



at SCA Tissue **green**  
is more than just a color



# what is green?



**Sustainability** is the delicate balancing act of satisfying human needs today while protecting the environment for future generations

# green is more than a color



- **Green** is our cornerstone.
- Our solutions focus on sustainability – a healthy planet, and a healthy you
- We are committed to providing products that improve your health and reduce your impact on the environment
- Sustainability is a balance of personal and environmental health and wellness



## a proven history



- We have a long history of commitment to the environment, long before it was a mainstream trend
- Proof of our environmental efforts is evident, not only in our third-party certification but also in our accomplishments



## proving it globally



- Ranked the **2<sup>nd</sup> Greenest Company** in the World by EIRIS and *The Independent*
- The **highest rated paper company** by the World Wildlife Fund for the past 3 years
- Recognized as one of the **100 Most Sustainable Corporations** in the world by Corporate Knight Inc. & Innovest for the past 5 years
- Our Cira Centre Headquarters in Philadelphia, PA is certified **LEED-CI Gold**
- Ranked one of the world's **most ethical companies** by Ethisphere Institute in 2008 and 2009

## continued global reductions



- Using 2005 as the starting point, we have announced global targets to...
  - reduce carbon dioxide emissions by 20%
  - reduce water consumption by 15%
  - reduce organic content in water by 30%



## proving it locally



- Manufacture 100% recycled, third-party certified products
- Earned Energy Efficiency Award from the US Department of Energy for Menasha, WI facility
- Nearly 100% of waste from de-inking in Menasha is converted into fiberclay for concrete paving
- Won Water Reuse Award in Flagstaff, AZ for using reclaimed water
- Won Pollution Prevention Achievement Award for the Barton, AL facility
- Added hybrid and fuel efficient options for sales fleet

## continued footprint reduction



- As an example, we use the Service Excellence Center in Wisconsin to try different projects we can extend to other sites



- solar panels are generating renewable energy in the largest array in our state north of Milwaukee
- permeable walkways made of recycled glass allow water to filter into the ground and water tables
- bio-filtration project also allows parking lot run-off to filter into the ground instead of into storm sewers
- prairie restoration project is replacing maintained grass with native area wild plants

## a proven history



- The global commitment is part of the Tork Brand
- Global culture reinforces our local action
- It's the cornerstone of everything we do
- We are looking ahead to continually find innovative ways to lighten our footprint



we focus on being holistic



**“the whole is more than the sum  
of its parts.” -Aristotle**



## we start with recycled materials



- We recycle over 750,000 tons of paper each year, of which 400,000 is post-consumer
- All base paper that we produce is 100% recycled
- Making fiber from recycled paper saves natural resources over virgin fiber

