

C O N T R A C T   W I T H   N A T U R E



ARJOWIGGINS  
G R A P H I C

# EDITORIAL

**The world leader** in the manufacture of technical and creative papers, Arjowiggins is a wholly owned subsidiary of Sequana, a company listed on the Paris EuroNext exchange and present in Europe, North America, Latin America and Asia.

In creating a specialized GRAPHIC division dedicated to recycled papers, Arjowiggins Graphic aims to offer its clients a range of innovative, environmentally friendly paper with unrivalled quality and performance levels.

Manufactured with a high percentage of recycled fibres, the Arjowiggins Graphic range of papers is the most extensive on the European market and has established itself as the benchmark for recycled papers, thanks to its high technical standards in terms of whiteness and print quality.

The papers produced are intended for a wide range of uses, from publishing, print communication, product labelling and textile transfers, not forgetting playing cards, scratch cards and tissue papers for tableware and personal hygiene.

Taking the responsible path of sustainability is an economic and environmental commitment that Arjowiggins Graphic has made to support clients CSR policy. By adopting industrial procedures which are environmentally-friendly, Arjowiggins Graphic not only recycles paper, but is actively contributing to the development of a new industry and creating new jobs.

## Raphaël Helle



All the photographs in this brochure were taken by the young artist, Raphaël Helle, who, for many years, has carried out photographic work which is committed to tackling social, political and environmental issues. Heavily involved in the fight against greenhouse gas emissions, the artist is participating in a number of multi-disciplinary projects and works closely with journalists, artistic organisations and public institutions. (examples: Philippe Revil du Monde, compagnie des Arts de rue Princesses-peluches, Ville de Lyon, France).

## OVERVIEW

- TURNOVER OF **650 MILLION** EUROS
- **1700** EMPLOYEES
- **6** PRODUCTION SITES: **FOUR IN FRANCE** AND TWO IN DENMARK
- **1 R & D CENTRE**
- THE WIDEST RANGE OF RECYCLED PAPERS AVAILABLE ON THE MARKET, WITH A GLOBAL REACH

« We are proud we have created a new business opportunity with excellent potential for growth. Driven by the evolution of our portfolio, our production facilities use the most advanced techniques available to meet the needs of our clients. Recognising the demand for recycled and FSC® (Forest Stewardship Council) certified papers, without compromising on quality, we combine our long heritage in the world of paper production with the latest technological innovations »

**Christophe André, Director General of the Graphic division**

The vision of Arjowiggins Graphic is understood and shared by all employees. 5 Core values govern our code of ethics & drive our business = Team Empowerment, Result Minded, Be Innovative, Safety Focus, Respect.

# THE PHILOSOPHY OF ARJOWIGGINS GRAPHIC

## ➔ COMMITTED TO A RESPONSIBLE ENVIRONMENTAL POLICY

Arjowiggins Graphic aims to reduce the environmental impact by adopting new environmentally-friendly practices, alongside its clients. At every stage of the design process, our product development is guided by 3 fundamental principles.

### 1 CONFORMITY TO THE MOST RIGOROUS CERTIFICATION STANDARDS:



**FSC® (Forest Stewardship Council):** created to promote the responsible usage of the world's forests.



**European Ecolabel:** a label guaranteeing that a product has little or no impact on the environment, due to a reduction in the consumption of energy and CO<sub>2</sub>, waste recovery and precautions in respect to human health.



**ISO 14001:** international standard of environmental management.



**ISO 9001:** international standard for quality management.



**OHSAS 18001:** international standard for health and security management.

**REACH:** European legislation striving for better protection of human health, and forbidding the use of all raw materials made up of controlled substances of a carcinogenic nature, or in any way harmful to the body.



### 2 SUPPORTING RECYCLING:

With the purchase of Dalum and Greenfield, the group has increased its annual production of recycled pulp by 215 000 tonnes, making Arjowiggins Graphic the European market leader offering a range of papers between 50% and 100 % recycled fibres.

