

# Ethical Paper Guide



# Is your paper ethical?

Using this Ethical Paper Guide, you can be confident that you're choosing an ethical and sustainable product when you purchase copy paper for your home or office.

The responsible choice is to avoid Reflex® papers and use paper products that are native forest- free, 100% post-consumer recycled and FSC® certified.



## Muru® 100% Recycled

FSC® certified  
100% post-consumer recycled  
Supply Nation® certified  
Available in A4  
80GSM / 150CIE



## J.Burrows® Premium 100% Recycled

FSC® certified  
100% post-consumer recycled  
Available in A4  
80GSM / 150CIE



## COS® 100% Recycled

FSC® certified  
100% post-consumer recycled  
Available in A3 & A4  
80GSM / 150CIE



## WINC® 100% Recycled

FSC® certified  
100% post-consumer recycled  
Available in A4  
80GSM / 150CIE



## Cultural Choice® 100% Recycled

FSC® certified  
100% post-consumer recycled  
Supply Nation® certified  
Available in A3 & A4  
80GSM / 150CIE



## Canon® OCE Recycled Zero

FSC® certified  
100% post-consumer recycled  
Available in A4  
80GSM / 150CIE



## Nallawilli® 100% Recycled Laser Paper

FSC® certified  
100% post-consumer recycled  
Supply Nation® certified  
Available in A4  
80GSM / 150CIE

## What's wrong with Reflex Ultra White®?

Reflex Ultra White®, one of Australia's most commonly used paper brands, is made by logging and pulping Victoria's Critically Endangered native forests which grow on the lands of the Bunurong/Boon Wurrung, Gunaikurnai, Taungurung, and Wurundjeri people. This logging drives wildlife to extinction, threatens our drinking water supplies and undermines Australia's efforts to mitigate climate change.

The legality of this logging is consistently before the courts and the state government logging agency, VicForests®, is still without credentialled FSC® Full Forest Management certification.

Every purchase of an unsustainable paper product originating from Victoria's native forests perpetuates these problems, and brings reputational risk for your organisation.

## Ethical Paper is:

---

1. 100% post-consumer recycled
2. Free from native forest wood
3. FSC® certified  
(must carry the FSC® Recycled logo on the packaging)
4. Not solely PEFC® or Responsible Wood® certified

## How will it benefit my business or organisation to avoid Reflex® papers and switch to using Ethical Paper?

People, businesses and organisations are making the switch to sustainable products as, right around the world, we become increasingly aware of the impacts of our purchasing choices. By avoiding Reflex Ultra White®, switching to using Ethical Paper, and—if you choose to—by signing the Ethical Paper Pledge, you demonstrate your commitment to socially and environmentally responsible supply chains.

## What about the paper manufacturing industry?

Paper manufacturing in Australia can become a sustainable industry when the transition to plantations and recycled fibre is completed.

Transitioning to plantations will maintain the industry—which is running out of wood because native forests have been over-logged, badly managed, and burnt in bushfires. Purchasing an Ethical Paper product supports the best future for the industry.

## How can we sign the Ethical Paper Pledge?

Pledge your support for a sustainable paper industry in Australia by signing the Ethical Paper Pledge at [ethicalpaper.com.au](https://ethicalpaper.com.au)

Updated November 2019

For more information please visit  
[www.ethicalpaper.com.au](http://www.ethicalpaper.com.au)

© Copyright 2019  
The Wilderness Society Victoria Inc  
ABN 50 199 624 393  
Consumer Affairs Victoria  
registration number A0048100P

The Wilderness Society and Ethical Paper acknowledge the Traditional Custodians of the forests known as the Mountain Ash ecosystem, including the Bunurong/Boon Wurrung, Gunaikurnai, Taungurung and Wurundjeri people.

