

ecokit



* a compendium
of tips, terms,
resources
& papers for
environmentally
friendly publishing

A PROJECT OF THE ASSOCIATION OF BOOK PUBLISHERS OF BRITISH COLUMBIA

ecokit

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ecointro

When the Association of Book Publishers of BC (ABPBC) passed a resolution at its 2000 annual general meeting committing the association to promoting environmentally sound paper purchasing policies to its members, the ABPBC had no idea how complex the task would be. Identifying the actual recycled content of the papers was not always easy. Setting a realistic goal in terms of paper content was a feat of reason over passion. Convincing the understandably reluctant printers of our commitment to this initiative in the face of previous failures took diplomacy and tenacity. And asking publishers to consider paying a premium for use of recycled paper during one of the most difficult years for Canadian publishers in history was a definite challenge.

In the course of the research and education of members and other industry professionals, it became clear that it would be very useful to share what we had learned with the wider publishing community. This *ecokit* is the result. In it you will find tips for lowering production costs, a glossary of ecoterms, a chart of environmentally friendly papers and lists of other resources. Thanks to the enormously energetic and dedicated committee working on this initiative, we have managed to bring this information together in a user-friendly form.

The ABPBC is also pleased to inform publishers that, as a result of this project, environmentally sound papers are now available from a number of Canadian printers. Publishers have found the prices on recycled stock to be competitive with that of non-recycled paper and the quality to be largely indistinguishable

from books printed on virgin fibre. The ABPBC must congratulate Canadian printers who have worked with the ABPBC to ensure that papers that meet our recommendations are now available to publishers. Without their cooperation the success of this project would not have been possible.

Given the volume of books published in Canada (BC publishers use close to 620,000 pounds of paper a year), a commitment to the use of environmentally sound papers will make a contribution to ensuring our environmental as well as our literary heritage is supported. Our hope is that this publication will assist publishers in making decisions about their paper purchasing policies.

Sincerely,
Margaret Reynolds
Executive Director
ABPBC

* * *

Three billion hectares – almost half – of the earth's original forest cover is gone. This means that only one-fifth of the world's forests remain in their original undisturbed state – these are disappearing at the rate of two acres every second.

Between 1980 and 1995, total world forest loss was at least 200 million hectares, an area the size of Mexico. Each year, at least another 16 million hectares of natural forest, an area the size of Washington State, is lost in developing countries.

ecologic

The world's ancient forests are crucial for the ecological functions they serve. As huge storehouses of carbon, they help to stabilize the earth's climate and mitigate the effects of global warming. They also protect our watersheds; through the natural cycle of death, decay and regeneration they maintain soil productivity. It is estimated that Canada's ancient forests provide habitat for about two-thirds of our country's 140,000 species of plants (many medicinal in nature), animals and microorganisms, including large mammals such as the grizzly bear, cougar and grey wolf. As such, they contribute significantly to the bio-diversity of the planet.



The North American continent is home to two types of ancient forests. The boreal forest belt stretches across Canada between Newfoundland and Alaska. The western coastal area, stretching from southern Alaska down through British Columbia to northern California, is home to a quarter of the world's remaining temperate rainforest. Small residual pockets of temperate forest are also scattered throughout the country.

Having originally covered a slight 0.2% of the world's land surface, temperate rainforests are far rarer than tropical forests. Requiring particular geographic and climatic conditions, these forests have only ever existed on the western coasts of Chile, Ireland, New Zealand, North America, Norway, Scotland, Tasmania and Turkey. The diversity and complexity of these forests is a result of over 10,000 years of post-glacial activity. In

them, ancient cedars have lived over a thousand years and Sitka spruce trees have grown to over 90 metres tall. Rich and fertile, rare and majestic, these rainforests are populated by thousands of species of birds, plants and animals.

Temperate forests are now classified as the most endangered type of forest in the world by the World Resources Institute.

Over half of BC's ancient forests have already been logged. Of the province's original rainforest valleys, essential for providing migration corridors for forest animals, only 20% remain intact.



