

30/30

Thirty Sustainable Thoughts on Opus 30

What can you do?

We can all strive to make print decisions that work to promote the reuse, recyclability and recovery of energy and materials. Just a thought.

Today's paper making practices make the most of every tree—excess materials from wood are used to generate renewable energy.



Paper manufacturing is the third largest use of fossil fuels and a large industrial user of water. So work with mills that are reducing water and energy consumption.



More than 80% of all energy used in Sappi's North American mills is generated from renewable resources.



Did you know the mill that manufactures Opus 30 has been Green-e certified since 2007?



Consider the total environmental impact of your paper. Where does the fiber—both virgin and recycled—come from? How was it processed? How far was it transported?



Compare a company's sustainability performance to industry averages—not just in isolation.



Sure, we harvest trees, but we plant them too—on average, 5 million trees are planted every day in the U.S.

Would you believe paper fibers can be recycled up to 9 times depending on the paper grade it's used to make (i.e. corrugated cardboard and newspaper).



Metafore's Environmental Paper Assessment Tool (EPAT) evaluates 19 performance indicators for specifying paper. Find it at metafore.com.



Sappi uses high levels of renewable energy and generates over 90% of its electricity on site from renewable resources.



Here's a good idea. Choose a paper company that buys only legally harvested trees from non-threatened species.

In paper making, transportation is the second largest contributor to greenhouse gases—another reason to weigh the benefits of imported vs. domestic paper.



Over the period of 2004 to 2008, Sappi Fine Paper NA has:

- × Reduced solid waste sent to landfills 51%
- × Reduced water consumption 23%



Where can you recycle materials in your area? Look for recycling facilities at earth911.com.



Go to metafore.com and use the FCRC certified forest search tool to find forests certified by reputable programs.



You matter! Graphic design plays a pivotal role in determining the environmental impact of what we produce and consume, including greenhouse gas emissions and pollutants.

If all the paper recovered each year in the U.S. and Canada were made into 500-sheet bundles of copy paper, it would cover nearly the entire state of Texas.



According to the EPA, paper is recycled at significantly higher rates than other materials. The paper industry is aiming to reach 60% recycling by 2012.



EPA Procurement Guidelines call for 10% PCW in coated stock. Sappi offers products with up to 30% PCW.



Looking for more information on sustainability? Visit sappi.com/na/sustainability.

12M

There are 12 million more acres of forested land today than there were 20 years ago.

Paper companies have the power to safeguard biodiversity by promoting sustainable forestry. The planet is counting on us. And you!



Sustainability needs to be looked at 360°—the entire lifecycle of a product—from material acquisition through manufacturing, distribution, use and disposal.

Every roll, every sheet, every pound of Opus is FSC® Chain of Custody certified.



Sappi has the lowest reported CO₂ emissions among domestic coated paper suppliers. (We know it's not polite to brag, but we're awfully proud of this one.)



In the U.S. pulp and paper industry, more than 60% of the power used comes from renewable resources. Sappi Fine Paper North America uses more than 80%.



Reading materials like newspapers online consumes a lot of power, whereas ink on paper can be shared multiple times, lowering the environmental impact every time it's shared.

CH₄

In landfills, paper can decompose into methane, a greenhouse gas 21 times more harmful than CO₂. Another reason why recycling is so important.



Learn more about how to make environmentally responsible paper selection choices at

- × metafore.com
- × aiga.org
- × designersaccord.org
- × wbcasd.org

PRO-5729



Introducing Opus 30

All the performance, productivity and versatility you've come to expect from Opus, together with the environmentally responsible virtues you've come to expect from Sappi. Our latest addition to the Opus family features 30% Post Consumer Waste (PCW) content (20% PCW on 100lb and 120lb cover weights). Opus 30 is both FSC and SFI Chain of Custody certified. And just like all Opus products, customers benefit from a better performing sheet with greater brightness and optics.

The Benefits of Opus

Heft and Stiffness

Delivering a higher quality feel than any competitive grade at the same basis weight—with the ability to handle tough pressroom conditions.

Accurate Color Matching

Optically engineered to reproduce more colors, making it easier to match press sheets to color proofs.

Versatility

Opus hosts the broadest range of paper weights and finishes of any Sappi paper, making it a one-stop solution to handle most print projects.

Environmentally Responsible

Opus boasts FSC and SFI Chain of Custody certifications and is Lacey Act compliant. Opus 30 contains 30%* PCW and is available in sheets and web. Opus sheets come standard with 10% PCW and 100% of the electricity used to manufacture Opus 30 is Green-e certified renewable energy.

Efficiency

Available in press ready mini skids—to minimize handling, facilitate storage and limit press downtime.

Availability

Supported by merchants across the country and Sappi's regional distribution centers.

*100lb/270gsm and 120lb/325gsm cover weights contain a minimum of 20% PCW. Please consult with your Sappi representative for available weights and finishes.

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Please help us preserve our planet. If you choose not to keep this card, please place it in a recycling bin. Thank you.

Covers: Printed on Opus Dull Cover 120lb/325gsm, 4-color process plus overall satin UV varnish
Interior: Printed on Opus 30 web Matte Text 60lb/89gsm, 4-color process plus overall satin aqueous



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CARD® 212-797-3450 www.zcardna.com Job no. 1234

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