IN 2009, ARJOWIGGINS GRAPHIC BECAME THE FIRST EUROPEAN PAPERMAKER TO LAUNCH A COATED **100% RECYCLED, EXTRA WHITE** FOR GRAPHIC APPLICATIONS: **COCOON SILK AND GLOSS.**

### 3 REDUCING THE ENVIRONMENTAL IMPACT OF OUR PRODUCTION:

#### Reducing our carbon footprint:

By measuring our carbon footprint, the group can implement a clear action plan for reducing CO<sub>2</sub> emissions, and help clients to measure and reduce their own footprint.

#### Developing eco-transport:

by optimising production sites and delivery networks, Arjowiggins Graphic can reduce distances travelled, and thus the environmental impact of transport.

#### Better waste management:

Arjowiggins Graphic puts to good use 90% of the waste produced in water-treatment plants, composed essentially of chalk and fibres, this is used in agriculture (composting and spreading) or as a raw material for the production of cement and bricks.

#### Preserving resources:

through the use of biofuels and recovery systems for exhaust fumes, Arjowiggins Graphic reduces its consumption of fossil fuels and preserves air quality.

AT THE DALUM FACTORY, THE SURPLUS ENERGY FROM THE FUEL-BURNING **BIO-BOILER** IS RECOVERED AND SUPPLIED TO THE LOCAL GRID, PROVIDING HEAT FOR 3500 HOMES. FURTHER PROJECTS CURRENTLY UNDER DEVELOPMENT AT THE DALUM FACTORY **WILL PROVIDE HEATING FOR 7000 HOMES** IN 2011.

## ➔ CHOOSE INNOVATION

Thanks to the strength and forward-thinking of our R&D team Arjowiggins Graphic has become the industry trend-setter, redefining the paper industry.

#### An optimised manufacturing process:

Developing a new product has historically required between 12 and 18 months of work. By reducing this to 6 months, our R&D team has been able to produce 12 new high-quality products to the market in the space of 2 years.

#### A unique production process:

Anticipating the needs of our clients the Greenfield site has developed a top of the range, extra-white recycled pulp thanks to a completely new, chlorine-free production process. Previously, this exceptional level of whiteness could only be achieved using virgin fibre.

A TRULY VISIONARY COMPANY, ARJOWIGGINS GRAPHIC CONTINUES TO DEVELOP ITS RANGE OF ENVIRONMENTALLY-FRIENDLY RECYCLED PAPERS WHICH COMBINE EXCELLENT QUALITY WITH UNBEATABLE PERFORMANCE.

# THE ARJOWIGGINS GRAPHIC RANGE: ALWAYS ONE STEP AHEAD

**The Arjowiggins Graphic** range of paper made from recycled fibres is the largest such range available on the European market.

**COMMUNICATION PAPERS**



**Papers:**  
Cocoon,  
Cyclus,  
Satimat green,  
Maine gloss green,  
Eural,  
Maine gloss,  
Chromomat,  
Satimat,  
Idéal.

A range of papers including recycled in white or natural, environmentally friendly, perfect for Report and Accounts, CSR and environmental reports, direct marketing materials, greeting cards, invitations, menus, etc.

**CORPORATE COMMUNICATION**



**Papers:**  
Cocoon Office and Envelope,  
Cyclus Office and Envelope,  
Eural Office and Envelope.

100% recycled papers, in white or natural white, suitable for letterheads, office papers and for the production of envelopes.

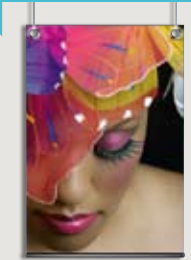
**LABELS & PACKAGING**



**Papers:**  
Maine 1 Face,  
Maine 1 Face Green.

One-side-coated papers with high quality finishes, radiant white and with perfect runnability, Maine 1 Face products are the ideal range for rigid and soft packaging and labelling. Available in recycled and with FSC® certification.

**POSTER & DISPLAY**



**Papers:**  
Maine M1,  
Maine Opak.

Extensive range of papers (fireproof, opaque etc...) for point of sales advertising campaigns and other promotional activities such as posters, banners and hanging signs in public indoor places (shops, exhibitions, airports, railway stations...).

**PUBLISHING**



**Papers:**  
Cocoon,  
Cyclus,  
Satimat green,  
Maine gloss green,  
Eural,  
Maine gloss,  
Chromomat,  
Satimat,  
Idéal.