Paper is the fastest growing segment of the wood and wood products industry. In fact, according to the Worldwatch Institute, over 40% of the world's industrial wood harvest is used for the manufacture of paper. One of every three trees harvested ends up as pulp. While some of the timber used in paper does come from plantations and from sustainably harvested forests, old-growth forests still contribute a significant proportion of the virgin fibre used to make phone directories, product brochures, copying papers and books.

Environmental groups, consumers and many industry representatives agree that this is not an ecologically sustainable approach to paper production in the long term. Indeed, many argue that it is not even the most appropriate use of timber. With the remnants of the tropical forests of South America and Asia, the boreal forests of Canada and Siberia, and BC's temperate rainforests hanging in the balance, we must curtail deforestation by reducing worldwide paper consumption, setting legal protection in place for remaining old-growth forests and turning to other sources of fibre for papermaking.

Commercial logging, mining and hydro-electric generation projects are the largest human threats to the bio-diversity of North America's boreal forest ecosystem.

ENVIRONMENT CANADA
1998



Over 71 million cubic metres of wood is cut in British Columbia each year.

BC MINISTRY OF
FORESTS

While a number of tree-free alternatives do exist – kenaf, hemp, bamboo, flax and cotton, as well as agricultural wastes like bagasse and straw – many of these cannot yet be produced in sufficient quantity or at low enough costs to be truly viable solutions for corporate use. Consequently, papers made from reusable fibres recovered from the waste stream are the most affordable ecological alternative currently available for large consumers of paper and paper products. While preconsumer waste – mill scraps, trim margin, unsold magazines and newspapers – is considered recycled content, preferred recycled papers contain a high percentage of fibre derived from post-consumer waste. (Please refer to the **ecowords** section, starting on page 14, for a detailed explanation of these and other papermaking terms.) In addition to shifting the source of the fibre away from the forest, these recycled papers also divert waste from landfill and incineration practices, effectively addressing issues of both deforestation and pollution.

Thanks to innovations in de-inking and pulping technology, the quality of recycled papers has improved dramatically over the past fifteen years. In addition, chlorine-free bleaching technology promises to reduce the harmful chemicals released into the environment from the papermaking process. Today's recycled papers meet the same quality standards as their virgin counterparts in virtually all paper grades.

The Amazon's tropical rainforest is home to over 30,000 species of plant life, including many important medicinals. Only 1% of the Amazon was logged between 1500-1970. Between 1970 and 1990, one fifth of all tropical forest cover vanished, with the Amazon losing 13%. Asia lost one third of its tropical forests, while both Africa and Latin America lost about 18% each. Tropical deforestation rates now exceed 130,000 square kilometers annually.

WORLD RESOURCES
INSTITUTE

ecoletter

The following letter of intent was developed by Markets Initiative and has been circulated by the Association of Book Publishers of British Columbia to serve as a template for members to create individualized environmental commitments for their companies. This letter of intent is a map that plots out the actions publishers will take to increase their use of environmentally friendly papers as well as the timeline they will follow.

Dear [RECIPIENT],

[COMPANY NAME] is committed to protecting the environment and to the responsible use of natural resources. We are concerned about the future of the world's remaining ancient forests and are specifically concerned about rare and threatened forest types such as temperate rainforests which include British Columbia's Great Bear Rainforest, Clayoquot Sound and Haida Gwaii. We are committed to implementing policies that will facilitate the meaningful conservation of ancient forests globally and ensure that we are not contributing to the destruction of these irreplaceable natural treasures.

As a book publisher, paper is obviously a core part of our business. To this end, it is also a product through which we can have a significant impact on the environment. It is our intention to ensure that all wood-based products that we consume in the future are derived from ecologically sustainable sources, i.e. free of ancient forest fibre and chlorine-free.

We will inform our suppliers/printers of our purchasing pre-

ferences and work with them and our purchasers to ensure that our company's procurement policies are implemented. As of July 1, 2002 the following guidelines will apply to all [COMPANY NAME] locations and subsidiaries.

