

**Acid Free (Neutral pH)**

Acid-free papers are manufactured in an alkaline environment, which prevents the internal chemical deterioration of the paper over time. The addition of calcium carbonate as a buffer also makes the paper resistant to the effects of an external acidic environment.

**Alternative energy**

Alternative energy refers to energy sources that are not based on the burning of fossil fuels or the splitting of atoms. For example, solar energy, wind power and hydroelectricity

**Beneficial use**

The use of a waste product that poses no threat to human health or the environment in another process that provides a positive benefit to the public and the environment; for example, the use of sludge, a by-product of paper manufacturing, in the composting of materials to produce a high-grade soil conditioner.

**Biodegradable**

Biodegradable waste is capable of being broken down into non-harmful products by the action of living things such as microorganisms.

**BEP**

Best Engineering Practices are techniques and/or methodologies that, through experience and research, have proven to reliably lead to a desired result. A commitment to using the best practices in engineering is a commitment to using all the knowledge and technology at one's disposal to ensure success.

**Brightness**

Brightness is measured as the percentage of light in a narrow spectral range reflected from the surface of a sheet of paper. It is not necessarily related to color or whiteness. A paper with a brightness of 98 (like Mohawk Navajo) is an extremely bright sheet with almost all light being reflected back to the viewer. Bright white papers illuminate transparent printing inks, giving cleaner, crisper color, and contrasty blacks.

**CERES**

Coalition for Environmentally Responsible Economics is the leading U.S. coalition of environmental, investor and advocacy groups working together for a sustainable future.

**Chain of custody**

A systematic procedure for tracking a material or product from its origin to its final use.

**Dioxin**

Dioxins are environmentally persistent compounds that find their way into the food chain. They have been linked to chronic diseases such as cancer and are believed to be a cause of birth defects. Dioxins are produced during incineration of wastes and are a contaminant in chemical manufacturing processes. Dioxin is also a by-product of older, chlorine pulp bleaching technologies.

**Ecosystem**

A system formed by the interaction of a community of organisms with their physical environment.

**Environmentally sound manufacturing**

Manufacturing processes that are designed to minimize environmental impacts.

**Environmental sourcing**

The purchase of environmentally preferable products, along with efforts to support suppliers with sound environmental practices.

**Environmental Standard for Recycled Printing and Writing Papers or Coated Papers**

Federal Standard (Executive Order 12783) that establishes minimum content standards for printing and writing paper procured by federal agencies. Paper is divided into two groups based on end use: copier paper, computer print out paper, carbonless paper are one group; writing and office paper, book paper, cover stock paper are a second group. The minimum content for recycled material varies within each group.

**FSC**

Forest Stewardship Council (FSC) is a nonprofit organization that encourages the responsible management of the world's forests and sets standards that ensure forestry is practiced in an environmentally responsible, socially beneficial and economically viable way.

**Green Seal**

A nonprofit organization devoted to environmental standard setting, product certification, advertising claims substantiation and public education.

**Guerrilla marketing**

An aggressive, highly targeted and sometimes subversive, street-level promotional campaign intended to create unexpected and memorable encounters between a product and its consumers.

**High conservation value forest**

Forests that possess one or more of the following attributes:

- a.) forest areas containing globally, regionally or nationally significant concentrations of biodiversity values (e.g. endemism, endangered species, refugia) and/or large landscape level forests, contained within, or containing the management unit, where viable populations of most if not all naturally occurring species exist in natural patterns of distribution and abundance
- b.) forest areas that are in or contain rare, threatened or endangered ecosystems
- c.) forest areas that provide basic services of nature in critical situations (e.g. watershed protection, erosion control)
- d.) forest areas fundamental to meeting basic needs of local communities (e.g. subsistence, health) and/or critical to local communities' traditional cultural identity (areas of cultural, ecological, economic or religious significance identified in cooperation with such local communities).

**Old growth forest**

Forestlands that have undergone a natural progress of succession, without significant human intervention, until they are comprised primarily of a dominant species of tree.

**Opacity**

Measure of the percentage of light passage through a sheet of paper. The more opaque a paper is, the less show-through there will be from printing on the sheet below. Basis weight, brightness, type of fibers, fillers, coatings, and formation all influence opacity. Generally, opacity and brightness are inversely related to each

other: the brighter the paper, the less opaque. Other factors that affect opacity are bulk, surface smoothness, and shade.

### **Open space**

An area of land that is valued for natural processes and wildlife, agricultural and sylvan production, active and passive recreation, and/or providing other public benefits. These landscapes are often undeveloped and essentially free of human structures.

### **PCB**

Polychlorinated biphenyl. Any of several organic compounds used in plastics manufacturing, transformers and capacitors that are toxic and persistent environmental pollutants and tend to accumulate in animal tissues.

### **PCF**

Process Chlorine Free refers to papers that contain postconsumer recycled fiber that was processed without the use of any additional chlorine or chlorine compounds. If these papers also contain a percentage of virgin fiber, the virgin fiber must have been processed without the use of any chlorine or chlorine compounds. Because PCF paper contains recycled-content fibers, PCF paper production can also reduce water, energy and virgin fiber usage.

### **Postconsumer recycled fiber**

Fiber recovered for papermaking from postconsumer waste paper.

### **Postconsumer waste**

A material or product that has served its intended use and has been discarded for disposal after passing through the hands of a final user. PCW is a part of the broader category "recycled material".

### **Rainforest Alliance**

The Rainforest Alliance is a leading international conservation organization whose objective is to protect the environment, wildlife, workers and communities by implementing better business practices for biodiversity conservation and sustainability.

### **Renewable energy**

Renewable energy is energy that is derived from continuously available sources that do not rely on exhaustible fossil fuels like coal, oil and gas. Examples of renewable energy are wind, solar, hydroelectric, geothermal and ocean tides.

### **SFI**

Sustainable Forestry Initiative. The Sustainable Forestry Initiative was developed in 1995 by the American Forest & Paper Association (AF&PA) and is comprised of management practices designed to ensure the future health and growth of forests.

### **SmartWood**

A nonprofit environmental organization whose purpose is to improve the effectiveness of sustainable forestry in conserving biodiversity and providing equity for local communities, fair treatment to workers and creating incentives for businesses so that they can benefit economically from responsible forestry practices.

### **Stewardship (Environmental)**

A commitment to make environmental protection and enhancement an integral part of the corporate mission

**Waste reduction strategy**

Adoption of practices that reduce the need for disposal of waste materials.

**Well-managed forests**

The primary objective of the Forest Stewardship Council is that forests are managed in an environmentally appropriate, socially beneficial and economically viable manner. Forests and management practices are inspected and audited against standards developed by the FSC.

**Wind energy**

Electric energy that is produced by wind driven turbines

**Wind farm**

A cluster or group of wind turbines (windmills) placed in a location that has an above-average occurrence of strong and steady winds. Good locations include hilly terrain, canyons or shorelines of large water bodies.