A range of papers including recycled in white or natural white, suitable for publishing such as art books, catalogues, brochures, luxury magazines, other types of publications.

**TISSUE PAPER**



**Papers:**  
Kaleïdo,  
Speciality tissue,  
Tissue for printing.

Tissue is mainly used for tableware, printing and hygiene and has unique characteristics. The Kaleïdo range specifically meets the needs of our customers in term of fashion and trends. Every year, new shades enrich the truly extensive range of over 200 different colours.

**PLAYING CARDS AND SCRATCHCARDS**



**Papers:**  
Player,  
SecureCard,  
Sequoia.

A range of laminated papers suitable for many card applications including: playing cards, pre-paid cards, gift and loyalty cards, SIM cards... Offering an environmentally-friendly alternative to plastic, excellent opacity and great printing results.

**TRANSFER PAPERS**



**Papers:**  
T105,  
X90,  
Digi Peel,  
Sublimage.

A range of papers for transferring designs onto natural and synthetic textiles. This wide and innovative portfolio includes products suitable for offset litho, silk-screening and digital print as well as for the sublimation process.

«Environmental responsibility is at the heart of our business strategy. We have demonstrated this commitment by obtaining ISO 9001 and ISO 14001 status, the PEFC, FSC® and Imprim'Vert certifications, along with a range of other environmental commitments. To go even further, and because our goal is to satisfy our clients to the best of our abilities whilst still respecting nature, we have chosen to make Satimat green and Maine gloss green our exclusive designated satin and gloss finish coated papers. These papers are remarkable for their great brightness and excellent opacity.»  
**Philippe Debruyne**, Managing Director of Nord'Imprim Printing.

« AT THE END OF ITS LIFE, PAPER THAT IS INCINERATED OR SENT TO LANDFILL PRODUCES METHANE, A GAS WHICH IS 25 TIMES MORE HARMFUL FOR THE ENVIRONMENT THAN CO<sub>2</sub>...  
**IT IS CRUCIAL THAT WE KEEP RECYCLING**».

«PRODUCING CYCLUS RECYCLED PAPER CONSUMES 5 TIMES LESS ENERGY, 2 TO 3 TIMES LESS WATER AND EMITS 45% LESS CO<sub>2</sub> THAN PRODUCING PAPER FROM VIRGIN FIBRES».



# DELIVERING ON OUR IDEAS

By increasing public awareness of environmental issues, and influencing the economic decision-makers, Arjowiggins Graphic aims to draw attention to the importance of recycling.

## PARTNERSHIPS: CREATING TOMORROW'S PATHWAYS

WWF



By joining forces with WWF France, Arjowiggins Graphic has committed to a policy of substantially reducing the environmental impact of its activities. The group works along side WWF for the sustainable management of forests, in a partnership founded upon the philosophy of environmental solutions and best practices.



### THE FOREST STEWARDSHIP COUNCIL

An international, non-profit making organisation which promotes forest management initiatives which meet strict environmental, social and economic standards. The vast majority of Arjowiggins Graphic papers are FSC® certified. The FSC® certification of recycled papers was created to promote the important role that recycling has in protecting the world's forests.



#### IN ADDITION:

- FSC® - France
- FSC® - UK
- Intermon Oxfam, NGO in Spain
- FAI (Fondo Ambiente Italiano) in Italy

CALLING ON ALL PARTIES TO BRING ABOUT INNOVATIVE TECHNOLOGICAL SOLUTIONS.

THE WATER USED IN THE PRODUCTION OF CYCLUS IS RECYCLED 12 TIMES, THEN TREATED AND CHECKED FOR ANY POTENTIAL RISKS TO BIODIVERSITY AND PUBLIC HEALTH BEFORE IT IS FINALLY RELEASED INTO THE WATER SYSTEM CLEANER THAN IT WAS.

## COMMUNICATION TOOLS: SPREADING THE MESSAGE

### THE «NO CO2MPROMISE» PUBLICITY CAMPAIGN

Launched in 2009, in the run-up to the Copenhagen summit, the campaign set out to increase awareness of the effect that greenhouse gases have on our climate. Building on that the latest campaign showcases the lives of 4 amazing groups of people that are committed to their passion: Manga, rockabilly, tattooists and Vikings. Each of the stories are as much illustrations of the diligence and the passion which characterises Cyclus, in terms of paper and its respect for the environment.