1. We will identify the products we utilize that contain wood fibre. We shall contact our suppliers/printers and conduct an audit of these products to determine what fibres they contain and where they originate. Suppliers will be required to verify in writing that the sources of wood-based products they sell to our company meet this policy. They will be asked to agree to periodic random audits to ensure their compliance.
2. If we find that we are receiving products that contain ancient forest fibre, we will implement a plan and timeline to phase out these products by July 30, 2005. (Exception noted in point 4).
3. If supply mills are unwilling to commit to our old-growth initiative, then [COMPANY NAME] commits to identifying and sourcing from alternative suppliers. New suppliers must fulfill our requirements.
4. We will give purchasing preferences to reclaimed or post-consumer recycled products, products from second growth forests which have been independently certified according to strict ecological criteria and products derived from agricultural waste fibre. We will consider procurement of forest products derived from native and long-settled, forest-dependent community operations in

In 52 studies looking at a relationship between corporate social responsibility and financial performance, 33 of the studies found a positive relationship between social responsibility and financial performance; 5 studies found a negative relationship; and 14 found no relationship between social responsibility and financial performance.

ROMAN, HAYIBOR AND AGLE, 1999

ancient forest areas if they are independently certified according to strict ecological criteria (Forest Stewardship Council).

5. We will give purchasing preference to chlorine-free products.
6. Finally, we will minimize our overall consumption of fibre by implementing and expanding internal business processes aimed at conservation and efficiency. We are committed to reducing our overall office fibre consumption by 30% by July 2005.

More and more people are weighing values into their purchasing and investing decisions. Socially responsible businesses have a distinct advantage when price and quality are comparable. When asked, about 70% of consumers say that they would not buy from a company that they felt was socially irresponsible, even if they realized a price advantage by doing so.

WALKER INSTITUTE,
1998

We are very concerned with the activities of companies logging in the world's ancient forests including those of Russia, the Amazon and Canada. It is our intention to phase out our supply of ancient forest products worldwide by April 30, 2005.

In recognition of the need for protection of the world's ancient forests, we also commit to encourage other publishers and printers to develop similar strategies and policies. Preserving the remaining ancient forests of the world for future generations will require that all companies join us in this effort.

Sincerely,
[COMPANY REPRESENTATIVE]

ecotips

While recycled papers are considerably less expensive today than they were ten or twenty years ago, some stocks continue to cost more than their virgin fibre counterparts. Although the resulting price differentials are often slight, they can be significant enough to dissuade publishers from using environmentally friendly papers.

Recycled stock, however, can still be a viable option. By implementing various cost-cutting practices into design and production processes, publishers can reduce the effects that premium pricing might have on overall project budgets. Publishers will be familiar with many of the following cost-cutting strategies. This reminder emphasizes practical ways to minimize the amount of wasted paper used in book production and save money.

Companies are also encouraged to reduce paper use through such strategies as double-sided copying, electronic memos and paper reuse and to specify recycled or tree-free papers for all paper uses within your company.

1

Buy paper cooperatively. Several publishing houses using the same book offsets may significantly reduce paper costs by allowing printers to buy specific environmentally friendly paper in large volume, usually by the truckload. As warehousing the stock may be an issue, this is a strategy best approached in concert with a printer. If a particular stock is popular with several clients, the printer may well begin to stock it as a house sheet. Many book printers in Canada now have stock of paper recommended under the ABFBC project. Ask for them.

2 Encourage production managers and designers to be aware of environmentally sound papers appropriate for publishing.

3 Consult with the printer when considering specific production techniques, unusual size formats, new paper stocks and cost-saving approaches.

4 Give your printer as much notice as possible when scheduling a press run. You may be able to negotiate a discount if they are able to fit you in during a down time.

5 While the standard press sheet for book printing is 25" x 38", you may specify a stock that comes in sizes other than this. Design from the parent sheet to maximize its use. Discuss with the printer the signature breakdown for your books – generally a multiple of sixteen pages. Whenever possible, round your page count up or down to the nearest signature. This is the most economical alternative and minimizes overall wastage on the project. Failing this, a half-signature is preferable – economically and environmentally – to a quarter-signature.

6 Discuss the number of books to be produced with your printer. Your printer should be able to give the quantities at which price breaks occur. This may allow you to realise cost savings by adjusting your numbers slightly. As well, in some instances it will be more economical to print on a web press instead of sheet-fed offset depending on quantities.

