



Greenline Products

Important Notes for the Data Setting with Recycled Paper

- Color coating may not exceed 280%. Recycled papers absorb more color, white letters or logos would hence appear smearable.
- Motifs should be set with the strongest contrast possible. Rough paper absorbs more color than coated paper. Fine shades could otherwise not be perceived. You should consider leaving the last step of high definition.
- No true-color control print can be produced for recycled papers. Therefore we recommend a digital print. However, this digital print is lighter than the real print.
- Screen ruling possible up to 60 dots/cm, for pigmented paper up to 70 - 80 dots/cm. The less dense paper structure appears lighter than coated paper of same grammage.
- Our standard recycled papers are bright white. In case a cardboard effect is required it must be processed by graphic design.

General Information

On the following pages we provide you an overview concerning the topic "processing printing paper and environment protection". This guideline should support your decision for a environmental production of your CD or DVD print matter or packaging, and allay any concerns.

Today a skeptical attitude towards recycled papers still prevails, without reason however. There is no quality reduction in comparison to other common fresh fiber papers. On the contrary, the federal bureau of material inspection evaluated recycling paper as absolutely equal to others in terms of copying.

Today's recycled papers don't only provide more space for creativity but also attain first class print results that can hardly be distinguished from other standard papers.

Besides of all these matters, the price plays an important role. Generally speaking, the price always depends on the ordered amount, be it fresh fiber or recycled paper. In large amounts recycled paper still may be 10-15 % more cost-effective than a comparable fresh fiber paper.

The price difference results from a smaller order amount or the order frequency of a paper grade.

Our greenline assortment therefore aims at a bundling of orders to be able to offer a cost-effective printing price as well as purchase price because there is less demand for recycled paper than for chlorine free paper.



Hence the costs for a single production are certainly higher as if several productions would be carried out at once.

Protect Resources – Recycling Paper

Does Recycling Protect the Environment?

Yes. Just like in any production process, paper production consumes resources. Recycling the once already used resources means a reduced consumption of energy and wood fibers and a total of reduced cost of wastewater treatment. Some paper producers document the reduced resource consumption by using the Blue Angel seal, a seal of quality displaying the environmental protection of a production.

Background

Only in Germany, 19 million tons of paper are consumed per year. The per-capita consumption of paper, cardboard and pasted board is of 250 kg.

The use of recycled paper reduces this demand. Moreover, far less water is used. During a production of 500 sheets of copy paper an approximate amount of 90 liters is economized. Other positive effects are the reduced energy consumption and less wastewater treatment.

Authentic recycling paper is made of used paper. Depending on the pureness and assorting grade of the resource different grades of whiteness can be achieved.

Ecologically produced paper is labeled with the seal "Blue Angel", being liable to strict controls. They are necessary because it is also possible to produce recycling paper out of production waste.

The elementary idea of recycling is still the use of already consumed products in order to discard a non recycling paper (post-consumer ware).

The optimum mixture for an ecological production is provided during the combination of recycled fibers with sustainably produced fresh fibers, due to the fact that recycled fibers decrease in length every time they are recycled.



The Quality Seal for Environment Protection

Environment protection has turned into one of the important product features. Resource shortage and increasing prices are only two reasons amongst many others widespread by the media. In paper industry, numerous certificates and diverse labels have been introduced in order to determine uniform production standards respective to quality and ecological awareness.

The most significant and common seals are summarized below:

FSC (Forest Stewardship Council)

Environment protection starts already with the cultivation of sustainable resources as forest stands are not only a basis of economy but also the preserver of our world's climate.

The FSC System is one of the few seals recognized and promoted by all important environmental associations.

FSC promotes an ecological, socially just and economically sustainable cultivation of the forests. Likewise the commercialization of ecologically produced and fair traded wood is supported and enhanced.

A simple explanation of the basic cultivation criteria for wood is listed below:

- No uncontrolled deforestation (preservation of biodiversity, no clear-cutting)
- No violation of human rights
- Reduced environment pollution (no chemical-synthetic adjuvants used in forests)

An important aspect of FSC products consists in the complete traceability of materials back to the source.

PEFC (Programs for the Endorsement of Forest Certification Schemes)

This program is an international forest certification system and the world's biggest organization for the preservation and improvement of sustainable forest cultivation. The basic principles are similar to those of FSC and approved by EU.

Due to its regional orientation this label is cost effective and suitable for small family forest holdings. A better distribution ensures higher availability of wood labeled by PEFC than by FSC.

Please consider the information by greenpeace concerning PEFC. Greenpeace assumes that in Finland protected areas are still deforested hiding under the certification of the label. Greenpeace therefore doesn't recommend products marked by this label.

HOFA enterprises either offer 100% recycled paper or FSC-certified paper.



The Blue Angel

The Blue Angel is the oldest and first seal for products and services that aim at environment protection (environment seal of the federal environment agency).

Approximately 3,700 products and services amongst 80 different product categories may carry this seal.

It has the following basic principles:

- 100 percent waste paper
- Renouncement of environment polluting production chemicals
- Renouncement of coloring and bleaching substances
- Economical use of resources
- Reduced energy consumption
- Ecological disposal of production waste

Writability, durability and color contrast are equivalent to the qualitative characteristics of fresh fiber paper. The grade of whiteness is between 60% and 90%. During the production high demands on additives, bleaching substances etc. must be fulfilled.



Climate Neutrality

Why Climate Neutrality?

According to recent scientific results, globally rising emission of greenhouse gases is the cause of the climate change caused by mankind. Due to this fact, greenhouse gases or CO₂ emissions should – wherever possible – be avoided straight away or reduced. The emission reduction still cannot always be realized or sometimes is even unreasonable. Thus the term "climate neutrality" has been introduced into climate protection in order to deal with unavoidable emissions like business travels, production processes or the energy consumption of private households.

The Basic Idea of Climate Neutrality

Climate neutrality designates the compensation of caused emissions, i.e. the neutralization by saving the same amount of used emissions in another process. This is possible due to the global harm of greenhouse gases. For climate protection, it is neither relevant in which place emissions are caused nor where they have been avoided. This means: emission of greenhouse gases on site A can be neutralized by additional protection measures on site B. The process of climate neutral activities is realized by the buying or deletion/laying of ecologically high-quality emission reducing certificates by approved climate protection projects.

Theoretically, every product or service may be climate neutral if it compensates CO₂ emissions in production, distribution or operation.

Climate Neutrality is Approved

The mechanism of climate neutrality is approved worldwide and is not only an instrument of political institutions (e.g. Presidency of the Council of the European Union held by Great Britain) but also used by global organizations (e.g. FIFA, IOC and others) to protect the climate.

Climate Neutral Packaging

By means of a CO₂ calculator the „Product Carbon Footprint“ (PCF) of a package can be calculated on short term and marked on the package. On basis of this calculation and the later buying of emission reducing certificates you may label your packaging as climate neutral.

The decision for climate neutral packaging makes you contribute directly to climate protection.

By means of an individual certificate number your climate protection measures are communicated in a transparent and comprehensive way. The certificate number can be integrated into the artwork of the packaging via a label.

Sources



Sources

- University of Tübingen (Germany) – Section Environment Protection
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- BVDM Umweltlexikon (Encyclopedia of Environment)
- Focus Online: Erde erreicht bald kritische Erwärmung (21.09.2014)
(Earth reaches point of critical warming)
- Verband Deutsche Papierindustrie: Papier recyceln
(German Paper Industry Association: Recycling Paper)