as:

- Post-consumer Recycled Fiber
- Pre-consumer Recycled Fiber
- Agricultural Residue Fiber
- Forest Stewardship Council (FSC) Certified Virgin Fiber¹
- Totally Chlorine Free and Processed Chlorine Free



ENVIRONMENTALLY DAMAGING PAPER

This paper has no ecological attributes. 100% virgin paper emits 5,483 to 6,855 pounds of greenhouse gases and consumes 15-26 trees per short ton.³

- MEETS NO MINIMUM CRITERIA:**
- No/minimal post-consumer recycled content
 - Virgin tree fibers not FSC-certified
 - Elemental Chlorine Free (ECF)

TRANSITIONAL PAPER

At least 30% of fiber has ecological attributes 30% post-consumer recycled paper emits approx. 10-15% less greenhouse gases, and saves the equivalent of 4 to 8 trees per short ton.³

- MINIMUM CRITERIA:**
- Minimum of **10%** post-consumer recycled content
 - Elemental Chlorine Free (ECF)

QUALIFYING LABELS: FSC Mixed Sources

ENVIRONMENTALLY IMPROVED PAPER

At least 50% of fiber has ecological attributes 50% post-consumer recycled paper emits approx. 19-25% less greenhouse gases, and saves the equivalent of 8 to 13 trees per short ton.³

- MINIMUM CRITERIA:**
- Minimum of **30%** post-consumer recycled content
 - FSC¹ chain of custody (ensuring minimum of controlled wood verification of the virgin fiber)
 - Processed Chlorine Free or Totally Chlorine Free (PCF or TCF) or
 - Enhanced Elemental Chlorine Free (EECF)⁴

QUALIFYING LABELS: FSC Mixed Sources, FSC Mixed Sources and Recycled

ENVIRONMENTALLY SUPERIOR PAPER²

All fiber (100%) has ecological attributes 100% post-consumer recycled paper emits 25-50% less greenhouse gases, and consumes no trees.³

- MINIMUM CRITERIA:**
- Minimum of **50%** post-consumer recycled content
 - Any virgin tree fiber is 100% FSC-certified¹ with no controlled wood content
 - Processed Chlorine Free or Totally Chlorine Free (PCF or TCF)

QUALIFYING LABELS: FSC Recycled, FSC Mixed Recycled (with no controlled wood content)



To find a list of Environmentally Improved and Environmentally Superior Papers visit ww.WhatsInYourPaper.com.



1. FSC certified fiber can be from pure or mixed sources, but to qualify for 'Environmentally Superior Paper,' no controlled wood content is allowed.
 2. The Environmentally Superior designation is equivalent to Ancient Forest Friendly.™ For more information, refer to "Your Guide to the Ancient Forest Friendly™ Designation" at www.marketsinitiative.org. The Paper Steps are based on a concept developed by Markets Initiative.
 3. Source: Paper Calculator from Environmental Defense, based on national (US) averages and varies by paper type. Does not include emissions for the burning of biomass.
 4. Enhanced Elemental Chlorine Free paper is made using technologies such as oxygen delignification and ozone bleaching prior to bleaching with chlorine dioxide.
 The comparisons in this chart are assumed to be applied to a consistent grade of paper. Shifting from one grade to another, particularly from papers made from chemical pulp to those made from mechanical pulp, may produce quite different comparisons of environmental impacts.