

# The Guide to Ethical Paper



## YOUR PAPER CHOICE MATTERS

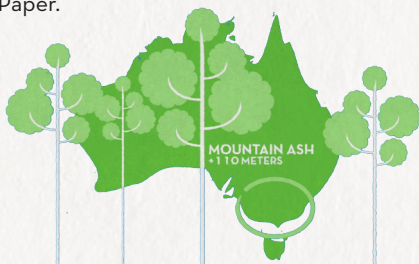
### USE FOREST-FREE OFFICE PAPER

In Australia, Victoria's stunning native Mountain Ash forests are still logged to make A4 paper - including Reflex, the flagship brand of Japanese-owned paper company, Australian Paper.

We should be using existing plantations for logging and making paper, and our native Mountain Ash forests should be protected for their incredible beauty and unique wildlife - including the threatened Fairy Possum.

Your paper use matters. By refusing to buy office paper from native forests, and choosing recycled paper, you're sending a message that consumers expect better forest management and paper manufacturing standards in Victoria.

And you're not alone - join thousands of other people, businesses and organisations who avoid Reflex paper, in favour of Ethical Paper.



### WHAT'S THE REAL PAPER TRAIL?

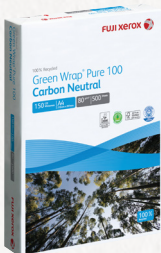
It can be difficult to see through slick marketing campaigns and self-reported claims to get real information - so you know what sort of trail your paper purchases really leave.

If you can't find the brands mentioned in this Guide, please look for any brand with the FSC 100% recycled logo or FSC Mixed Sources of FSC 100% logo.

Watch out for AFS or PEFC certification. It is no guarantee of environmental sustainability - Reflex White papers carry this certification, and they come from Victoria's Mountain Ash forests, home to the endangered Fairy Possum.

# MAKE YOUR PAPER CHOICE COUNT

High quality, forest-free and 100% recycled papers are readily available. An internet search of these brands will show where you can buy them. **Some quality, Ethical Papers options include:\***

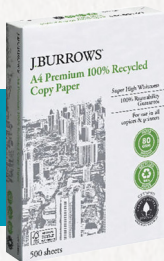


## Fuji Xerox – Recycled Pure +

- 100% recycled post-consumer waste
- Photocopy white, A4, A3
- Manufactured Carbon Neutral

## J. Burrows 100% Recycled

- 100% recycled post-consumer waste
- Manufactured Carbon Neutral
- High white, A4



## Officemax – 100% Recycled

- 100% recycled post-consumer waste
- Photocopy white, A4, A3, A5
- Manufactured Carbon Neutral

In a wealthy country like Australia, you'd think we could create paper that doesn't come from our magnificent native forests. But unfortunately, that's not yet the case.

In the meantime, by purchasing one of these paper options, you will not only be protecting our native forests and wildlife, but also contributing to a lower carbon footprint.\*

Most importantly, you'll also be sending Australian paper manufacturers a clear message that consumers want forest-free paper.

\*Although the recommended papers are made overseas, the carbon footprint of transportation to Australia is significantly less than the carbon emissions caused by logging of Victoria's carbon-rich native forests. For more on how carbon-rich Victoria's native forests are, please visit <https://www.wilderness.org.au/carbon-forests>



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