7 Whenever possible, gang similar titles together on press for volume discounts. Alternatively, wide margins that might otherwise go to waste can be used to print other collateral materials.

8

Reduce the production costs of hardcovers in the following ways: lower the point size of the case boards, lower the weight of endpaper stock, tint text stock for endpapers rather than using special paper, eliminate head and tail bands, and/or change from foilstamping on the spine to ink stamping.

9

Adjust the size of the designed page to prevent excess wastage. Used indiscriminately, design features such as bleeds can result in inefficient use of the press sheet.

10

Consult with your printer on ways to save money by printing the cover in one- or two-colours. Duotones, metallic spot inks and varnishes can be used to considerable effect. Often underused, these practices result in covers that are distinctive and unique on store shelves.

11

Determine whether it is more cost-effective to use your printer's pre-press services or to use a local service bureau.

12

Reduce the basis weight of your stock if this will not compromise the overall quality of the book. Check the selection of environmentally friendly papers available to determine which lighter weight papers have opacity and caliper comparable to other heavier stocks. Similarly, if quality is not a priority issue, print photo inserts on uncoated rather than coated stock.

eco**words**

These terms are indispensable for understanding how to choose environmentally friendly papers for your publishing projects.

Forests & Fibres

Ancient or Old Growth Forests

Ancient forests refer to forest areas that are relatively undisturbed by human industrial activity. They vary significantly in age and structure from forest type to forest type and from one biogeoclimatic zone to another. Ancient forests are generally characterized by the following features:

- a multi-layered canopy with many openings and a patchy under-storey
- natural regeneration of trees
- dominated by indigenous tree species
- widely varying tree size, age and spacing
- frequent accumulations of dead standing trees (snags) and fallen trees – much more so than in younger forests
- contain trees that are large for the combination of species and site characteristics

Ancient Forest Fibre Free

The product does not contain any materials from trees of ancient/old growth forests.

Virgin Fibre

Fibre that has not been previously processed, generally wood fibre originating from old growth forests or second growth forests.

Recovered Fibre or Material

This term refers to the universe of materials that count as recycled content both pre-consumer and post-consumer.

Renewable Fibre

A term proposed by the paper industry for virgin paper made from “renewable resources”. This is not an assurance of environmentally sound paper.

Paper Content

Recycled Paper

There is no universally accepted legal requirement for the designation “recycled paper”. Paper labelled as recycled can be a mix of virgin, pre-consumer and post-consumer fibres. Ask for clarification on the post-consumer content of recycled paper. Aim for as high a post-consumer recycled content as possible in the recycled papers that you specify, preferably a minimum of 50%.

Post-Consumer Content

A product that, having completed its intended life cycle as a consumer item, has been separated or diverted from the solid waste stream for recycling. Products, scraps and materials still in production or value-added processes (like printing) do not qualify as post-consumer waste. For example, paper recovered from curbside collections is considered to be post-consumer, while paper scraps from a printshop are not. Other examples of post-consumer waste include newspapers, magazines and product packaging discarded from peoples’ homes, office wastepaper and cardboard packing from delivered boxes.

Turning trees into virgin pulp is an incredibly energy-intensive process. In fact, the pulp and paper industry is the second largest consumer of energy in the US. Processing recycled fibre uses 10 to 40% the energy that virgin pulping requires.

from Paper Cuts: Recovering the Paper Landscape

WORLDWATCH INSTITUTE

Both standard bleaching technology and elemental chlorine free bleaching produce organochlorines as a by-product. These substances include dioxin, a proven human carcinogen and an endocrine disrupter. An average mill using standard chlorine bleaching technology will release around 35 tons of organochlorines a day. An ECF mill will release 7 to 10 tons, while a totally chlorine free mill will release none.

from **Paper Cuts: Recovering the Paper Landscape**

WORLDWATCH INSTITUTE

Pre-Consumer or Post-Commercial Content

This refers to paper waste generated through manufacturing, converting, printing and other value-adding processes. While the paper itself is a complete product, it does not reach the end-consumer. Examples include scraps from converting envelopes, trim waste and pull sheets.

