



Buying Paper

By Doug Picklyk

Publishers are driving new paper development

Well-known for its rugged outdoor clothing and indestructible backpacks, Vancouver-based retailer Mountain Equipment Co-op (MEC) has extended its commitment to the environment by pioneering the use of a new 'green' paper for the catalogue industry.

Founded in 1971 by a small group of mountaineers, MEC has become Canada's largest consumer co-operative with eight retail stores across Canada from Vancouver to Halifax. Since 1974 the company has been producing a catalogue to display its growing product line beyond its retail locations.

This year its 104-page Fall/Winter catalogue, which is delivered to 750,000 MEC members in Canada and abroad, contains a newly-developed matte paper made with 35 per cent post-consumer waste fibre.



MEC's Fall/Winter 2003 catalogue was printed on new post-consumer waste, saving 1,720 fully-grown trees and reducing greenhouse gases by 111,252 pounds.

U.S.-based paper supplier New Leaf Paper, a company committed to developing and distributing 'green' papers, brokered the development of the new matte paper with Canadian paper mill Domtar on MEC's behalf. The paper was manufactured at Domtar's facility in Ottawa-Hull.

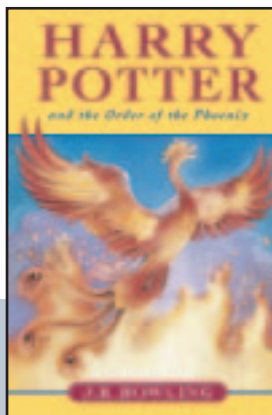
"We're committed to reducing the environmental impact of our business at every turn in our operations," said Peter Robinson, MEC's CEO in a recent news release. "By using papers with high levels of post-consumer waste, we are helping to protect the environment, sustain paper recycling programs and create new markets."

The project is being hailed by some as an important first. "MEC's new catalogue will be printed on a coated paper unlike any other currently available on the

market," said Neva Murtha of Markets Initiative, a coalition project of three environmental organizations - Friends of Clayoquot Sound, Greenpeace Canada and Sierra Club of Canada (BC Chapter).

This coalition's objective is to work with Canadian companies including publishers, printers and mills to develop ways to shift paper use away from ancient and endangered forest products (www.oldgrowthfree.com).

The group also worked with Canadian publisher Raincoast Books, the company that publishes the Canadian version of the Harry Potter books. Through this partnership, the Canadian edition of the latest Harry Potter adventure, *Harry Potter and the Order of the Phoenix*, was the only version of the book out of 55 publishers globally to be printed on ancient for-



Raincoast Books used 1,121,049 kilograms of 100% post-consumer recycled, processed chlorine free paper for the initial print run of 930,000 copies of Harry Potter and the Order of the Phoenix in Canada.

Harry Potter Saves the Environment

By using 100% post-consumer recycled, processed chlorine free paper instead of virgin fibre, for the printing of the Harry Potter book Raincoast Books encouraged the following ecological savings:

Savings	Equal to:
29,640 trees	equivalent to a forest area 95 times the size of the Skydome in Toronto or a forest area just larger than Vancouver's Stanley Park or 1.4 times the size of New York's Central Park
47,007,044 litres of water	enough to fill 31 Olympic-sized swimming pools
633,557 kgs of solid waste	equal to 155 average female elephants
20,248 BTUs of electricity	195 years of electricity to power the average North American home
1,215,443 kilograms of greenhouse gases	3.9 million km traveled by car with average fuel efficiency.

(Source: Markets Initiatives/ Environmental Defense Fund and the Paper Task Force)



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est friendly paper (100% post consumer recycled, processed chlorine free).

According to a newswire report, the paper for the Canadian edition was also supplied by New Leaf Paper of San Francisco. The wire story indicated that at the time no Canadian paper suppliers were equipped to produce 100 per cent post-consumer recycled paper for a print run of that size. However, more recently, Domtar has come out and indicated that its Ottawa-Hull Mill and its Nekoosa Mill in Wisconsin manufactured some of the paper for the first printing of the book. Citing the paper used was custom-made for the publisher's specific requirements, using no trees from endangered forests.

In fact Domtar recently celebrated its participation as one of the manufacturers of the paper used to print the novels by donating 500 copies of the book to community and school libraries in

localities where it operates pulp and paper mills.

Raincoast was one of the first Canadian book publishers to commit to the conservation of ancient and endangered forests, and thirty-five Canadian publishers have now made similar commitments.

Nicole Rycroft, campaigns director at Markets Initiative, is quoted as saying, "Over the past two and a half years Canadian publishers have made dramatic steps to help safeguard the world's ancient and endangered forests. By printing *Harry Potter and the Order of the Phoenix* on ancient-forest friendly paper Raincoast is not only saving 29,000 trees, they are providing significant momentum to the transformation of this industry,"

The initial news story indicated that Cascades Fine Papers Group had developed a new 100 per cent post-consumer recycled paper that will be used by Raincoast for some of its Fall titles this year. **CP**

Printers' Paper Demands

Canadian Printer recently carried out a poll asking printers about their paper usage practices. The survey respondents were made up primarily of general commercial printers representing all sizes of companies, from less than 10 to over 250 employees, all but one of the shops spending in excess of \$1 million annually on paper.

Of the companies with sales under \$10 million, they all indicated they purchased most of their paper through paper merchants, the majority citing over 90 per cent of paper coming from merchants.

Paper merchants are also the primary purchasing channel for shops with sales over \$10 million as well, although some of these shops also purchase up to 60 per cent of their paper direct from mills.

Over 70 per cent of respondents indicated they purchase some quantity of recycled paper, with the guidelines for purchasing that paper (ie: per cent of recycled content required) dictated by customer requests.

When asked if ISO certification and/or Forest Stewardship Council (FSC) certification of their supplier was important to them as a printer less than 30 per cent said yes.

—DP

Paper Buying Myths

When it comes to paper buying there are some common misconceptions that paper companies must overcome when dealing with printers. Following are a few myths that get debunked by Gary Dow, director, specification representatives with Domtar.

- "Papers in the same category are pretty much the same."

Not all papers are created equal. Subtle differences in the sheet impact the final appearance of a print projects. Some printers become so comfortable with their house sheets that they cheat themselves of the opportunity to try new products that might produce even better results. Allow yourself a look at new paper options that may even further impress your customers.

- "Researching and trying new sheets is too risky."

You don't have to 'fly solo' when you test a new sheet. Paper manufacturers' specification and technical representatives will come to your site and consult on your print run. Take advantage of their expertise.

- "I can't get custom sheets as quickly as I need them."

Many mills are well equipped to handle make orders and are very responsive with turn-around times. Streamlined merchant distribution channels mean you can get custom sheets when you need them. Papers you don't order everyday, such as custom colours, textures, and making sizes, can be at your doorstep within a few business days, if not faster.

- "Multiple paper suppliers are better than one."

Most major mills and merchants now carry sheets appropriate for any job you have. Partnering with one specification or merchant representative who deeply understands your needs frees you to focus on your core mission – completing print jobs and making money.

- "There is limited demand for recycled papers."

Recycled papers are here to stay. In fact, retail and corporate demand for these papers is increasing. Not only are there excellent recycled sheets that are comparable to their virgin peers, more customers are awakening to the positive brand building afforded by "green" sheets. Your expertise with recycled papers positions you to add value for your customers.