you need to understand recycled



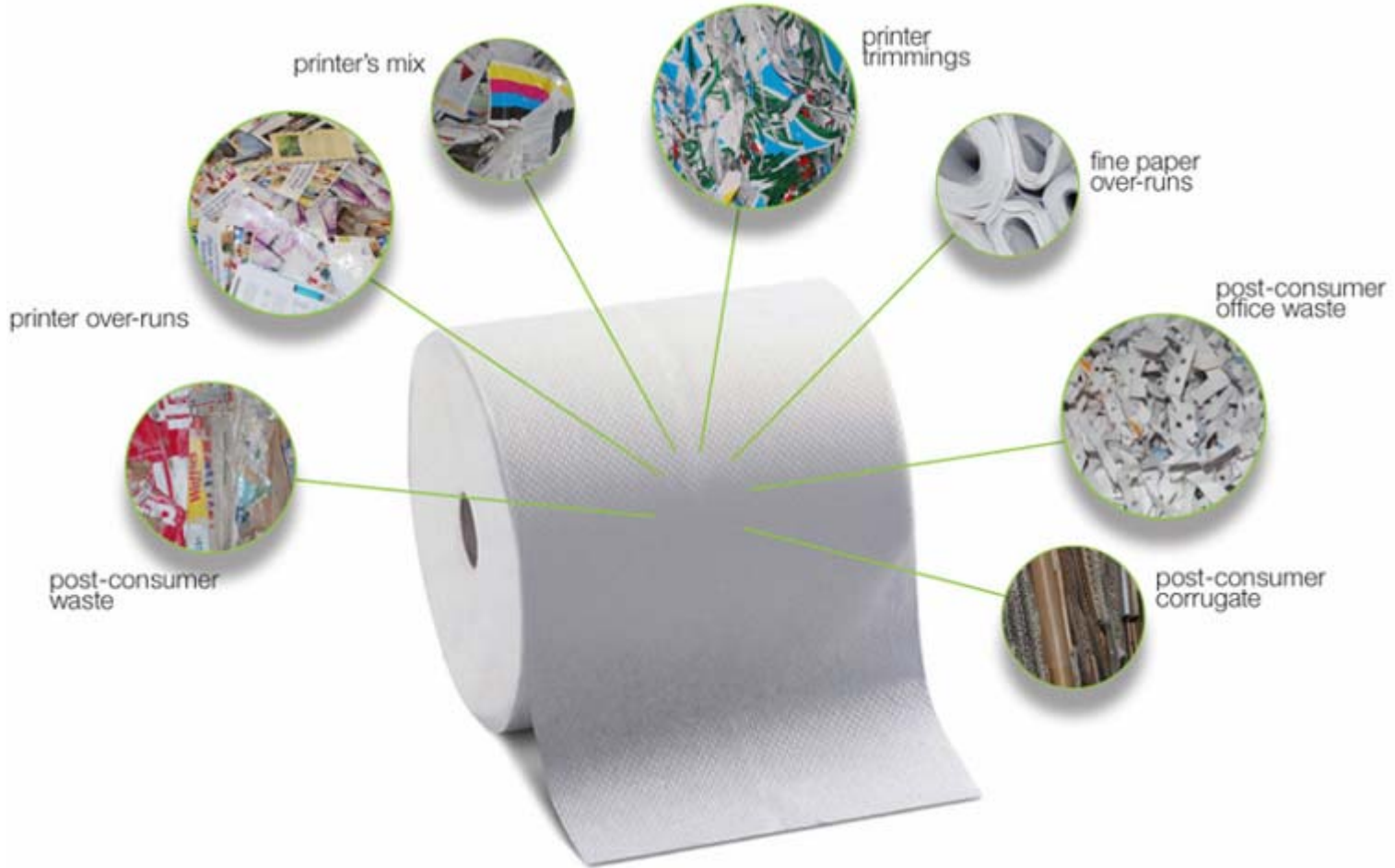
## What does it mean if it's not 100% recycled?

*Some companies focus solely on post-consumer fiber. Be sure to ask what makes up the balance.*



EPA standards were drafted in the 1970s and specify bath tissue contains 20% post consumer waste and at least 20% total recycled content when the national recycling rate was nearly non-existent.

# we make 100% recycled paper



## about 100% recycled paper



- **Post-consumer** is material that has completed its life cycle and is reconstituted into post-consumer recycled fiber
- **Pre-consumer**, also called **post-industrial**, is a by-product after the manufacturing process is complete and is reconstituted into usable fiber
- Do you know what happens to post-consumer waste and pre-consumer or post-industrial waste that isn't recycled?