« SIGN THE PETITION, GIVE OUR FUTURE A CHANCE »

taken from the NO CO2MPROMISE petition

### THE ECO-CALCULATOR

Thanks to the Arjowiggins Graphic environmental calculator, it's easy to see the precise amount of energy that can be saved compared to a product made from virgin fibre. Create your own calculation and demonstrate the positive effects of using recycled paper from Arjowiggins Graphic.

Opposite: the eco-calculator results for this 12-page brochure, of which 6000 copies were printed using Cocoon and Cyclus papers.

**The eco calculator**  
 Reduce your environmental impact by using our recycled papers

<div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; margin-bottom: 10px;"> <h4 style="text-align: center; margin: 0;">Internal pages</h4> <p><b>Paper</b> Cocoon Silk</p> <p><b>Grammage</b> 200 g/m<sup>2</sup></p> <p><b>Number of pages</b> 8</p> </div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px;"> <h4 style="text-align: center; margin: 0;">Cover</h4> <p><b>Paper</b> CyclusOffset</p> <p><b>Grammage</b> 350 g/m<sup>2</sup></p> <p><b>Number of pages</b> 4</p> <p><b>Dimensions</b> 18 x 26 (cm) A3 A4 A5 A6</p> <p><b>Quantity</b> 6000</p> </div>	<p style="text-align: center; font-size: small;">By using Cocoon Silk and CyclusOffset rather than a non recycled paper, your environmental impact is reduced by:</p> <div style="text-align: center; margin-bottom: 10px;"> <b>449</b> kg of landfill         </div> <div style="text-align: center; margin-bottom: 10px;"> <b>131</b> kg CO<sub>2</sub> of greenhouse         </div> <div style="text-align: center; margin-bottom: 10px;"> <b>938</b> km travel in the average european car         </div> <div style="text-align: center; margin-bottom: 10px;"> <b>12159</b> litres of water         </div> <div style="text-align: center; margin-bottom: 10px;"> <b>1668</b> kWh of energy         </div> <div style="text-align: center;"> <b>730</b> kg of wood         </div> <p style="font-size: x-small;">Source: BREF european average (data related to paper produced from virgin fibre) Data for carbon footprint audited by the Carbon Neutral Company.</p>
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# ALWAYS STRIVING FOR EXCELLENCE

2010 EUROPEAN ECOLABEL PRIZE IN THE MANUFACTURING/RETAIL CATEGORY.



## RECOGNITION

Arjowiggins Graphic's communications campaign for Cocoon won the 2010 European Ecolabel Prize in the Manufacturing/Retail category. These awards recognise the work of companies who have created striking promotional campaigns with the aim of enhancing public awareness of the European Union's environmental quality seal.



### Global Green Award

Arjowiggins Graphic won 'Best Green Direct Response' at the prestigious Green Awards for its "What One Tree Means To Me" campaign. The INTERNATIONAL Green Awards recognises creative work that demonstrates Corporate Social Responsibility, sustainability and best practice across business sectors



Arjowiggins Graphic reached the final stages of the Pulp & Paper International Awards 2010 (PPI), one of the pulp and paper industry's most prestigious international events. Our Cocoon range was nominated in the 'Innovation' category for its indisputable environmental benefits, and our Danish facility Dalum Papir was nominated in the 'Water Management' category.

Satimat green and Maine gloss green were awarded the Innovation Prize in the Environmental category, at the 2008 Conference of Mayors and Local Councils. These high-grade papers were used to print the book which accompanied Yann Arthus-Bertrand's film HOME, the catalogues of the Louvre and pages of the magazine TerraEco.

# ANTICIPATING NEEDS



## ARJOWIGGINS GRAPHIC CLOSING THE LOOP

Because sustainability is a growing issue for every economic player, Arjowiggins Graphic offers businesses with an end-to-end solution for the sustainable management of paper from purchase to recycling. With POP (Paper Office Program), Arjowiggins Graphic provides a turnkey solution for the management of office papers and the optimisation of re-use. Sorting, collecting and recycling office papers is a new way of working that is economic, ecological and socially responsible.

