

Media Release  
Tuesday 20<sup>th</sup> November, 2007

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### **Australian Paper announces carbon neutral paper development**

Australian Paper announced today that it has developed carbon neutral printing and publication papers – a first for the Australian market.

“The company has been at the forefront of delivering products that meet consumer demands for environmental credentials, we are proud to be first to market with this important development,” said Mr Jim Henneberry, Executive General Manager, Australian Paper.

Accredited through the Australian Greenhouse Office (AGO) Greenhouse Friendly Program, the ENVI range of carbon neutral papers offers an effective way for companies to continue their reduction of carbon emissions.

The carbon neutral range consists of papers suited for catalogues and books as well as general printing. The emissions from the energy used to make these papers will be offset with AGO approved abatement providers.

Major paper users that have expressed interest in ENVI include Stream Solutions, Australia’s leading independent print manager. Stream’s customers consist of Australian and global leaders in sustainability and several have received international recognition for their environmental commitment and initiatives. Stream believes that the carbon neutral range of papers will appeal to these customers.

Australian Paper’s carbon neutral range is 100% Australian made and is produced under the highest environmental and manufacturing credentials including ISO14001 and ISO9001. All fibre used in the production of the range is sourced from accredited sustainable fibre suppliers and offers a guarantee of no old growth timber.

“As members of the AGO Greenhouse Challenge Plus program we publicly demonstrate our commitment to reducing our carbon footprint through initiatives at each of our mills. This includes sourcing over 90% of the purchased electricity for our Tasmanian mills, where ENVI is produced, from renewable sources,” said Mr Henneberry.

“The launch of the ENVI range is an additional way for us to demonstrate our environmental commitment to our customers. It adds another nationally accredited, independently verified environmentally responsible paper choice to the range of papers we offer,” he added.

Australian Paper is introducing the ENVI range to the market through a campaign in the financial press and the internet: [www.australianpaper.com.au](http://www.australianpaper.com.au)

**(ENDS)**

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## **About Australian Paper**

Australian Paper is the leading producer of fine printing and writing papers together with packaging and industrial paper grades in Australia. It produces a range of papers suitable for printing, packaging, and office purposes, which reach millions of homes and businesses every day. Headquartered in Melbourne, Australian Paper employs more than 1,700 people. Australian Paper's recycled, virgin, bleached and brown packaging papers for corrugated box, paper sack, envelope and bag applications deliver value and increase profitability through supply chain efficiencies, reducing costs and developing new products and services. Further information on Australian Paper and its products can be found at: <http://www.australianpaper.com.au>

## **Notes**

### **Australian Paper ENVI Range**

ENVI comprises a versatile range, each with its own unique qualities and business applications. Choose from:

- ENVI Catalogue & Magazine
- ENVI Book
- ENVI Coated Sheets and Reels
- ENVI Laser Sheets and Reels
- ENVI Recycled Uncoated

#### **ENVI Catalogue**

ENVI Catalogue is a film coated offset paper suitable for HSWO printing and applications such as direct mail, catalogues, brochures and magazines. Available in a 54gsm to 65gsm range

#### **ENVI Book**

ENVI Book is a mechanical book paper suitable for general offset printing and applications such as book publications. Available in a 56gsm to 79gsm range.

#### **ENVI Coated Sheets and Reels**

ENVI Coated is an A2 coated paper available in sheets and reels suitable for general offset and HSWO printing and is ideal for applications such as brochures, catalogues, promotional materials and magazines. Available in a 75gsm to 200gsm range.

#### **ENVI Laser Sheets and Reels**

ENVI Laser is an uncoated paper specifically designed to meet the demanding needs of high speed laser printing. Available in both sheets and reels and in a 65gsm to 150gsm range it is ideally suited for bills, statements and pre printed high speed applications.

#### **ENVI Recycled**

ENVI Recycled is a 50% recycled/50% virgin uncoated sheet designed for general offset printing applications. Ideal for the added environmental message, ENVI Recycled is available in a 79gsm to 140gsm range and is ideal for promotional materials, corporate stationery and annual reports.