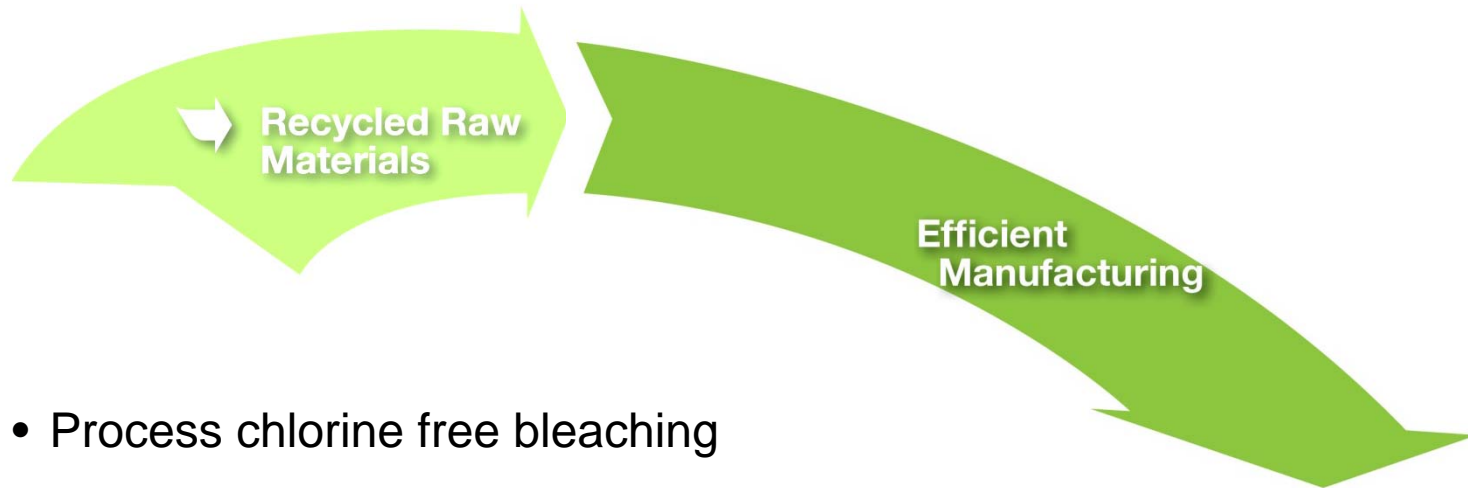
they both go to the same place



# our annual recycling savings



## we use efficient manufacturing



- Process chlorine free bleaching
- Efficient use of energy and water
- Product cases, cores, and wraps have recycled content and are printed with soy and vegetable based inks
- EcoLogo and Green Seal certification for those who need proof

## for those who need proof



- You may not trust the seller or a non-certified person to inspect your home or car before you buy it – why would purchasing paper products be different?
- Third-party certification provides objective assurance that our processes and facilities meet or exceed criteria for environmental standards
- Independent groups that physically visit and audit our facilities, policies, and procedures

## what is EcoLogo?



- Program administered by TerraChoice Environmental Marketing
- It's the largest and 2<sup>nd</sup> oldest standard in the world and oldest in North America
- They have over 120 standards and 7000 certified products
- The holistic approach to earning certification matches our philosophy of environmental stewardship
- Over three years ago, we were the first US-based paper manufacturer to have EcoLogo certified products

## what does it mean?



- Scientific, transparent standards that address holistic manufacturing processes
- It certifies products are made with a holistic approach and all steps of the life-cycle are included in the making of a “green” product
- It addresses recycled content and chlorine-free bleaching processes
- It includes “downstream” effects as well, including effluent content, air emissions, solid waste reduction, and energy consumption

## what is Green Seal?



- Independent non-profit organization
- Dedicated to safeguarding the environment by promoting the manufacture, purchase and use of environmentally responsible products and services
- Product or service categories are evaluated using a life-cycle approach
- Impacts are considered in the development of a standard, from raw materials extraction through manufacturing to use and disposal

## what does it certify?



- 100% recycled and contain post-consumer content that exceeds EPA Guidelines.
- Process-chlorine free.
- 100% recycled cores, and packaging and packaging inks are free from heavy metals and toxins.
- There are no added pigments, inks, dyes, or fragrances in products

# certification comparisons



|   | US EPA'S CPG | Chlorine Free | Green Seal | EcoLogo | SCA Tissue |
|---|--------------|---------------|------------|---------|------------|
| <b>Resource Use</b>                           |              |               |            |         |            |
| Recycled Content Addressed                    | 🌿            | 🌿             | 🌿          | 🌿       | 🌿          |
| Minimum Post-Consumer Content                 | 🌿            | 🌿             | 🌿          |         | 🌿*         |
| Certified Sustainable Forestry                |              | 🌿             |            | 🌿       | 🌿          |
| Non-Fibrous Resource Use                      |              |               |            | 🌿       | 🌿          |
| <b>Water Quality</b>                          |              |               |            |         |            |
| Elemental Chlorine Free                       |              | 🌿             | 🌿          | 🌿       | 🌿          |
| Process Chlorine Free                         |              | 🌿             | 🌿          | 🌿       | 🌿          |
| Effluent Content Restrictions                 |              |               |            | 🌿       | 🌿          |
| <b>Waste Reduction</b>                        |              |               |            |         |            |
| Solid Waste                                   |              |               |            | 🌿       | 🌿          |
| <b>Air Quality</b>                            |              |               |            |         |            |
| Energy Consumption                            |              |               |            | 🌿       | 🌿          |
| Air Emissions                                 |              |               |            | 🌿       | 🌿          |
| <b>Other Product Requirements</b>             |              |               |            |         |            |
| Packaging Requirements                        |              | 🌿             | 🌿          |         | 🌿*         |
| Restrictions on Pigments, Dyes and Fragrances |              | 🌿             | 🌿          |         | 🌿*         |

\* Select products meet EPA Minimums by region

# we continually work on product engineering



- Provides efficient cases that optimize shipping units for better cube and trailer utilization
- Efficiently manufactured products in efficiently sized cases