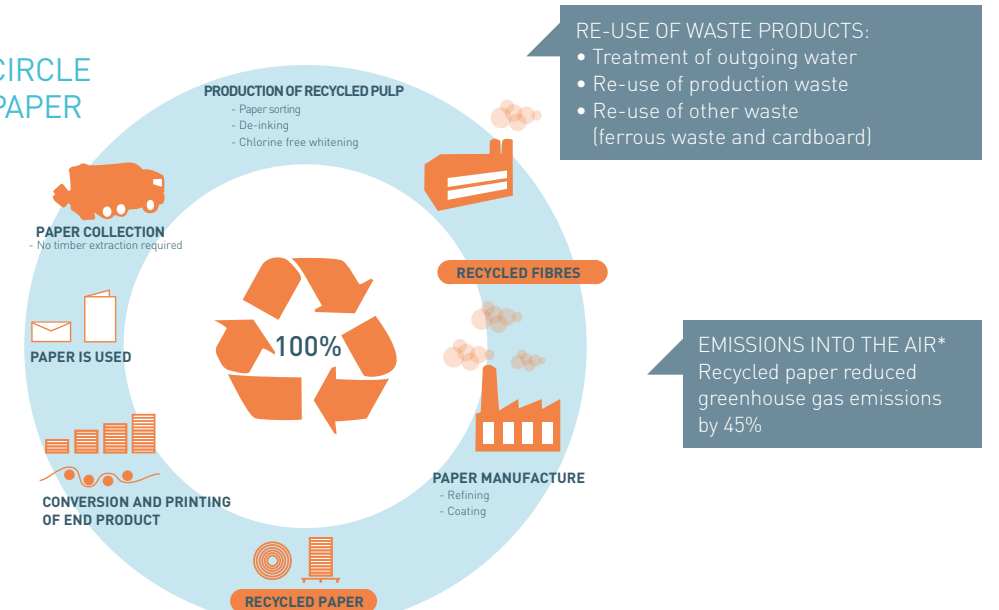
**Environmental benefits:** recycling gives a new lease of life to waste paper that would otherwise end up incinerated or go to landfill. Wherever possible the use of local recycling plants leads to a significant reduction in transport emissions. The production of recycled papers requires 5 times less energy and 3 times less water than papers made from virgin fibre\*. (data related to the production of Cyclus).

**Social benefits:** collection and sorting activities are a way of creating jobs in the local community and uniting the employees of a company around a core project.

**Economic benefits:** well-organized office paper collection can act as a trigger to raise awareness among a company's employees, resulting in a rapid reduction of paper consumption.

ARJOWIGGINS GRAPHIC CLOSING THE LOOP THANKS TO ITS EXTENSIVE AND VARIED KNOW-HOW = COLLECTING OFFICE PAPER, RECYCLING IT TO PRODUCE PREMIUM PULP AND MANUFACTURING HIGH-QUALITY PAPER.

### THE VIRTUOUS CIRCLE OF RECYCLING PAPER



The production of recycled papers requires 5 times less energy and 3 times less water than papers made from virgin fibre\*.

\*Data given for Cyclus

By printing 6000 brochures  
on CyclusOffset and  
Cocoon Silk  
recycled papers, the environmental  
impact was reduced by\* :



449 kg of landfill



12,159 litres of water



1,668 kWh of electricity



131 kg CO2 of greenhouse gases



730 kg of wood

Source:

European BREF (data on virgin fibre paper).

Carbon footprint data audited by the  
CarbonNeutral Company.

\*compared to a non recycled paper

➔ [www.arjowigginsgraphic.com](http://www.arjowigginsgraphic.com)

➔ [www.recycled-papers.co.uk](http://www.recycled-papers.co.uk)

➔ [www.maine1face.com](http://www.maine1face.com)

➔ [www.tissue.arjowiggins.com](http://www.tissue.arjowiggins.com)

➔ [www.transferpaper.arjowiggins.com](http://www.transferpaper.arjowiggins.com)

➔ [www.securecard.arjowiggins.com](http://www.securecard.arjowiggins.com)

➔ [www.playper.arjowiggins.com](http://www.playper.arjowiggins.com)



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