Pre-Commercial or Mill Broke Content

A term used to describe the waste generated within the paper mill itself such as scrap produced by the trimming of rolls or in the making of specific shades or sizes. Mills commonly re-use this waste and refer to it as pre-consumer recycled content.

Chlorine Processes

Chlorine-Free Product

A chlorine-free product is one which has been produced without the use of chlorine compounds, including elemental chlorine gas, chlorine compounds and chlorine derivatives.

Processed Chlorine Free (PCF)

This is the preferred process producing a recycled paper in which the recycled content is unbleached or bleached without chlorine or chlorine derivatives. Any virgin material portion of the paper must be TCF (*see below*).

Totally Chlorine Free (TCF)

Virgin paper that is unbleached or processed with a sequence that includes no chlorine or chlorine derivatives is TCF. It is important to create a market for TCF papers so that the manufacture of ECF (*see next definition*) and chlorine bleached papers is discontinued.

Elemental Chlorine Free (ECF)

Elemental chlorine free is virgin paper processed without elemental chlorine but with a chlorine derivative such as chlorine dioxide. Although considerably less harmful than using chlorine, ECF is still considerably worse than TCF. There is also some indication that ECF processes may release more elemental chlorine than originally expected. Many mills switch to ECF processing as a way of avoiding the upgrades to TCF processing.

Paper Terms

Basis Weight

Traditional paper basis weights represent the finished weight of a ream of paper in a size cut specific to that grade of paper. Because the ream weight is based on parent sheet sizes not cut-size sheets, weights are not always the same between grades. For example, the size of a parent sheet of writing paper is different than that of text paper: a 24# writing paper is generally equivalent to a 60# text. The standard parent sheet size for book offset is 25" x 38". For 50# book offset, 500 sheets of 25" x 38" weighs 50 pounds. Book papers are typically available in weights from 50# to 100# in 10# increments.

Sheets

Many printing presses work with sheets of paper, usually in large standard sizes such as 25" x 38" or 28" x 40". Multiple projects pages are usually printed on each sheet, then cut or folded to produce the end product.

House Sheet

The standard paper kept on hand by a printer in each grade is the house sheet. While the printer will usually be able to get most

Many Canadian publishers have begun to use papers made from post-consumer waste rather than virgin fibre. In the period between June 2001 and May 2002, publishers using recycled stocks saved:

- * 9341 trees
- * 846,139 lbs. of solid waste
- * 930,986 gal. of water
- * 1,214,329 kilowatt hours of electricity (the electric power an average American household uses in 129.8 years)
- * 1,583,151 lbs. of greenhouse gases (equivalent to 1,245,466 miles in the average American car)
- * 2,335 cubic yds. of landfill space

MARKETS INITIATIVE

papers the consumers ask for, house sheets are most easily available and because they are bought continuously in large quantities, usually offer the best price.

Truckload

A truckload is 40,000 pounds of paper.

Acid Free

Paper that is made in a neutral PH process that increases the longevity of the paper.

Brightness

Brightness is a technical measurement of the light reflected back from the paper, with 100 being the highest brightness. Brightness affects the perceived colour of the paper, with high bright papers usually looking the whitest. Brightness affects the contrast, brilliance, snap or sparkle of the printed subject.

Opacity

Opacity, the extent to which light transmission is obstructed, controls the amount of show-through in a sheet, or how much of the printed matter on one side of the paper shows through the other side. Higher opacity is achieved by increasing mineral filler content or caliper of the paper. Excessive show-through reduces contrast and detracts from print quality.

Caliper

Caliper is the sheet thickness measured in mils or thousandths of an inch. In book manufacturing, the bulk of a paper determines the thickness of the book so it is often expressed as the number of pages per inch for a given basis weight. For example, the bulking range for a 50# book paper can be from 310 to 800 ppi.

BC publishers used just under 620,000 pounds of paper to print a total of 959,000 copies of their titles last year.