## and Smart Fit™ delivers savings

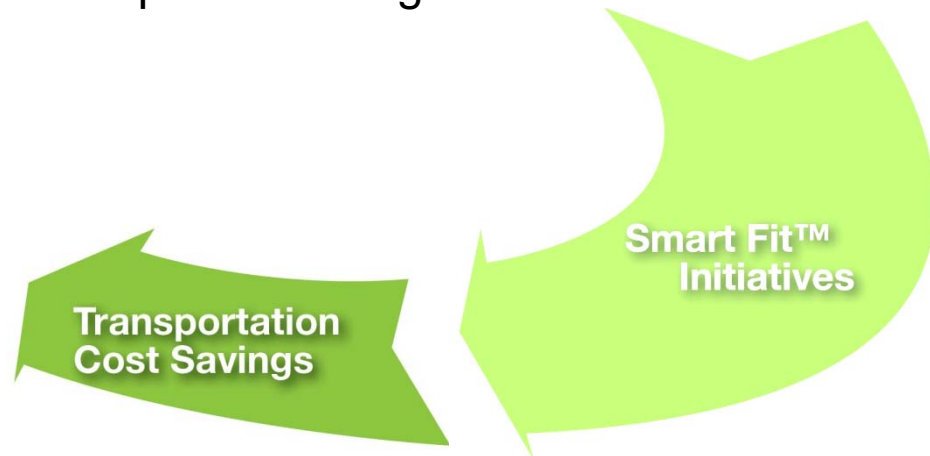


- By utilizing nearly 10.2 million cubic feet of previously unused trailer space, each year SCA Tissue:
  - Eliminates 3200 trucks from the road
  - Saves over 280,000 gallons of diesel fuel
  - Saves over 1.6 million miles, equivalent to driving around the world over 64 times!

## continuing a holistic approach



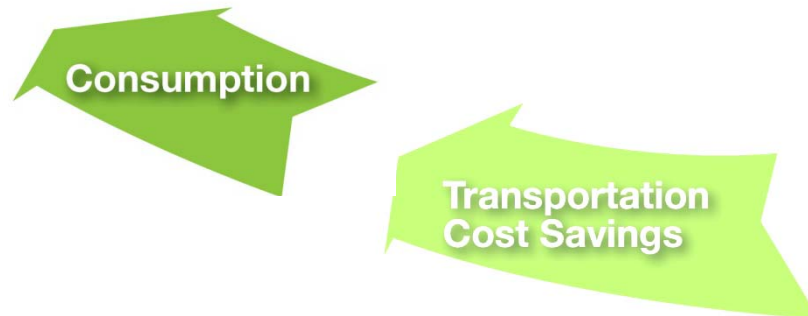
- Regional manufacturing facilities mean cases travel less distance to your door
- Less distance means less fuel, less emissions, tires, highway congestion
- Lowers cost of delivery to help offset rising fuel costs



## helping people use less



- Innovative systems offer one-at-a-time controlled dispensing, **reducing consumption** and waste at the source – with the user
- Controlled consumption allows you to **be green** and **save green**
- Products contribute toward earning **LEED points**



## a key step...reduce



- Innovative Tork Systems reduce consumption and waste generation at the point of use, from the washroom to the front of the house
- Reduced consumption means less purchased cases of product, less maintenance time, and less trash to be hauled to a landfill



# be green. save green.



- Solutions that not only demonstrate your commitment to the environment, but save money at the same time

|                          | Competitor     | SCA Tissue                |
|--------------------------|----------------|---------------------------|
| Sleeves/Case             | 16             | 21                        |
| Towels/Case              | 2,400          | 2,268                     |
| Towels Used/Hand-dry     | 5              | 2                         |
| Hand-dries/Case          | 480            | 1,134                     |
| Hand-dries/Year          | 48,000         | 48,000                    |
| Case Price               | \$ 23.00       | \$ 35.00                  |
| Cost/Thousand Hand-dries | \$ 47.92       | \$ 30.86                  |
| Cases/Year               | 100            | 42 (58% Less)             |
| Paper Cost/Year          | \$ 2,300       | \$ 1,481 (36% Less)       |
| Hourly Labor Rate        | \$ 15.00       | \$ 15.00                  |
| Loading Minutes/Case     | 16             | 21                        |
| Labor Cost               | \$ 400         | \$ 222 (44% Less)         |
| <b>Total Cost/Year</b>   | <b>\$2,700</b> | <b>\$1,704 (37% Less)</b> |

