

Number of North American Eco-friendly Papers Up by 157%

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NEW YORK The number of leading environmental printing and writing papers made in North America more than doubled, from 97 to 228, in the past 18 months, according to information released today by Canopy, a Canadian non-profit organization working to improve the environmental performance of paper and wood companies.

The increase resulted from the trend of large buyers demanding more papers with ecological attributes, in spite of troubles in the North American paper industry and global economy, according to Canopy. The independent, non-profit organization aims to protect forests, species and climate by engaging the business community and public to create a sustainable supply chain.

"We're witnessing a phenomenal shift in the paper industry, where sustained and growing green demand is steering paper production towards eco-friendly options, giving a lifeline to mills and a future for our endangered forests and species " Canopy Executive Director Nicole Rycroft said in a statement.

Canopy calls its regularly updated eco-paper database "the most rigorous North American census of eco-paper options available." The database tracks all papers and rates them to

inform consumers of the best ecological options.

In spite of newspaper's 25% decline in newsprint consumption during the past 12-months, Canopy notes that the number of eco-newsprint products has doubled since 2006, "demonstrating that environmental protection has become a business imperative."

Growth in eco-paper demand benefits the economy and environment, which Canopy has advocated for 10 years. By using less virgin fiber, producers reduce their papers' carbon footprint and relieve some pressure on carbon rich places such as North America's boreal forest and its endangered species.

Forest Stewardship Council-certified newsprint producers listed in the database include Atlantic Newsprint (for its recycled product; also Ecologo certified and Ancient Forest Friendly), AbitibiBowater (for its recycled product; also Ancient Forest Friendly), Catalyst (three products, including Ancient Forest Friendly recycled from its Snowflake mill) and White Birch Paper's Stadacona division (for several products, including an Ancient Forest Friendly recycled groundwood).