

Decoding Environmental Logos

Packaging can be a huge help in understanding how one paper differs from another. In addition to including technical details, there are often a number of labels to help you understand a product's environmental attributes. Covering everything from the responsible sourcing of the fiber used to make the paper, to guaranteeing a lower impact production process, these environmental logos can ensure customers are purchasing a product that supports their values. But with so many logos and certifications, what do they all mean? Below are descriptions of some of the most common environmental logos appearing on Domtar paper products.



ECOLOGO®

ECOLOGO® Certified products, services and packaging are certified for reduced environmental impact. ECOLOGO® Certifications are voluntary, multi-attribute, lifecycle based environmental certifications that indicate a product has undergone rigorous scientific testing, exhaustive auditing, or both, to prove its compliance with stringent, third-party, environmental performance standards.



World Wildlife Fund (WWF)

Though not a third-party certification, World Wildlife Fund is the world's leading conservation organization. This global NGO is committed to preserving the diversity and abundance of life on the Earth, maintaining a healthy environment and combating climate change. When consumers see the WWF logo on Domtar's EarthChoice® products, it means the company is supporting WWF's conservation efforts to protect and minimize disruption to natural habitats within forestlands. Domtar is proud to work with WWF for nearly two decades and contributes \$425,000 annually to WWF from the sale of FSC®-certified EarthChoice® products.



Rainforest Alliance Certified™ Seal

The Rainforest Alliance Certified™ Seal assures customers that the company's product was grown and harvested using environmentally and socially responsible practices. RA's little green frog logo indicates that the farms, fields and forestlands that help produce the products have met rigorous third-party standards to conserve wildlife, protect natural habitats and improve the lives of employees and surrounding communities.

Forest Stewardship Council® (FSC®)

Since paper comes from trees, it makes sense that consumers want to know their choices help support the responsible use of this precious resource. Purchasing products that are FSC® certified allow consumers to do just this. FSC® certification ensures that forests are well managed, habitats are protected and that the rights of local communities are respected. Companies that earn the right to use the FSC® logo are using resources responsibly to conserve biological diversity by protecting water, soil and the ecosystem. Domtar paper has been sporting the logo since 2005 and is the first paper purveyor in North America to do so.



Recycling Symbol

The recycling symbol is one of the most recognized symbols on earth, but when it comes to paper there are a few things to know. First, the symbol can mean the product is recyclable at the end of its life, or that it was made from recycled materials, or both. Typically, recycled material comes from two sources: Leftover materials from the manufacturing process or from products people put in their recycling bins when they're done using them (known as post-consumer recycled content). Paper made from the later contains 30 percent post-consumer recycled content and is recyclable. Paper is one of the most recycled products in the world which helps reduce greenhouse gas emissions.