**37% savings  
with SCA  
totals  
\$996/yr**

|                                     |        |
|-------------------------------------|--------|
| Number of SCA Cases Purchased       | 42     |
| Lbs. of Recycled Waste Paper Used   | 913    |
| Gallons of Water Saved              | 2,459  |
| Cubic Yards of Landfill Space Saved | 1.05   |
| Kilowatts of Energy Saved           | 1,405  |
| Energy (000 BTU's) Saved            | 18,690 |
| Gallons of Oil Saved                | 133.50 |
| Pounds of Air Pollution Prevented   | 21.08  |
| Number of Trees Saved               | 5.97   |

## what is the USGBC?



- The United States Green Building Council is a non-profit organization committed to expanding sustainable building practices.
- It is composed of more than 13,500 organizations from across the building industry that are working to advance structures that are environmentally responsible, profitable, and healthy places to live and work.
- We are a USGBC member.



## what is LEED?



- The LEED (Leadership in Energy & Environmental Design) Green Building Rating System™ is a voluntary, consensus-based standard to support and certify successful green building design, construction and operations. LEED is transforming the marketplace by providing a nationally recognized certification system to promote integrated, whole-building design practices in the building industry.

## the NEW LEED-EB standard



- The new standard is now **LEED for Existing Buildings: Operations & Maintenance**
- The intention was to move the LEED-EB standard from a remodeling focus to the daily management and ongoing janitorial operations of buildings
- Easier to follow, earn points, and the standard includes recommendations
- Launched in January 2008, updated in 2009
- The update in 2009 was to standardize the credits across all the standards



## LEED-EB: O&M



- EcoLogo and Green Seal are specified as one of the minimum requirements for paper and chemical products
- Tork products can contribute toward 8-11 points in the following sections:
  - Materials & Resources
  - Indoor Air Quality
  - Innovations in Operations
- Specific additional credits are available for topics that are regionally important
  - Tork can help contribute towards 8-11 points and up to 3 additional credits depending on your zip code
- Visit [www.torkusa.com](http://www.torkusa.com) for more information on specific credits

## we walk the talk

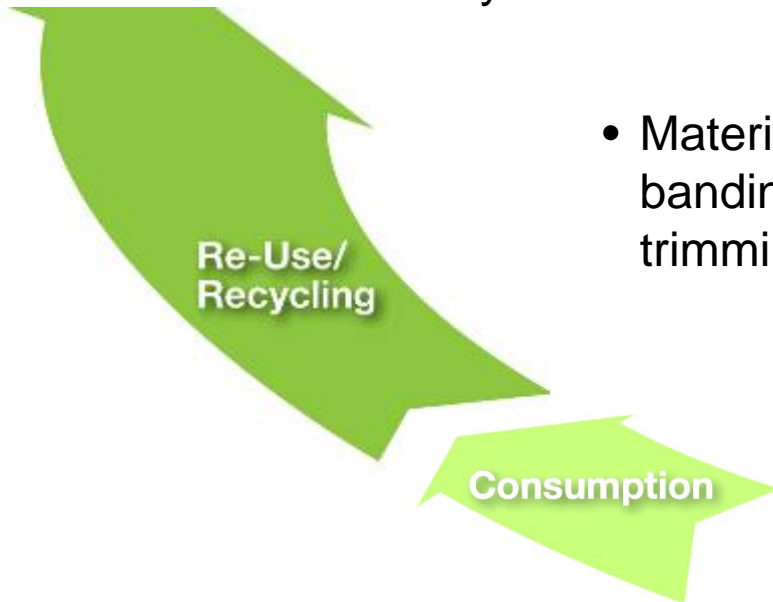


- We understand the importance of LEED.
  - Our Americas Headquarters, the Cira Centre in Philadelphia is certified LEED-CI Gold
  - Our Dispenser Innovation in Philadelphia was just awarded LEED-CI certification
  - Our renovation of the SCA Tissue Headquarters within the Cira Centre is a registered LEED-CI project.
- What other commercial paper company has products that can contribute toward LEED points AND operates in LEED certified offices?

## completing the loop



- Cores, cases, and wrappers from products are recyclable and reduce waste headed to landfills
- Materials from our manufacturing process – metal banding, shrink wrap, pallets, batteries, and paper trimmings – are all recycled for re-use



# a total focus on sustainability



## what's important to you?



- I want to partner with a green company
- I need to meet a purchasing requirement for recycled paper products
- I want products that are third-party certified
- I want to be green and save green
- I need products that can contribute to earning LEED points

we have the answers



- As you've seen, the answer to all the questions is the same.

**we can help!**



SCA...your environmental  
company of choice