

## Domtar EarthChoice®

### HIGH QUALITY PAPERS WITH A CONSCIENCE

#### WHAT IS DOMTAR EARTHCHOICE®?

Domtar EarthChoice is a complete and innovative line of socially and environmentally responsible papers that includes paper for a variety of end uses. EarthChoice products are certified to Forest Stewardship Council™ (FSC®) standards and supported by the Rainforest Alliance. In addition, Domtar is pleased to make an annual contribution of \$350,000 to World Wildlife Fund (WWF) from the sale of EarthChoice products to support their mission.

#### WHY THE EARTHCHOICE NAME?

Our experience indicates there is a lot of confusion in the marketplace about what constitutes an environmentally responsible product. Domtar EarthChoice is an easily recognizable name and makes it straightforward for anyone who buys paper to feel confident they are making the right choice for the environment. It positions Domtar's comprehensive product line as the best choice among environmental products.

#### WHAT DOES THE DOMTAR EARTHCHOICE PRODUCT LINE INCLUDE?

The Domtar EarthChoice family includes paper for a variety of end uses, including corporate identity materials, business and office applications, digital printing, direct mail, transaction printing, converting and publishing applications.

The EarthChoice line includes ciz000®, Cougar®, Domtar Reply Card, EarthChoice Office Paper, GraphicFlo™, HOTS®, First Choice®, ImagePrint®, Lynx® Opaque Ultra, Recycled Offset and VividFlo™, along with many other publishing, converting and digital papers.

#### WHO ARE TARGET CUSTOMERS FOR DOMTAR EARTHCHOICE?

Anyone who uses paper is an appropriate target customer. Domtar EarthChoice is so comprehensive, that every company can find a way to start putting their commitment to sustainability on paper.

#### WHY SHOULD A COMPANY CHOOSE A DOMTAR EARTHCHOICE PAPER?

EarthChoice products assure a company's stakeholders that the paper it uses to communicate its messages does not contradict its social values. EarthChoice products assure the end user that the paper is manufactured to high environmental and social standards. It also tells the user's stakeholders that no detail is too small when it comes to upholding high environmental and social standards.

Domtar EarthChoice has simplified the paper buying experience. People only need to remember one brand – Domtar EarthChoice – for the majority of their paper needs.

#### WHAT MAKES DOMTAR EARTHCHOICE DIFFERENT?

While some EarthChoice papers include recycled content, the product line goes significantly beyond traditional recycled paper in several ways. First, the virgin fiber used is certified to FSC standards, providing assurance that it comes from responsibly managed forests.

Domtar EarthChoice has gained the support of some of the world's most respected environmental organizations, including Rainforest Alliance, which gives users peace of mind.

What's more, Domtar EarthChoice is the broadest line of environmental papers you'll find anywhere. And its high quality meets the needs of both the business and environmental communities. EarthChoice products offer optimal brightness, sheet formation, ink holdout, longevity, and runnability.

Finally, Domtar is a responsible manufacturer of paper products. Since 2002, Domtar has reduced our total direct greenhouse gas (GHG) emissions by 34%. Thanks to co-generation facilities at nearly all our mills, we are 75% energy self-sufficient across our North American operations.

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### WHAT IS THE FOREST STEWARDSHIP COUNCIL™ (FSC®)?

FSC is an international, independent, not-for-profit organization that sets global standards for responsible forestry. As the gold standard of forest management, it addresses important economic, social and environmental concerns, including:

- Protecting water quality and high conservation value forests
- Preventing the loss of natural forest cover
- Prohibiting the use of highly hazardous chemicals
- Limiting clearcuts to defend forest ecology
- Protecting customary rights of indigenous people and local communities

### WHAT IS CHAIN-OF-CUSTODY CERTIFICATION?

Chain-of-Custody certification refers to the path raw materials take from the floor of an FSC certified forest to a final product that is sold to an end consumer. It includes every stop in the supply chain, including processing, manufacturing, distribution and printing.

Chain-of-Custody certification is essentially the paper trail that enables any product bearing the FSC logo to be traced back to its forest of origin. This helps to insure the integrity of the FSC standard.

When you see the FSC logo on a product you can be sure that because of Chain-of-Custody certification that the materials used to produce it came from a well-managed FSC certified forest.

**DOMTAR EarthChoice®**  
High quality paper with a conscience

### WHY DO EARTHCHOICE PRODUCTS CARRY THE WWF LOGO?

Domtar has been a WWF partner since 2003 when it made a world-leading commitment to certify all of its 8 million hectares of managed forest land in Canada to FSC standards. Domtar further strengthened its commitment to responsible forestry and trade by joining the Global Forest & Trade Network – North America (GFTN-NA) in 2008, committing to increasing its proportion of FSC-certified forest products within its supply chain. Also that year, Domtar committed to making an annual contribution to WWF-Canada and WWF-US, displaying the well-known WWF panda logo on its Cougar products. In 2010, we increased our annual contribution and added the panda logo to the entire EarthChoice product line as a symbol of our support.

### WHAT DOES RAINFOREST ALLIANCE'S SUPPORT ENTAIL?

Domtar has worked together with the Rainforest Alliance for many years on responsible paper production and fiber sourcing.

Domtar and the Rainforest Alliance signed a collaborative agreement in April 2005 when the EarthChoice product line was launched, later renewing the agreement in 2009. Rainforest Alliance applauds the forest management practices that support the Domtar EarthChoice product family. All Domtar EarthChoice products proudly bear the Rainforest Alliance Certified™ seal.



The mark of  
responsible forestry



Domtar is pleased to make an annual contribution of \$350,000 to WWF from the sale of EarthChoice® products.

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