

Natural FACTS

ABOUT NATURAL CHOICE

HOW IS NATURAL CHOICE MORE SUSTAINABLE THAN ORDINARY COPY PAPER?

Natural Choice is made using advanced technologies that yield 56% more paper per ton of raw material and greatly reduce the mill's carbon footprint and water use compared to the production of standard copy paper. An independent Life Cycle Analysis found 92% less environmental impact overall.

WHAT'S SO DIFFERENT ABOUT HOW NATURAL CHOICE IS MADE?

NORPAC's thermo-mechanical pulping process uses steam and refining, rather than harsh chemicals, to extract wood fibers from sawmill waste and other wood. This process uses raw materials, water, and electricity more efficiently and produces fewer emissions and chemical byproducts.

HOW MUCH SMALLER IS THE MILL'S CARBON FOOTPRINT?

About half the size—44% less—compared to typical mills making standard copy paper.

HOW CAN NATURAL CHOICE HELP ME MEET GREEN PURCHASING OBJECTIVES?

An independent Life Cycle Analysis found that Natural Choice has less ecosystem impact and carbon footprint than standard copy paper.



WHAT ABOUT RECYCLING?

Natural Choice is available with 30% post-consumer waste and is 100% recyclable.

WHERE IN THE USA IS NATURAL CHOICE MADE?

At the NORPAC paper mill in Longview, Washington, deep in the Pacific Northwest. As the only domestic maker of copy paper west of Arkansas, NORPAC distributes Natural Choice and other products throughout the United States.

WHERE DO THE RAW MATERIALS FOR NATURAL CHOICE COME FROM?

Mostly—more than 95%—from sawmill wastes. That wood comes from sustainably managed working forests in the Pacific Northwest as certified by the Forest Stewardship Council and the Sustainable Forestry Initiative Certified Sourcing label.



Even MORE

ABOUT NATURAL CHOICE

HOW DOES NATURAL CHOICE PERFORM IN DIFFERENT PRINTERS AND COPIERS?

Natural Choice is ideal for high-speed home and office inkjet and laser printers and copiers. Its 96 opacity—higher than many heavier, 24-pound papers—make it ideal for double-sided printing, which delivers both environmental and economic benefits. Finally, Natural Choice resists curling to provide 99.99% jam-free performance, as certified by Buyers Laboratory, Inc.

HOW IS NATURAL CHOICE MORE SUSTAINABLE THAN SO-CALLED “WOOD-FREE” PAPERS?

Natural Choice is made in the USA using waste wood from sustainably grown U.S. forests that also offer numerous other ecological and social benefits, including wildlife habitat, biodiversity, and recreational opportunities. It is 100% recyclable and biodegradable and doesn't rely on the harsh chemicals, plastics, or additives frequently used in the manufacture of “wood-free” papers. The efficient NORPAC manufacturing process results in low water and electricity use, very low waste, and about half the carbon footprint of standard copy paper production. Finally, customers can depend on NORPAC's four decades of quality, service, and stability.



DOES IT HAVE FSC® CERTIFICATION?

Yes, Forest Stewardship Council® License Code C132345.

SFI® CERTIFICATION?

Yes, Sustainable Forestry Institute® label SFI-00008.

BLI® PERFORMANCE CERTIFICATION?

Yes, Buyers Laboratory Inc. Performance Certification.

WHO PERFORMED THE LIFE CYCLE ANALYSIS?

The Natural Choice Life Cycle Analysis was performed and reviewed by independent experts to the ISO 14044 standard.

HOW CAN I LEARN MORE ABOUT NATURAL CHOICE?

Visit www.naturalchoicepaper.com or call 1-800-426-0866.