Since 90 books are equivalent to one ancient forest tree, the use of recycled paper by BC publishers in a year would save over 10,000 trees – enough to fill an area equivalent to the Sky Dome more than fifteen times over.

ecolinks

www.oldgrowthfree.com (CANADA)

Markets Initiative is dedicated to helping Canadian companies shift away from ancient forest products. It has been working with the Canadian publishing industry for two years. It is a coalition project of three environmental organizations – Friends of Clayoquot Sound, Greenpeace Canada and Sierra Club of BC. This is a site full of facts, philosophy and practical approaches.

www.conservatree.com (USA)

Conservatree is a non-profit organization dedicated to developing ecologically sustainable paper markets by providing practical tools and realistic strategies for successfully making the switch to environmentally sound papers. It features a comprehensive on-line consumer guide to available recycled and tree-free papers for all printing purposes.

www.rethinkpaper.org (USA)

A project of the Earth Island Institute, this site is primarily a tool for educating the government, industry and the general public about ecological paper issues. It features a “toolbox” of paper resources including a paper guide and loads of useful links.

www.watershedmedia.org (USA)

Watershed Media produces action-oriented resource guides including *The Guide to Tree-free, Recycled and Certified Papers*. The complete contents of this indispensable publication are now available online, as is a directory of papers made with non-wood and recycled fibres.



In winter 2000, the Association of Book Publishers of British Columbia undertook a survey of its constituent publishing houses to develop an overall perspective on the quantity and characteristics of paper used in the production of books throughout the province. Interviews that followed focused on the interest publishers had in switching to the use of papers containing no ancient forest fibre, as well as the additional premium they felt they could afford to pay.

The results were telling: many publishing houses surveyed indicated their interest in producing books from ancient forest fibre free stocks but not all could afford to pay a premium to do so. Many houses also mentioned that they just didn't have the time or personnel resources to research the quality and costing of viable alternatives, though they'd gladly make use of a resource that compiled the information for them.

With this feedback, the Association embarked on a fact-finding mission. The chart at right is a summary of papers containing recycled content. However, not all of the papers listed are ancient forest free. This list is by no means comprehensive. Distributors are constantly changing the stocks that they carry and paper mills are constantly reformulating the pulp blends that they use. We hope that some of these changes are influenced by industry demand for ancient forest free, processed chlorine-free papers high in recycled content and that, therefore, as a group we can have an impact.

Note that while most of these papers are readily available, some can only be obtained regionally. Contact your distributor or one of the manufacturers listed for more information.

Brand Name	Manufacturer	Recycled Content (%)	Post-Consumer Content (%)	Old-Growth Free	Chlorine Process	Brightness	Colors	Finish	Basis Weight
UNCOATED BOOK OFFSET									
EcoBook 100	New Leaf	100	100	Y	PCF	89 (White)	White/Natural	Smooth, Antique, Extra Bulk	50/55/60/70
Enviro EcoBook 50	Transcontinental* New Leaf	100 100 or 70/30 FSC	100 50	Y FSC†	PCF PCF	89 (White) 89 (White)	White/Natural White/Natural	Smooth/Antique, Smooth/Antique/ Extra Bulk	60 50/55/60/70
EcoBook 30 Natural 100	New Leaf	100	30	Y	PCF	85	White/Natural	Wove/Antique/ Smooth/Antique	45/50/60 45/50/60
Natures	Glatfelter	100	30	Y	-	65	Natural	Smooth/Antique	45/50/60
Thor Editors	Glatfelter	85	30	N	-	84	White	Smooth/Antique, Antique/Eggshell	40/45/50/60 45/50/60
EcoBook 30	New Leaf	50 to 85	30	N	PCF	89 (White)	White/Natural	Wove/Antique	45/50/60
New Age Munken**	Munkendal	35 to 50	35 to 50	Y	PCF	71	Natural	Vellum/Smooth/ Antique	40 to 100
New Age TCF	Munkendal	-	-	Y	TCF	71	Natural	Smooth/Vellum Antique	40 to 100
UNCOATED OFFSET									
EcoOffset 100	New Leaf	100	100	Y	PCF	85	White	Smooth/Vellum	50/60
Cyclus Offset	New Leaf	100	60	Y	PCF	79	White	Smooth	47/54/61/67
Vision	Vision Paper	100	100 kenaf‡	Y	TCF	72	Natural	Smooth	60
Re:Vision Offset	Vision Paper	100	50 PCW/50 kenaf‡	Y	PCF	72	Natural	Smooth	60/70
Crestline	George A. Whiting	100	30	Y	PCF	86	White/Soft White	Vellum	60/70
New Leaf RePrint FSC	New Leaf	50/50 FSC	30	FSC†	PCF	84 (White)	White/Natural	Smooth	47/54/61/67
UNCOATED OPAQUE									
New Leaf Opaque	New Leaf	80	60	Y	PCF	89	White	Smooth/Vellum	50/60/70
New Life Opaque	Rolland	70	30	N	ECF	91	White	Smooth/Vellum	50/60/70
Munken Lynx	Munkendal	50	50	Y	PCF	95	White	Smooth/Vellum	54 to 215
GROUNDWOOD									
Good News Offset	New Leaf	100	40	Y	PCF	65/70/75	White	Smooth	40/45/50/60
COATED									
Cyclus Print	New Leaf	100	60	Y	PCF	82	White	Matte	47 to 101
Reincarnation Matte	New Leaf	100	50	Y	PCF	89	White	Matte	70/80/100
Epiphany	New Leaf	100	50	Y	PCF	90	White	Cast Coated C1S	11 pt
EcoMatte FSC	New Leaf	50/50 FSC	30	FSC†	PCF	84	White	Matte	41 to 78
Re:Vision Coated	Vision Paper	100	50 PCW/20 kenaf‡	Y	ECF	91	White	Matte	60/80

*Available only for print jobs done at Transcontinental Printers.
** Currently in development; will be on the market by 2003.

†Made with sustainably harvested virgin fibres as certified by Forest Stewardship Council.
‡Kenaf is an annual row crop that provides a tree-free alternative for papermaking.

paperupdates

Paper manufacturers frequently change the specifications, fibre content and availability of their papers. To keep publishers updated, the ABPBC website will feature a section on environmentally friendly papers. This section will be periodically revised to reflect both changes to existing papers and the introduction of new papers to the market. The entire contents of this **ecokit** will also be posted for general reference. You can find the ABPBC website at www.books.bc.ca.

papermanufacturers

For samples of any of the paper stocks listed here, please contact the appropriate manufacturer. Many of the websites listed below provide online ordering of swatch books and/or samples.

Glatfelter

96 South George Street,
Suite 500
York, Pennsylvania 17401
[voice](tel:717.225.4711) 717.225.4711
www.glatfelter.com

Munkedals AB

George Pappas
[voice](tel:856.220.6762) 856.220.6762
Alan Woods
[voice](tel:215.923.3600) 215.923.3600
www.munkenpaper.com

New Leaf Paper

215 Leidesdorff Street, 4th Floor
San Francisco, California 94111
[voice](tel:888.989.5323) 888.989.5323
www.newleafpaper.com

Rolland

2 Rolland Avenue
Sainte-Jérôme, Quebec
Canada J7Z 5S1
[voice](tel:450.569.3910) 450.569.3910
www.rolland.ca

Transcontinental Printing

For more information, contact
Wade Davis
[voice](tel:604.535.8800) 604.535.8800

Vision Paper

P.O. Box 20399
Albuquerque, New Mexico
87154-0399
[voice](tel:505.294.0293) 505.294.0293
www.visionpaper.com

Weyerhaeuser

P.O. Box 9777
Federal Way, Washington
98063-9777
[voice](tel:253.924.2345) 253.924.2345
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Kathe Gray/electric pear

Paper

Supplied by

New Leaf Paper, 1-888-989-LEAF, www.newleafpaper.com.

Inside pages: New Leaf EcoBook 100 55# Natural Antique.

EcoBook is 100% post-consumer, processed chlorine free, with 400 ppi.

This book publishing grade is manufactured exclusively for New Leaf Paper.

Cover: Reincarnation Matte 65# Cover.

Reincarnation Matte is 100% recycled, 50% post-consumer waste, processed chlorine free.



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